

# New ASUG Research Finds Oil, Gas, and Energy Companies with SAP Are Leading the Way With S/4HANA Adoption, Yet Face Challenges with Master Data, Integration, and Training

ASUG's research with Prometheus Group of the Oil, Gas, and Energy (OGE) industry sheds new light on their challenges, trends, and priorities

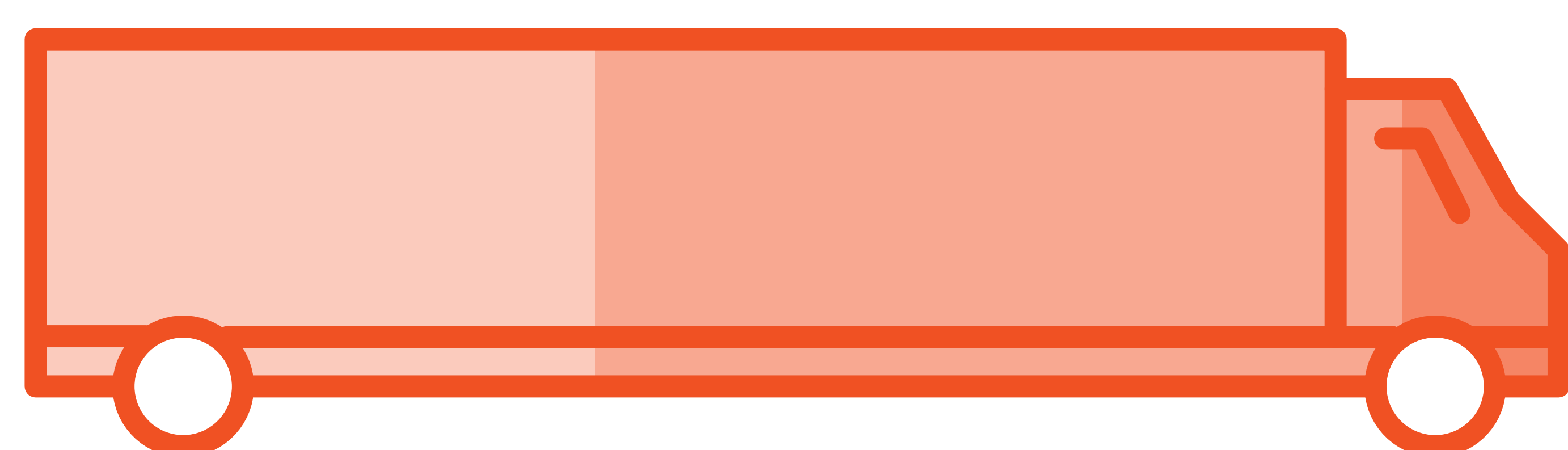
## Oil, Gas, and Energy Companies Are Leaders in SAP S/4HANA Adoption

While the focus on SAP S/4HANA is universal, OGE customers are notably further ahead in their adoption journey. We also see integrations (within SAP and between SAP and non-SAP systems) have become a core focus area as those in the OGE industry shift to or aim to optimize their SAP S/4HANA solution.

