



The **SAP** **Report** Q4 2024



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Welcome



Vincent Dunlop
Co-Founder / Director

Hello and welcome to the final SAP Report of 2024

It has been an incredible year for us at bluewaveSELECT and, we feel, for the SAP ecosystem in general. As expected, S/4HANA migrations have been the primary cause of hyperactivity. We know this because we've been tracking vacancy flow between S/4HANA and ECC6 since 2019, and the bias towards S/4HANA opportunities has never been higher than it is currently (92% in Q3).

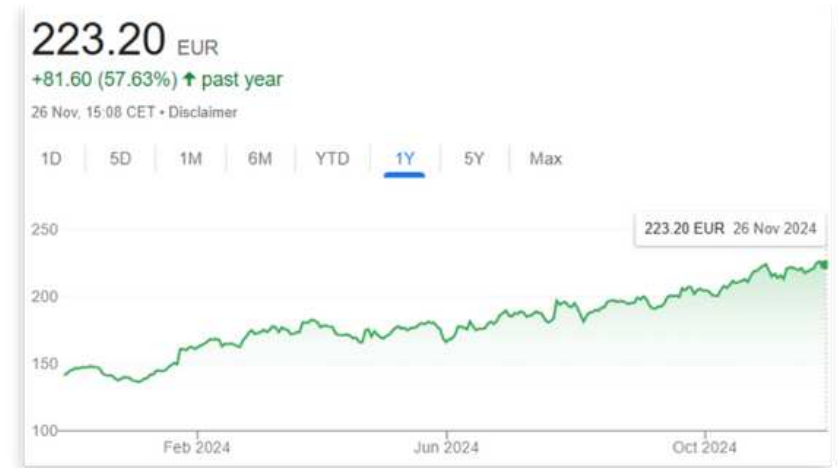
SAP

While SAP remains tight-lipped on the number of customers completely using S/4HANA, its Q3 financial results showed improvement in all cloud revenue metrics compared to previous quarters, and its share price has performed consistently well throughout 2024:

in € millions, unless otherwise stated

Current cloud backlog	Total revenue	Cloud & Software revenue	Cloud revenue	Cloud ERP Suite revenue
15,377	8,470	7,429	4,351	3,636
▲ +25% (+29% @cc)	▲ +9% (+10% @cc)	▲ +11% (+12% @cc)	▲ +25 (+27% @cc)	▲ +34% (+36% @cc)

SAP Share Price



Gartner Forecasts

Gartner's latest forecasts suggest that digitalisation is set to continue:

- Digital transformation spend will reach \$3.4tn by 2026 (an 89% increase from \$1.8tn in 2022).
- Worldwide end-user spending on public cloud services is forecast to total \$723.4bn in 2025, up 21% from \$595.7bn in 2024 (90% of organisations will adopt hybrid cloud through to 2027).

However, despite spending levels, Gartner's annual survey of over 4,000 executives found that only 48% of digital initiatives meet or exceed their business outcome targets.

Welcome

An Update on bluewaveSELECT

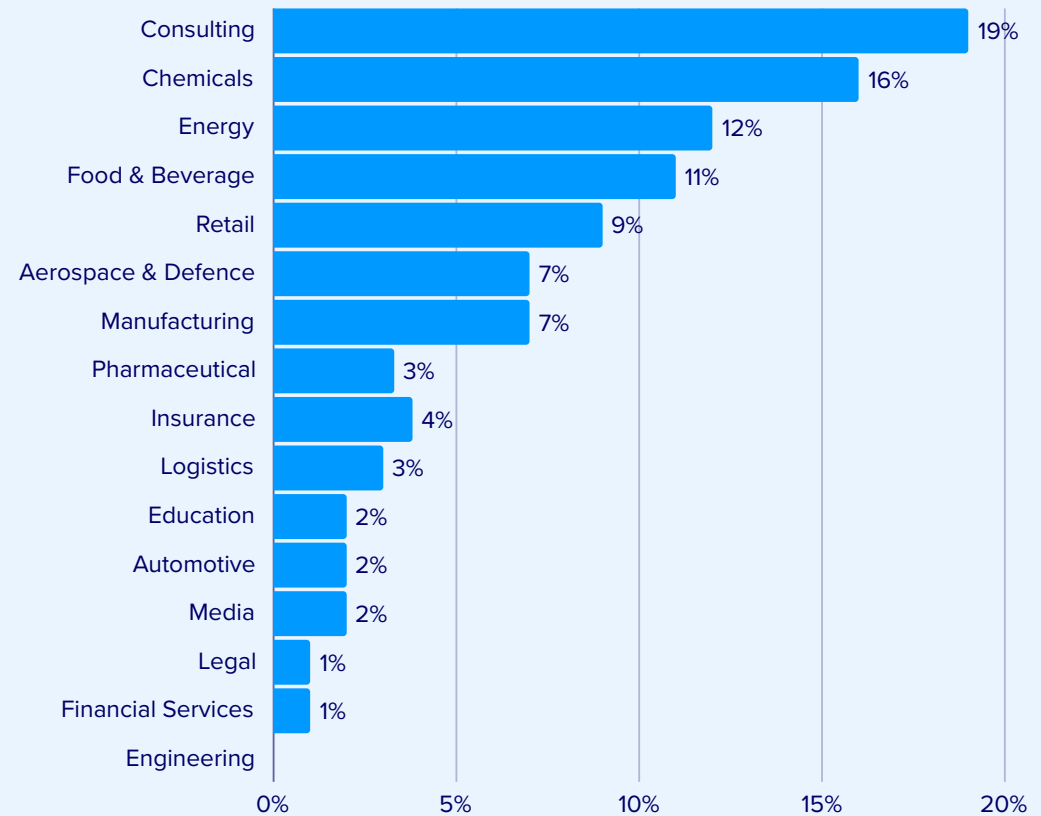
We are delighted to report another record year driven by our great team of SAP recruitment experts:

- More customers supported with S/4HANA transformations than ever before
- Fully compliant SAP delivery rolled out to cover more than 150 countries
- 'Single source' SAP talent solution proved to be a hit with busy customers
- Programme ramp up: 4 SAP vacancies filled by bluewave every week throughout 2024
- Over 1.6k SAP Network+ members able to view S/4HANA advisory webinars free of charge
- YoY growth: revenue ↑ 27%, profit ↑ 18%
- Multiple Q4 S/4HANA customer wins with programmes scheduled for Q1 2025

bluewaveSELECT will celebrate its 10th anniversary in 2025. We're proud to collaborate with fantastic businesses and the people who run them to build world-class SAP programme teams.

All evidence points to 2025 being an even greater year, and we can't wait to get started!

bluewaveSELECT Customer Spend
by Sector



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Specialist SAP Reports and Guides

Over the past 6 months, we've worked with some of the best in SAP to bring you these helpful guides and reports, to help you achieve your goals. So here they are, all in one place.

[Neurodiversity in SAP](#)

The latest stats on neurodiversity in the tech sector, why now is the right time for employers to improve their approach to neurodiversity and practical interventions employers can make to increase neurodiversity in the workforce.

[IR35 Guide](#)

Advice from Qdos to help hiring managers build an internal business case for engaging outside IR35 contractors.

[Women in SAP](#)

How the percentage of women in SAP has progressed over time, the impact of AI, practical interventions to get more applications from women, and key insights from UKISUG.

