



Reinventing a User Group in the Cloud to Keep Members Connected



UK & Ireland SAP User Group Limited (UKISUG)
Stockton-on-Tees, England
www.sapusers.org

Industry
High tech

Products and Services
User group management

Employees
10 (5,000 members)

SAP® Solutions
SAP® Business
ByDesign® solution

The SAP user group, UKISUG, modernized and simplified its IT landscape by implementing the SAP Business ByDesign solution and redesigning its Web site. Now members can access a state-of-the-art user group experience that fosters needs-oriented communication and member engagement.

Before: Challenges and Opportunities

- Fragmented IT landscape unable to support future growth plans
- Multiple data sources involving a high degree of manual activities

Why SAP

- Fully integrated cloud solution that provides a solid foundation for financial management and reporting
- Ability to support a feature-rich, comprehensive member experience, including event handling and campaign management
- High degree of automation
- Quality interface to serve as the backbone of the membership Web site

After: Value-Driven Results

- Better service for members, with one consistent data source and faster internal processes
- Added capacity for value-adding activities, due to the elimination of manual tasks
- Deeper understanding of member needs using tailored information
- Higher user satisfaction and member engagement thanks to seamless and continuous interaction

“Using the SAP Business ByDesign solution as the backbone of our IT landscape has enabled a **step change in our operations and business processes.”**

Craig Dale, Chief Executive, UK & Ireland SAP User Group Limited

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Data source for enhanced consistency

Fewer

Errors, thanks to greater automation

Higher

Member renewal and acquisition rates