### Already live/started to move to SAP S/4HANA



### OGE Industry ASUG Members Additional S/4HANA Status



11%

Moving more than 2 years from now

16%

Moving in the next 7-24 months

3%

Moving in the next 6 months

5%

plans on hold for now

0%

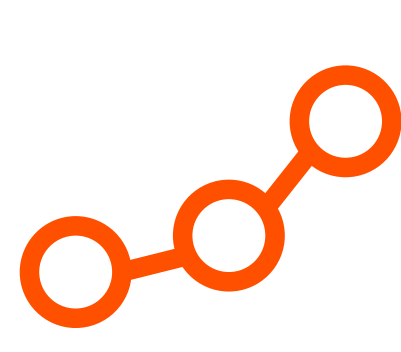
no plans to be involved

### Top Focus Areas, OGE Industry ASUG Members



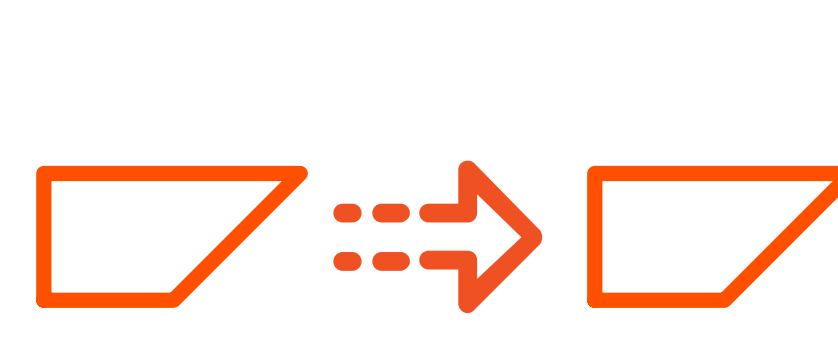
55%

Moving to SAP S/4HANA



42%

Standardizing business processes



37%

Integration with SAP systems (e.g., SAP BTP)



37%

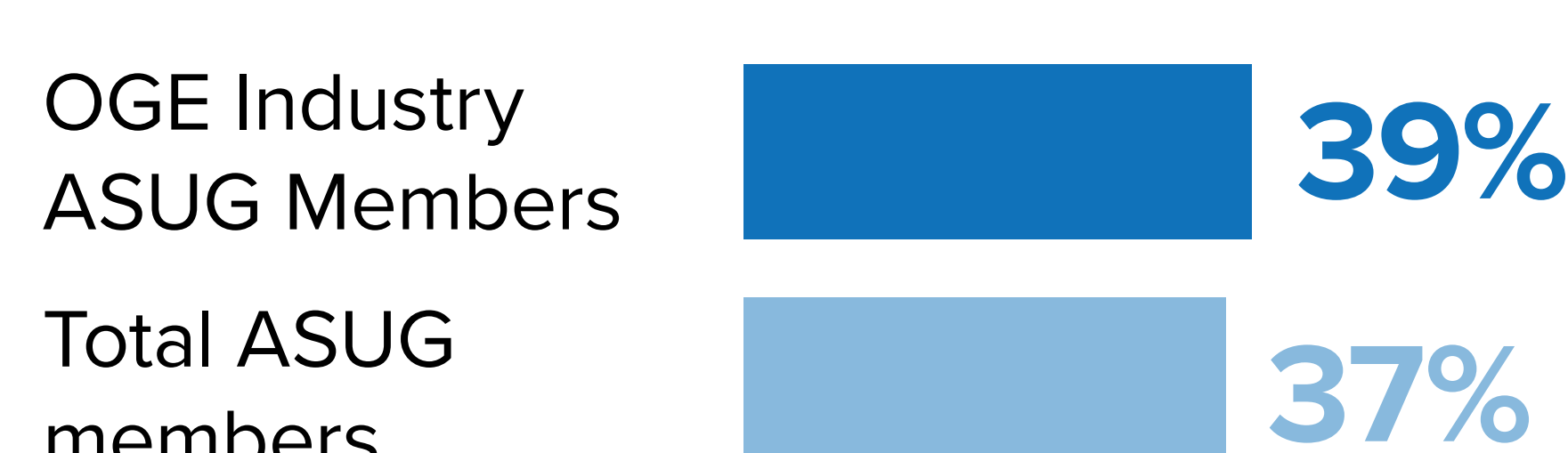
Integration between SAP and non-SAP systems

## Master Data and Integration Are Top Challenges

OGE Industry ASUG Members say integration is the second-highest challenge. Master data maintenance and governance follow closely as the third top challenge. One OGE Industry ASUG member highlights the issue, **“Too many duplicates make it much harder for the user to know which vendor master to use. We need to develop a more standardized process.”**

### Top Organizational Challenges

#### Integration



#### Master data maintenance & governance



Our #1 challenge as we move to a new ERP system is integrating multiple business units to one operational method within SAP.”