[SAP Contractor Survey Results](#)

UK & Ireland contractor survey results on how much contractors are paid, what drives them to accept or reject a role, and what makes them stick around for the duration of a project.

[Hiring Manager's Playbook](#)

Eighteen pages filled with useful, objective data on how to attract and retain great SAP contractors.

[SAP Licensing Guide](#)

Practical advice from Gaurish Dessai, Enterprise Solutions Architect, on how to navigate the complex world of SAP licensing.



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Free S/4HANA Advisory Sessions



[Your Guide to SAP BTP & CPI: Essentials for ECC to S/4HANA Migration Success](#)

with Faraz Mohsin, SAP S/4 Lead, Thrinath Krishnamoorthy, CPI & BTP Architect

['No Regret' Moves: How to Mitigate Risk with a Capability Assessment for Your ECC to S/4HANA Transition](#)

with Tim Smith, SAP S/4 Programme Lead

[Demystifying SAP Datasphere: Futureproof Your Business Analytics](#)

with Ali Bashir, Business Solution Lead

[Why Integration is Critical to S/4HANA Success: The 5 Things SAP Leaders Need to Know](#)

with Kirit Mistry, Enterprise Architect

[5 Ways to Accelerate Business Growth Through Data in Your S/4HANA Upgrade](#)

with Floyd Sepanya, Data Design Lead

[The 5 Key Components of a Successful S/4HANA Implementation in Retail](#)

with Paul Drage, SAP Retail Programme Manager

[The 5 Biggest Challenges of an S/4HANA Implementation \(and How to Overcome Them\)](#)

with Paul Kelly, Chief Technical Architect



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Industry News



How Joule and Microsoft 365 Copilot Will Reshape Today's Workplace

[READ HERE →](#)

UK Tax Collector Inks £366M in ERP Deals to Get Systems into Cloud

[READ HERE →](#)

UK Authority Struggles to RISE with SAP, Throws Another £9M at Project

[READ HERE →](#)

SAP Raises On-Prem Support Costs Again to Drive Cloud Adoption

[READ HERE →](#)

SoftwareOne Sets Deadline for Deal After Posting "Disappointing" Q3 Results

[READ HERE →](#)

Germany's SAP to 'Over Proportionally' Hire in India, CEO Says

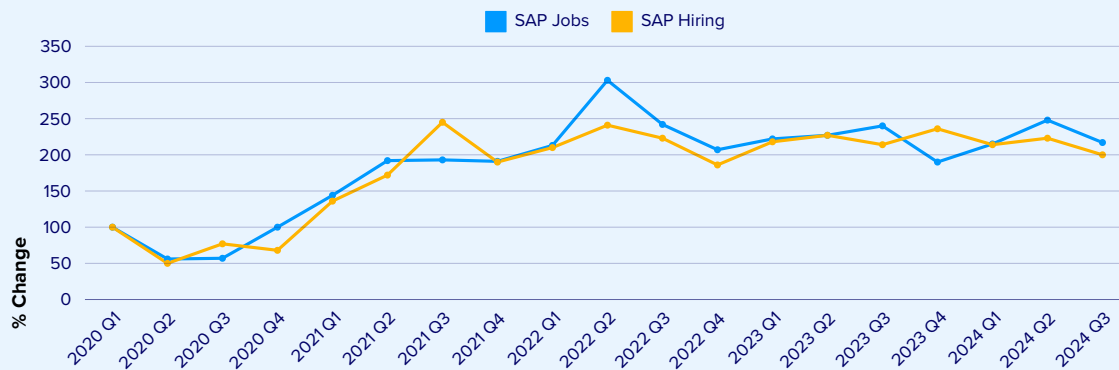
[READ HERE →](#)



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SAP Jobs & Hiring Activity

SAP Jobs and Hiring Activity

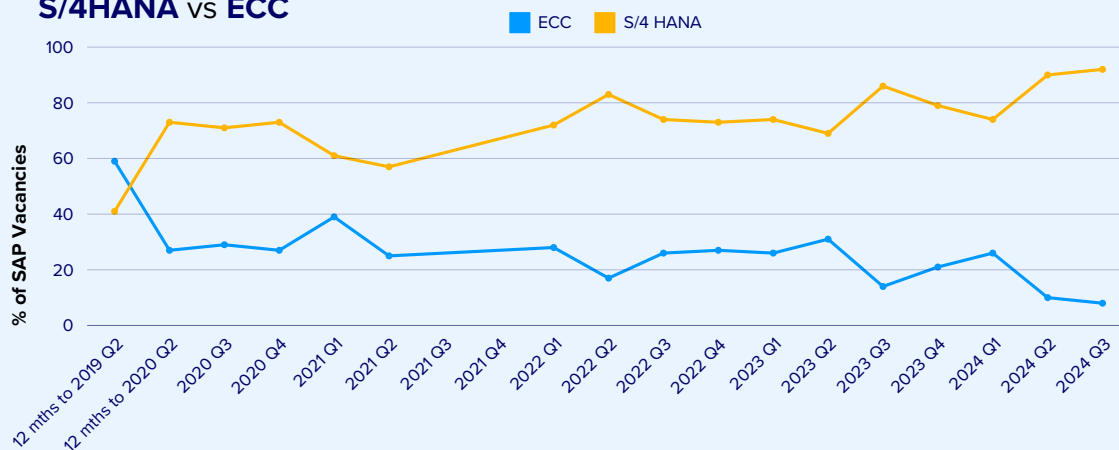


Both vacancy flow and hiring dropped slightly from Q2's spike in results but remained high overall.

Demand was yet again driven by S/4HANA which is as expected with the looming 2030 deadline.

S/4HANA represented 92% of all vacancies across the quarter, the most dominant since we began recording the data in 2019.

S/4HANA vs ECC



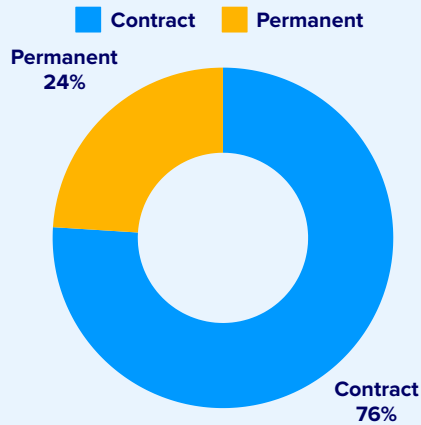
With post-pandemic working practices now the norm, it will be no surprise that hybrid and remote working were still most common, with only 7% of SAP users expecting team members to be on site for more than 4 days per week.

If you are looking for advice on how to attract the best people for your teams, you may find our [Hiring Manager's Playbook](#) useful.

