

SAPPHIRE NOW and ASUG Annual Conference
May 16-18, 2017
Attendee Demographics

Relationship	
SAP Customer and Prospect	7,806
SAP Partner (to include exhibitors)	6,843
SAP Employees	4,777
Other (Press, ASUG Staff, Analysts)	698
Total Registered	20,124

Countries	
Total Countries Represented	91
US	70%
Canada	6%
Germany	5%
All others	19%

Industry (Customer Only)	
Aerospace and Defense	395
Automotive	340
Banking	211
Building Materials	88
Cargo Transport and Logistics	89
Chemicals	372
Consumer Products	1222
Defense and Security	90
Engineering, Construction and Operations	213
Fabricated Metal Products	76
Forest Products, Furniture and Textile	109
Healthcare	313
High Tech	773
Higher Education and Research	89
Industrial Machinery and Components	249
Insurance	129
Life Sciences	268
Media	130
Mining	78
Oil and Gas	322
Passenger Travel and Leisure	73
Postal	11
Primary Metal	30
Professional Services	380
Public Sector	303
Retail	615
Sports and Entertainment	63
Telecommunications	157
Utilities	335
Wholesale	261
No response	22
Total (Customer)	7806

Job Function (Customer Only)	
Administrative Board	16
Chief Compliance Officer	2
Chief Digital Officer	29
Chief Executive Officer	138
Chief Financial Officer	101
Chief HR Officer	25
Chief Information Officer	661
Chief Marketing Officer	23
Chief Operating Officer	45
Chief Procurement Officer	18
Chief Sales Officer	17
Consultant	136
Director	1611
Employee	241
Engineer	51
Executive Board	43
Head of Department	350
IT Analyst	420
IT Architect	589
IT Developer	91
IT System Administrator	155
Lecturer/University	7
Manager	1711
Managing Director	158
Media - Analyst	10
Other	229
Owner	18
President	34
Senior/Executive Vice President	166
Team Lead/Supervisor	197
Vice President	514
Total (Customer)	7806