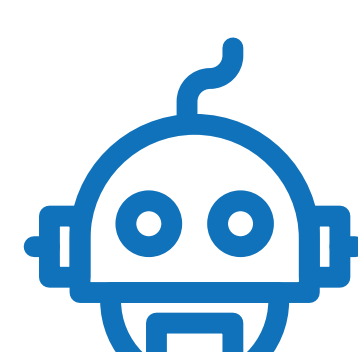
—Lead Financial Analyst, OGE Industry

### Top Internal Skillsets Missing or Lacking at Organizations, OGE Industry ASUG Members



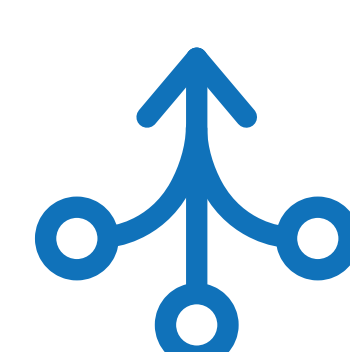
45%

SAP S/4HANA expertise



39%

Artificial Intelligence



21%

Integration and APIs

## Focusing on the 3 A's: Analytics, Automation, & AI

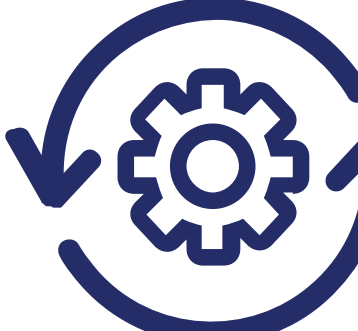
OGE customers are prioritizing solutions that feature analytics, automation, and artificial intelligence, which are expected to have the greatest impact on digital transformation efforts in the next two years.

### Technologies Important to Digital Transformations, OGE Industry ASUG Members



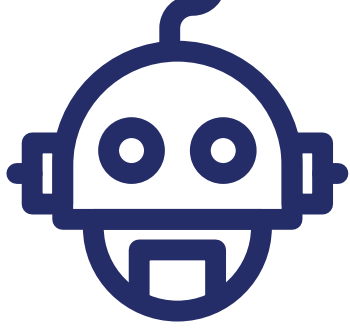
58%

Analytics



53%

Automation



42%

Artificial Intelligence

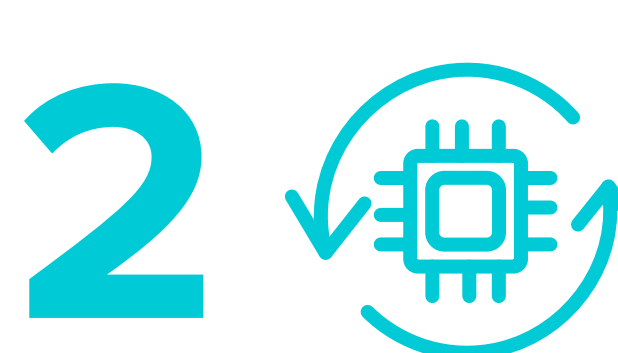
## SAP Knowledge and Training Still a Challenge

OGE industry professionals must prioritize upskilling and training to keep up with the pace of new technology and SAP S/4HANA adoption. While transitioning to SAP S/4HANA is a perceived solution, internal skillset gaps and implementation costs still pose a challenge.

### Top Concerns Related to Technology in the OGE Industry



1 Upskilling and training staff



2 Keeping up with technology changes



3 SAP S/4HANA implementations



The desire is to use technology as much as possible; however, price of oil is uncertain, and migrating to S/4HANA is expensive. Ideally, budget should not be a constraint in migrating from ECC to S/4HANA. The strategy should be to use all of SAP's capabilities; however, that comes at a cost.”

—EAM, Business Analyst, OGE Industry



Webcast call to action

#### About the Research

ASUG conducted this research in October 2023. The results are based on responses from 766 participants who are members of ASUG, 38 of those members are within the OGE industry.



ASUG is the world's largest SAP user group. Originally founded by a group of visionary SAP customers in 1991, its mission is to help people and organizations get the most value from their investment in SAP technology. ASUG currently serves thousands of businesses via companywide memberships, connecting more than 130,000 professionals with networking and educational resources to help them master new challenges. Through in-person and virtual events, on-demand digital resources, and ongoing advocacy for its membership, ASUG helps SAP customers make more possible.

Prometheus Group enables unified enterprise asset optimization through an integrated approach to planning, scheduling, work management, and business analytics across routine and preventive maintenance, shutdowns/turnarounds, and production scheduling. Unlike the competition, Prometheus packaged software is easy to use, can be implemented in weeks, and allows a business to quickly improve operational efficiency and the effectiveness of work processes to gain a competitive advantage. For more information, visit [www.prometheusgroup.com](http://www.prometheusgroup.com).