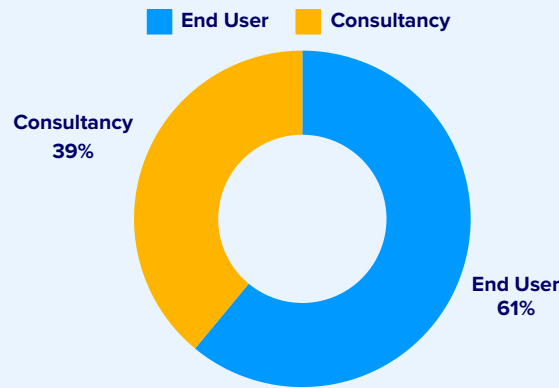
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SAP Jobs & Hiring Activity

Permanent vs Contract Jobs



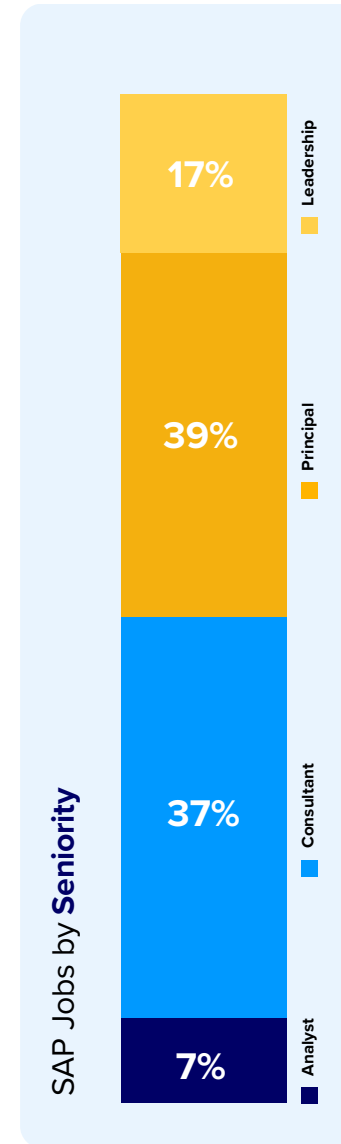
End user vs Consultancy



Contract: Inside IR35 vs Outside IR35



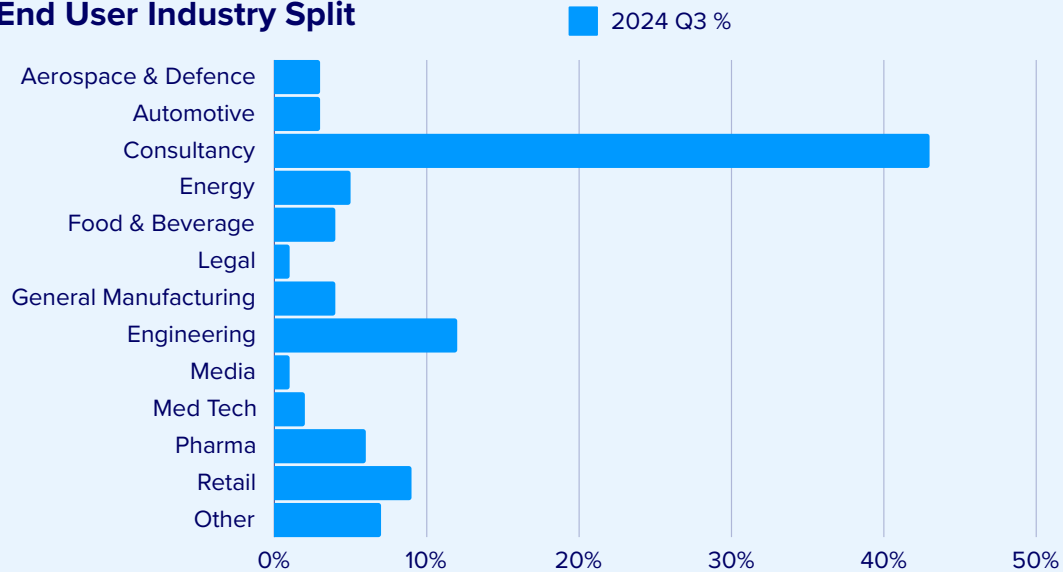
The project-driven nature of SAP programmes means **the vast majority of contract roles are outside IR35.**



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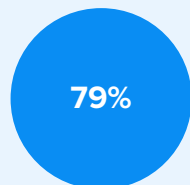
SAP Jobs & Hiring Activity

End User Industry Split



Consultancies can be misleading as vacancies will be spread across multiple industries depending on which sectors their customers operate in. The high level of consultancy vacancies could be viewed as a positive side effect of the number of in flight S/4HANA programmes driving up demand.

Women in SAP (Placements)

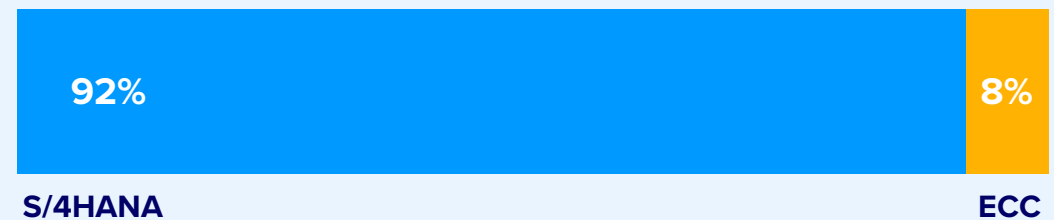


Male



Female

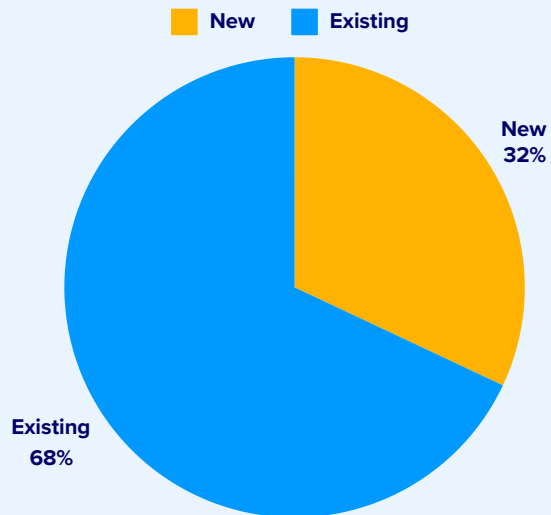
S/4HANA vs ECC



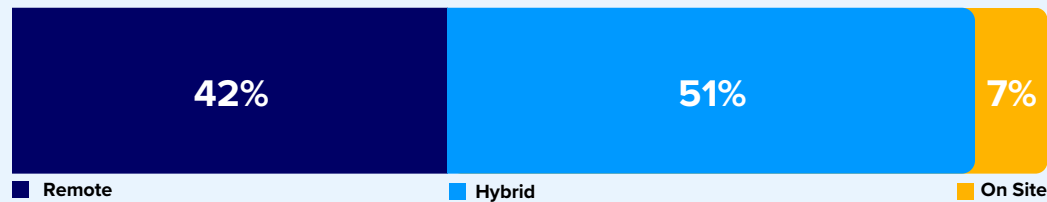
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SAP Jobs & Hiring Activity

