

**SAP TechEd Las Vegas 2016  
Attendee Demographics**

Relationship	Total	%
SAP Customer	2753	48.8%
SAP Partner and Independent Consultants	1668	29.5%
SAP Employee	1172	20.8%
Other	55	1.0%
<b>Total</b>	<b>5648</b>	<b>100%</b>

Industry (Customer Only)	Total	%
Aerospace and Defense	210	7.6%
Automotive	113	4.1%
Banking	94	3.4%
Building Materials	44	1.6%
Cargo Transportation & Logistics Service	20	0.7%
Chemicals	97	3.5%
Consumer Products	405	14.7%
Defense and Security	26	0.9%
Engineering, Construction and Operation	69	2.5%
Fabricated Metal Products	19	0.7%
Forest Products, Furniture & Textiles	39	1.4%
Healthcare	193	7.0%
High Tech	224	8.1%
Higher Education and Research	58	2.1%
Industrial Machinery and Components	68	2.5%
Insurance	56	2.0%
Life Sciences	91	3.3%
Media	72	2.6%
Mining	24	0.9%
Oil and Gas	122	4.4%
Passenger Travel & Leisure	7	0.3%
Postal	4	0.1%
Primary Metals	6	0.2%
Professional Services	82	3.0%
Public Sector	121	4.4%
Retail	208	7.6%
SAP Consolidated Companies	18	0.7%
Sports & Entertainment	23	0.8%
Telecommunications	29	1.1%
Utilities	116	4.2%
Wholesale Distribution	95	3.5%
<b>Total</b>	<b>2753</b>	<b>100%</b>

Job Function (Customer Only)	Total	%
Administrative Board	2	0.1%
Chief Executive Officer	4	0.1%
Chief Information Officer	18	0.7%
Chief Operating Officer	3	0.1%
Chief Procurement Officer	1	0.0%
Consultant	35	1.3%
Director	149	5.4%
Employee	68	2.5%
Engineer	44	1.6%
Head of Dept	24	0.9%
IT - Analyst	318	11.6%
IT - Architect	584	21.2%
IT - Developer	433	15.7%
IT - System Administrator	318	11.6%
Lecturer/University	5	0.2%
Manager	440	16.0%
Managing Director	23	0.8%
Media - Analyst	3	0.1%
Other	84	3.1%
Owner	2	0.1%
President	2	0.1%
Project Manager	55	2.0%
Senior/ Executive Vice President	6	0.2%
Team Lead/Supervisor	111	4.0%
Vice President	21	0.8%
<b>Total</b>	<b>2753</b>	<b>100%</b>

What is your role in purchasing SAP solutions?	Total	%
Decision Maker	74	2.7%
Influencer	1020	37.1%
Recommender	908	33.0%
Not Involved, Other	751	27.3%
<b>Total</b>	<b>2753</b>	<b>100%</b>

What is your primary reason for attending? (Top Responses)
- Learn how to optimize or upgrade my current SAP solutions
- Gain hands on experience with solutions
- Find new SAP solutions
- Network with other SAP users, fellow attendees, and SAP Partners