New vs Existing Client



SAP Jobs by Work Requirement

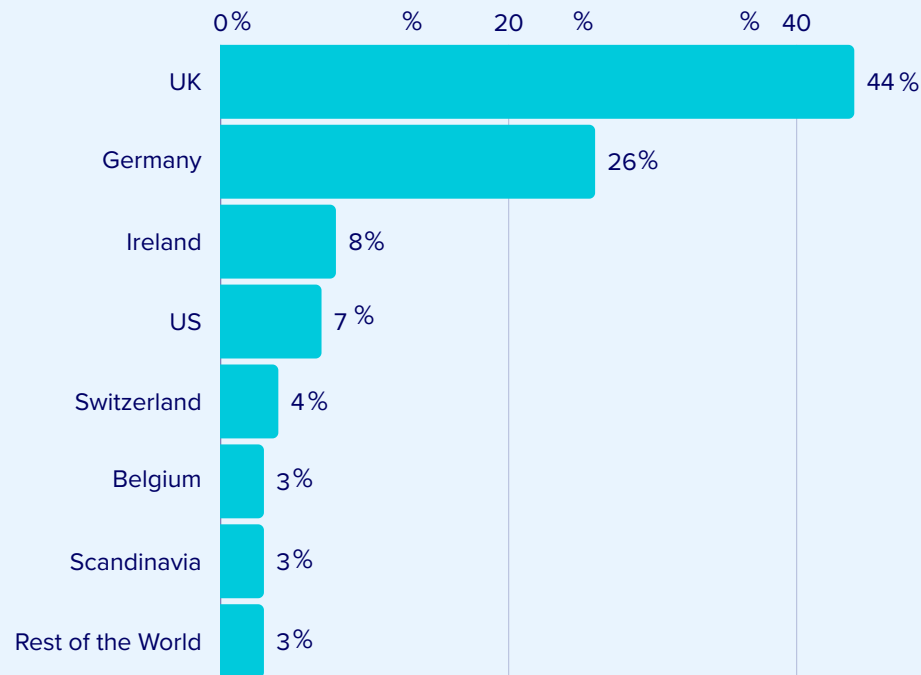


93% of Q3 SAP vacancies had fully remote or hybrid working patterns.

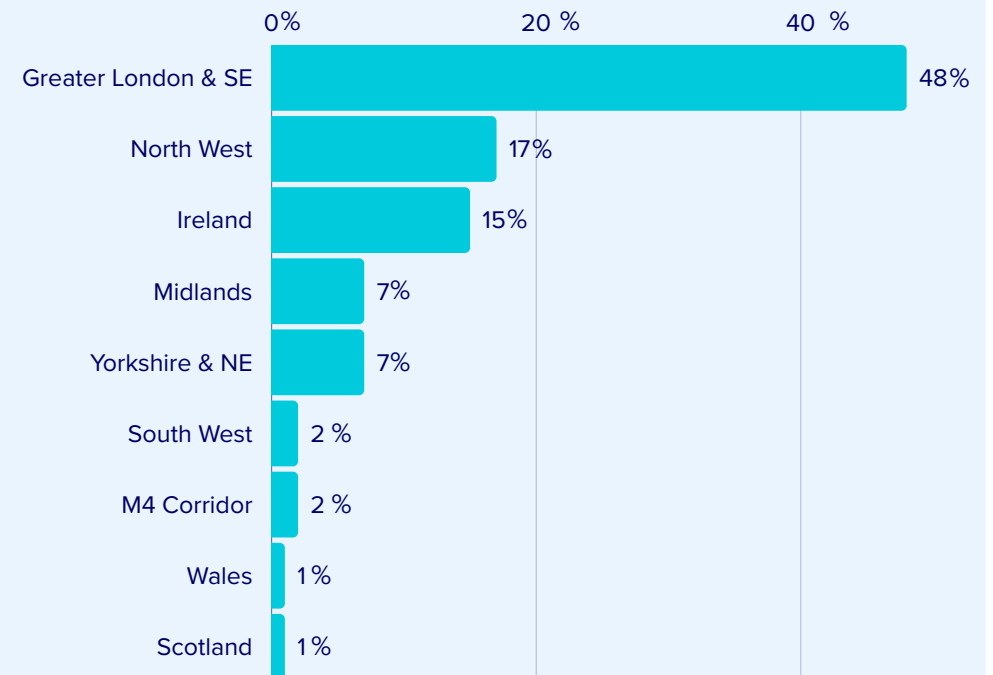
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SAP Jobs & Hiring Activity

Location Split - Global



Location Split - UK & Ireland



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Top 5 In Demand SAP Skills in Q3 2024

% of Q3 SAP demand

1 Finance	The dominance of S/4HANA projects has kept up the demand for finance professionals as the move to S/4 involves significant changes in financial processes and data structure, requiring specialist knowledge. Within finance, the most in demand skills focused on core FI and CO, but there was also high demand for more specialist areas, such as Banking, Treasury, Tax, FSCM and financial reporting.	12%
2 Manufacturing	SAP manufacturing features highly due to the following: manufacturing covers diverse functionality across different modules (PP, PM, QM, SD); different manufacturing processes are required for different industries; and integration challenges with other SAP/3rd party components. Add in S/4HANA programmes, Smart Factories, IoT, AI and machine learning - you're looking at consistent high demand.	9%
3 PM & Leadership	22% of Q3 SAP vacancies were driven by new programmes requiring highly-skilled Project Managers and Leaders to set programmes up through phase zero, lead stakeholders through design and engage 3rd party delivery partners. The # of SAP users yet to kickstart their S/4 transition is well-publicised - so the high demand for Leaders will continue for the next 2-3 years as new programmes begin.	8%
4 Process Lead	In 'fit as standard' S/4HANA transformations, the emphasis is to change business processes to optimise new digital capabilities (rather than change the tech to meet existing processes). This has driven up demand for Process Leads, as a programme will engage with multiple Process Leads, each aligned to key process areas used by the business (e.g. finance, manufacturing, supply chain etc.).	6%
=5 Solution Architecture	Demand for Solution Architects in Q3 was again entirely driven by the onset of new S/4HANA programmes. Integration between S/4HANA and other SAP and non-SAP applications has been an unexpected challenge for many migrations, with particular demand for solutions that navigate these complex integrations to ensure seamless data flow and interoperability.	3%
=5 ABAP	SAP's mantra of 'innovate around the edges', the UX appeal of Fiori, and advances around AI in SAP landscapes, have meant that ABAP development has moved a step closer to users and a hybrid development capability seems to be a better fit for many organisations than the previous fully offshore model.	3%

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SAP Salary Benchmarking

Are you paying the right amount for your permanent SAP resources?

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SAP Salary
Benchmarking

Compared to prior quarter

Job Role

Salary Range

Leadership	Lower	Higher
Transformation	£150k ← 0%	£180k ↑ 2.6%
Programme	£100k ← 0%	£150k ← 0%
Project	£80k ↑ 14.3%	£100k ↑ 5.3%
PMO	£55k ← 0%	£70k ← 0%
BAU/Head of	£85k ↓ -10.5%	£120k ↓ -4%

Job Role

Salary Range

Technical	Lower	Higher
Architect	£90k ← 0%	£125k ← 0%
BASIS	£60k ↓ -14.3%	£90k ↓ -5.3%
Security	£65k ↑ 8.3%	£85k ↑ 6.3%
ABAP	£50k ↓ -16.7%	£85k ← 0%
Integration	£65k ↑ 8.3%	£95k ↑ 5.6%
Data Manager	£80k ↓ -5.9%	£100k ← 0%
Data Lead	£80k ← 0%	£95k ← 0%
Data Consultant	£50k ↓ -9.1%	£85k ↑ 6.3%

Job Role

Salary Range

Business	Lower	Higher
Process GPO	£80k ↑ 6.7%	£125k ↑ 4.2%
Process Lead	£75k ← 0%	£100k ← 0%
Process BA	£50k ← 0%	£75k ↑ 7.1%
Change Manager	£75k ↑ 15.4%	£105k ← 0%
Change Consultant	£60k ↑ 9.1%	£80k ← 0%
Training Manager	£75k ← 0%	£85k ← 0%
Training Lead	£65k ← 0%	£80k ← 0%
Training Delivery	£50k ↓ -9.1%	£70k ← 0%

Some skill areas feature a wide range of salary and day rates due to a number of factors - end-user vs consultancy, whether or not the position has an S/4HANA or a niche skill element, scope of programme, responsibility of the individual, regionality and industry weighting.

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SAP Salary Benchmarking

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SAP Salary
Benchmarking

Are you paying the right amount for your permanent SAP resources?



Compared to prior quarter

Job Role	Salary Range					
Functional	Lower			Higher		
Solution Architect	£90k	↓	-2.2%	£110k	←	0%
OtC Manager	£80k	←	0%	£100k	←	0%
OtC Lead	£75k	←	0%	£95k	←	0%
OtC Consultant	£60k	↑	9.1%	£80k	←	0%
RtR Manager	£85k	←	0%	£110k	←	0%
RtR Lead	£85k	↑	6.3%	£110k	↓	-4.8%
RtR Consultant	£65k	↑	8.3%	£85k	←	0%
PtP Manager	£85k	←	0%	£100k	←	0%
PtP Lead	£70k	←	0%	£95k	↑	5.6%
PtP Consultant	£60k	↑	9.1%	£90k	↑	12.5%
Manufacturing Manager	£85k	↑	6.3%	£95k	↑	5.6%
Manufacturing Lead	£80k	↓	-5.9%	£95k	←	0%
Manufacturing Consultant	£65k	←	0%	£85k	←	0%

Job Role	Salary Range					
Functional	Lower			Higher		
Warehousing/Logistics Manager	£80k	←	0%	£90k	←	0%
Warehousing/Logistics Lead	£85k	←	0%	£95k	←	0%
Warehousing/Logistics Consultant	£65k	←	0%	£85k	←	0%
SF Manager	£90k	←	0%	£115k	↑	4.5%
SF Lead	£75k	↓	-6.3%	£105k	↑	5%
SF Consultant	£55k	↑	10%	£85k	↑	6.3%
BI Manager	£80k	←	0%	£100k	←	0%
BI Lead	£65k	←	0%	£85k	←	0%
BI Consultant	£50k	←	0%	£80k	↑	6.7%
Test Manager	£75k	↑	7.1%	£95k	↑	5.6%
Test Lead	£65k	↑	8.3%	£75k	←	0%
Test Consultant	£55k	←	0%	£70k	←	0%



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SAP Day Rate Benchmarking

Are you paying the right amount for your contract SAP resources?

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SAP Day Rate Benchmarking

↑
←
↓
 Compared to prior quarter

Job Role	Contract Benchmark	
Leadership	Lower	Higher
Transformation	£1,400 ↓ -6.7%	£3,000 ← 0%
Programme	£800 ← 0%	£1,200 ← 0%
Project	£650 ← 0%	£800 ↓ -5.9%
PMO	£350 ↓ -12.5%	£650 ← 0%
BAU/Head of	£650 ↑ 8.3%	£800 ← 0%

Job Role	Contract Benchmark	
Technical	Lower	Higher
Architect	£800 ← 0%	£1,100 ↓ -8.3%
BASIS	£450 ← 0%	£600 ↓ -7.7%
Security	£500 ↑ 11.1%	£750 ↑ 15.4%
ABAP	£350 ← 0%	£600 ← 0%
Integration	£550 ↓ -15.4%	£850 ← 0%
Data Manager	£600 ↓ -7.7%	£900 ← 0%
Data Lead	£550 ← 0%	£750 ↑ 7.1%
Data Consultant	£350 ↓ -22.2%	£550 ← 0%

Job Role	Contract Benchmark	
Business	Lower	Higher
Process GPO	£600 ↓ -14.3%	£850 ↑ 6.3%
Process Lead	£550 ↓ -15.4%	£750 ← 0%
Process BA	£350 ← 0%	£550 ← 0%
Change Manager	£650 ← 0%	£900 ← 0%
Change Consultant	£500 ← 0%	£600 ↓ -14.3%
Training Manager	£550 ↓ -8.3%	£700 ↓ -6.7%
Training Lead	£500 ← 0%	£650 ← 0%
Training Delivery	£350 ↓ -12.5%	£500 ← 0%

Some skill areas feature a wide range of salary and day rates due to a number of factors - end-user vs consultancy; whether or not the position has an S/4HANA or a niche skill element; scope of programme; responsibility of the individual; regionality and industry weighting.

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SAP Day Rate Benchmarking

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SAP Day Rate
Benchmarking

Are you paying the right amount for your contract SAP resources?



Compared to prior quarter

Job Role	Contract Benchmark					
	Functional	Lower			Higher	
Solution Architect	£900	←	0%	£1,200	←	0%
OtC Manager	£600	←	0%	£700	↓	-6.7%
OtC Lead	£550	↓	-8.3%	£700	↓	-6.7%
OtC Consultant	£500	↓	-9.1%	£650	←	0%
RtR Manager	£600	←	0%	£700	↓	-6.7%
RtR Lead	£650	←	0%	£750	←	0%
RtR Consultant	£500	↓	-9.1%	£650	↓	-7.1%
PtP Manager	£600	←	0%	£700	↓	-12.5%
PtP Lead	£600	←	0%	£800	↑	6.7%
PtP Consultant	£500	↓	-9.1%	£650	←	0%
Manufacturing Manager	£600	←	0%	£800	↑	6.7%
Manufacturing Lead	£600	←	0%	£800	←	0%
Manufacturing Consultant	£550	←	0%	£700	↑	7.7%

Job Role	Contract Benchmark					
	Functional	Lower			Higher	
Warehousing/Logistics Manager	£600	↓	-7.7%	£800	↓	-5.9%
Warehousing/Logistics Lead	£650	←	0%	£850	←	0%
Warehousing/Logistics Consultant	£550	←	0%	£650	←	0%
SF Manager	£600	←	0%	£800	←	0%
SF Lead	£600	←	0%	£750	←	0%
SF Consultant	£500	←	0%	£600	←	0%
BI Manager	£600	↓	-7.7%	£800	←	0%
BI Lead	£650	↑	8.3%	£800	↑	6.7%
BI Consultant	£500	↑	11.1%	£650	↑	8.3%
Test Manager	£600	↑	9.1%	£800	←	0%
Test Lead	£500	↓	-9.1%	£600	←	0%
Test Consultant	£350	←	0%	£550	↑	22.2%

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S/4HANA Growth

Overview

According to SAP's most recent data, over 21,570 customers began using S/4HANA in 2024. This represents less than 6% of its 425,000 global customer base. So, why the reluctance?

While only 6% are live with S/4HANA, many more have migration programmes in-flight.

But SAP still struggles to persuade users to switch, given the expenses and disruption involved, especially over the last two years of a flat economy.

S/4HANA migration will surely accelerate as we approach 2027 and 2030. Both due to end-of-life support and as the business benefits seen by early adopters are shared with the market, encouraging others to follow suit.

21,570

companies have started using
SAP S/4HANA globally.

9.58%

in the ERP market is SAP
S/4HANA market share.

The top 3 geographies of SAP S/4HANA for ERP

USA 6,322 customers **(41.41%)**

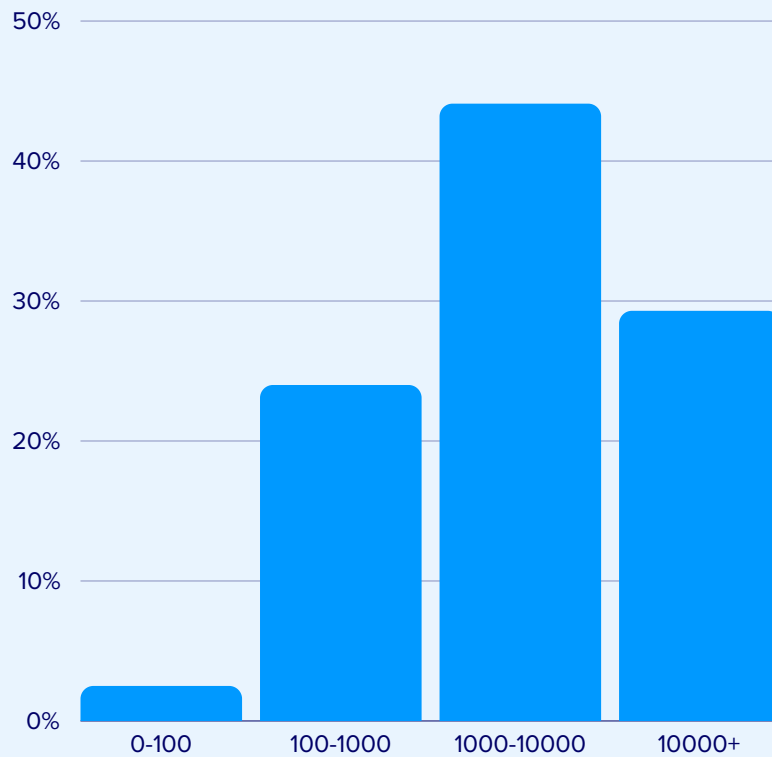
India 2,616 customers **(17.13%)**

Germany 2,081 customers **(13.63%)**

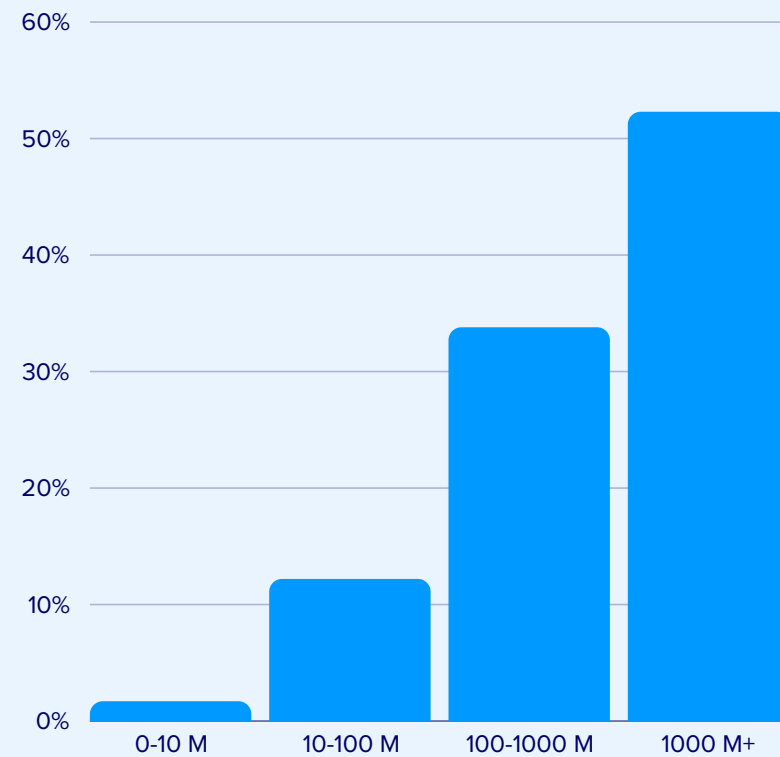
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S/4HANA Growth

Breakdown of **SAP S/4HANA** Customers
by Number of Employees



Breakdown of **SAP S/4HANA** Customers
by Revenue

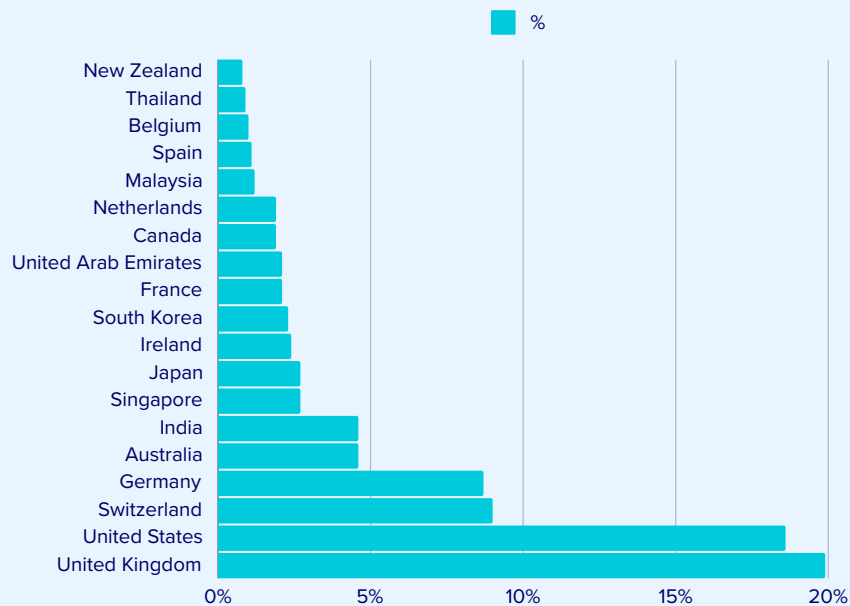


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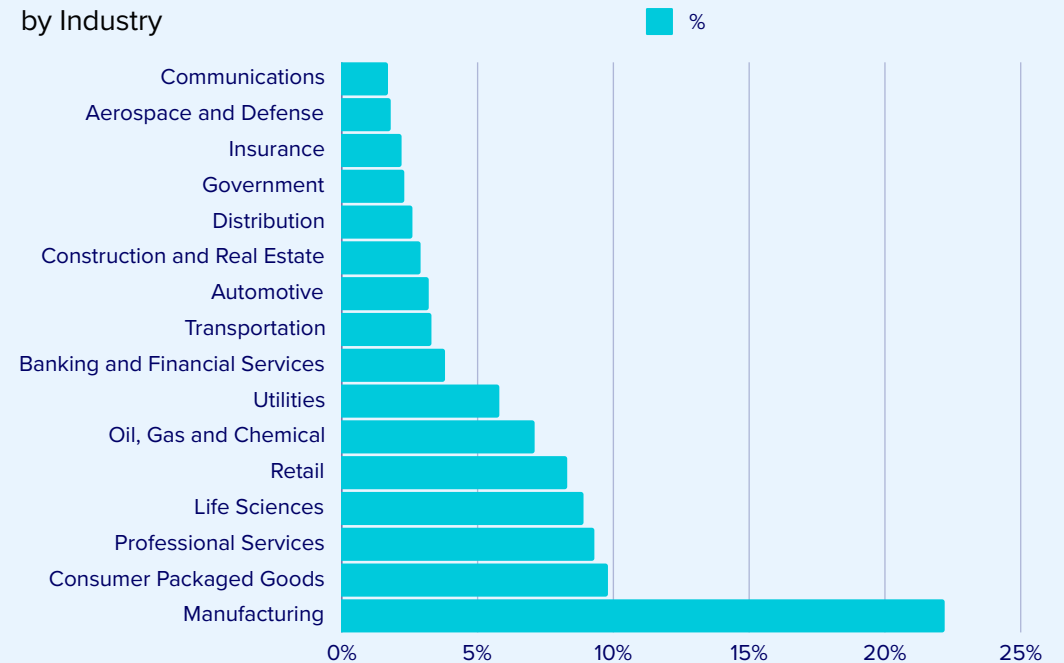
S/4HANA Growth

The UK and the US are by far the biggest adopters of S/4HANA globally, whilst SAP's manufacturing customers represent the largest single industry to have migrated.

Breakdown of **SAP S/4HANA** Customers
by Countries



Breakdown of **SAP S/4HANA** Customers
by Industry



Have any gaps in your S/4HANA team? bluewaveSELECT can help with expert advice, market insights, S/4HANA resource mobilisation and cost saving

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IR35: Any Changes on the Horizon?



Seb Maley
CEO, Qdos

Qdos

Since the last SAP Report was released, we've seen some significant changes in parliament, with a new Labour government. The question is, does this mean we could see a reconsideration of IR35 and employment rules? We asked Seb Maley, CEO at Qdos for his view.

Could IR35 be reconsidered in this parliament?

We have started to see more parliamentary questions around IR35, with both Labour and Conservative MPs asking about the off payroll rules and whether they will be reviewed, which I suppose is a positive. But I can't see any changes happening in the short term.

But at the same time, if the government is targeting growth, it's quite evident that off payroll and IR35 is restricting this in many areas. So we will all do our best to keep it on the government's

agenda - keep it front and centre when they're thinking about issues which affect the economy in general, but also the self-employed population.

Will employment status rules be reviewed?

I really hope so - I think it's absolutely imperative. You only have to look at the recent cases that we've seen going through the tribunal system to see how impossible it is for people to get a handle on how to determine status. What you'll find is that each tribunal judge will disagree with one another. There's no consistency across the tribunal system.

It's just become this huge web of complexity. And it's a real thankless task for anyone, whether that be a worker or an engager, to be able to get a handle on how to accurately assess whether a worker should be self-employed or employed

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IR35: Any Changes on the Horizon?

So I think it's absolutely vital that this is firmly at the top of the government's agenda. It's very important that whatever is proposed is very well thought through, and doesn't detrimentally impact people's ability to work on a self-employed basis.

But ultimately, we are using case law from 1968 to determine cases. In the modern way of working, this is absolutely ridiculous.

With IR35, the problem isn't the legislation itself. It's the case law around how to determine status.

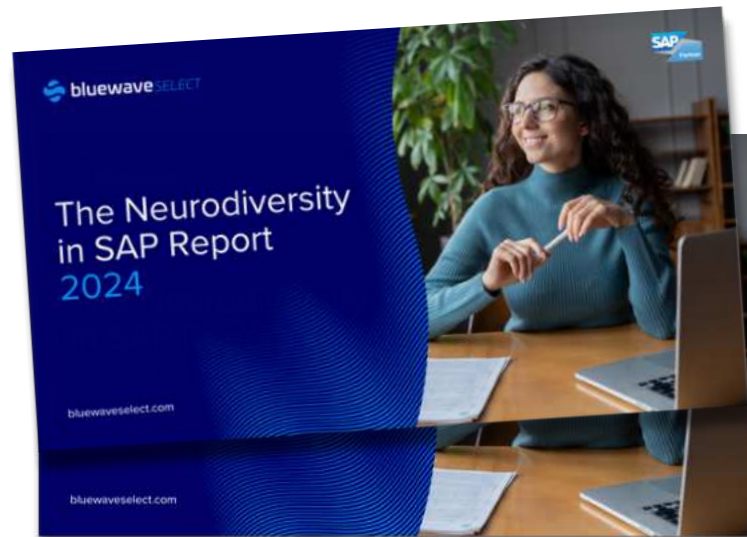
They can't talk about 'genuinely self-employed people' without actually helping people to determine what that means in practice. So I'm very hopeful that this will be something that the government looks at.



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The Neurodiversity in SAP Report 2024

Following the success of the Women in SAP Report 2024, in Q3 we launched the second of five equity, diversity and inclusion focused reports covering gender, LGBTQIA+, disability, race and ethnicity and neurodiversity.



Get the complete Neurodiversity in SAP Report 2024

- The latest stats on neurodiversity in the tech sector
- How neurodivergent SAP workers are affected by their working conditions
- Why now is the right time for SAP employers to improve their approach to neurodiversity
- Practical interventions employers can make to increase neurodiversity in their tech workforce

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SAP S/4HANA cloud extensibility

Choosing the right extensibility option for your use case

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During the last decade, SAP's on-premises customers and partners have mainly used classic ABAP extensibility to extend their ERP solution. Classic extensibility allows ABAP developers to use and even modify all SAP objects. This is very powerful and flexible, but at the same time creates a lot of technical debt over the years, causing hindrances in upgrades, maintainability and stability of the systems.

As we move to the S/4HANA cloud world, one of the key topics we discuss with our customers and partners is the concept of extensibility and how you decide which extensibility pattern to use when building RICEFWs for S/4HANA private or public cloud.

RICEFWs have not gone away - they are still very much part of every project discussion. But the way we develop these RICEFWs in the Clean Core and extensibility world has changed.

SAP S/4HANA Cloud Edition provides a new upgrade-stable cloud extensibility model that clearly separates SAP code and extensions via mandatory public SAP APIs and SAP extension points.

Let's start by looking at the 2 main types of extensibility options on S/4HANA Cloud Edition:

1. On-stack extensions that run on the S/4HANA cloud stack because of tight coupling with SAP S/4HANA data, transactions or apps. These can be achieved either by key-user extensibility options or by using ABAP Cloud Edition (i.e. Embedded Steampunk).
2. Side-by-side extensions run on the SAP Business Technology Platform (SAP BTP) and are loosely coupled with SAP S/4HANA core. These can be achieved by low- or no-code solutions, such as SAP Build apps, SAP Build process automation, Business Application Studio or using Java and Node.js on the SAP BTP ABAP environment.

When building for S/4 HANA cloud, it's important to follow some key guiding principles. What you build for the cloud should:

- Not break with every upgrade.
- Only use released remote or released local SAP APIs.
- Only be extended using predefined extension points for SAP Objects. Modifications of SAP Objects is no longer supported.
- Not access database tables directly.

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But which cloud extensibility option do we choose and how?

This is the most important question we should ask for every extensibility use-case. The answer to which depends on 3 considerations – use-case, architecture and scope of the RICEFW.

On the next page is a decision tree that helps customers identify the right type of extension for their use-case, architecture and scope based on usage, infrastructure, operations, data volume considerations, and coupling with the core:

In addition to these considerations, customers should have a company specific policy that allows them to make right extensibility choices, based on:

- Knowledge and experience of their team
- Balance between on-stack and hybrid extensions
- Costs
- Business strategy
- IT strategy

Whether you go with on-stack extensions for tighter integration or side-by-side for more flexibility, the goal is to keep things upgrade-stable and sustainable. Happy building!

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SAP S/4HANA cloud extensibility decision tree

Target Group and Consumption

- Consumer Grade App
- App for users who don't have an S/4 user license
- Native mobile friendly / freestyle UI

Infrastructure & Ops

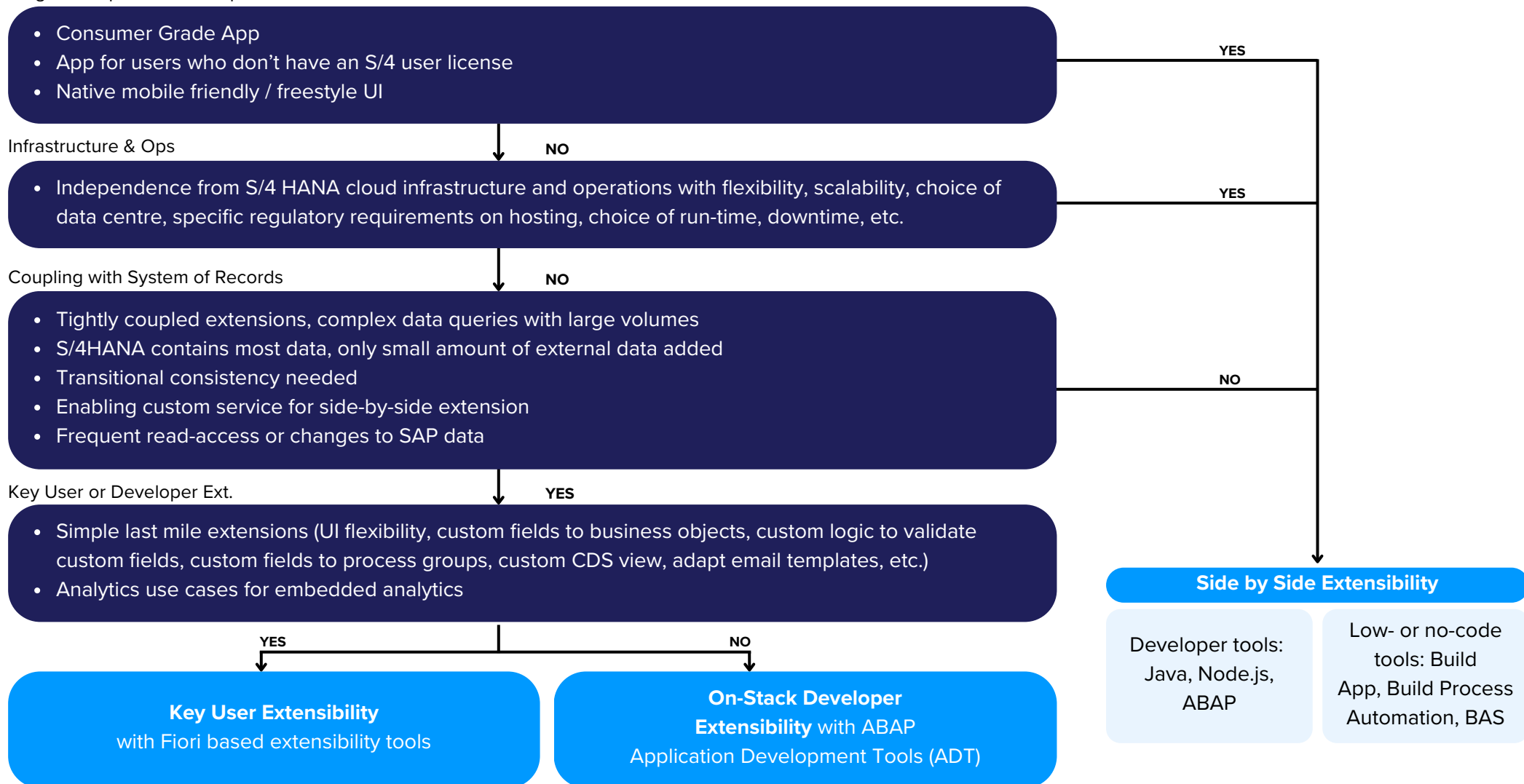
- Independence from S/4 HANA cloud infrastructure and operations with flexibility, scalability, choice of data centre, specific regulatory requirements on hosting, choice of run-time, downtime, etc.

Coupling with System of Records

- Tightly coupled extensions, complex data queries with large volumes
- S/4HANA contains most data, only small amount of external data added
- Transitional consistency needed
- Enabling custom service for side-by-side extension
- Frequent read-access or changes to SAP data

Key User or Developer Ext.

- Simple last mile extensions (UI flexibility, custom fields to business objects, custom logic to validate custom fields, custom fields to process groups, custom CDS view, adapt email templates, etc.)
- Analytics use cases for embedded analytics



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UKISUG update



Why join UKISUG?

UKISUG is the independent UK & Ireland SAP user group. Our purpose is to create one vibrant SAP community, learning and developing together, speaking with one voice. We're a not-for-profit membership organisation, run by our members for our members.



What's on at UKISUG Connect 2024? The must-see sessions, keynotes and TECHx.

It's that time of year again. The nights are drawing in, the weather is getting worse but it also means that UKISUG Connect is fast approaching.

UKISUG Connect returns to the Birmingham ICC, 1-3 December. As always, the event offers a major opportunity to learn about SAP, connect with your peers and hear from industry leaders.

The keynote speeches

This year, motivational speaker Nick Saunders will be delivering our networking keynote on the Sunday, drawing on his experience as a leading expert on **teamwork, workplace collaboration, communication and conflict resolution.**

Kicking things off on the Monday, new UKISUG Chair, Conor Riordan, sits down with Craig Dale to discuss his background in SAP and his **aims for the User Group as we head into 2025. Conor will also outline some of the key issues currently facing the SAP user community.**

SAP's Leila Romane & Rob Geddes will follow this to talk about the **latest technology and market opportunities in the UK & Ireland** and how SAP is partnering with members and businesses of all sizes to drive joint success.

On the Tuesday, conference attendees will have the chance to hear from Timo Elliott – VP Marketing and Global Innovation Evangelist, SAP – for a thought-provoking presentation on **Data Magic, Purple People, Augmented Intelligence, Automated Automation and Innovation Escalators.**

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UKISUG update



TECHx streams and workshops you don't want to miss

UKISUG Connect 2024 also marks the first time SAP TechEd on Tour will come to Connect, under the name of TECHx.

This activity stream will provide a range of valuable sessions for attendees. Breakout sessions will cover nearly every aspect of getting the most from your SAP investment, including using SAP BTP, SAP Analytics Cloud, Business AI, Terraform, Joule copilot and a session on securely using Generate AI in your organisation. If you're interested in finding out more about TECHx, you can check out this [recent podcast](#).

Hear from industry-leading attendees

UKISUG Connect also offers an unprecedented opportunity for industry-leading organisations to connect with one another. The conference will include presentations and discussions from a range of organisations including Howdens, Royal Mail, Aldi, Newcastle University, Amey, Astra Zeneca, Warburtons and Harrods. Covering topics from RISE and understanding 'clean core' through to data analytics strategy.



SUGFest

Last but not least, there is of course SUGFest on the Monday evening of Connect. This year's theme is après ski, so don't forget to pack your hats, scarfs, and gloves.

Register for UKISUG Connect: <https://www.ukisugconnect.co.uk/>





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