

Client: ASUG, America's SAP Users Group
Project: Web copy promoting their online learning

WELCOME TO ASUG UNIVERSITY

The other side of the learning curve.

As digital transformation makes lightning quick changes throughout every organization in every industry – keeping pace means falling behind. And at ASUG University, we're laser-focused on preparing SAP customers for "what's next." Our SAP education is designed to bring business and IT people together in an intimate and collaborative learning environment. Mentored by thought leaders and game-changers alike, this is where disruptors get their inspiration to shape the future.

Is that you?

EVERY USER. EVERY LEVEL

ASUG University has opened its digital doors to everyone.

- Strategic business leaders needing a **big picture perspective for making informed purchasing decisions**
- Functional business professionals seeking to **understand the latest technologies** available to help them improve business results
- Forward-thinking IT pros looking to **better prepare themselves and their organizations**
- Proactive SAP users ready to **re-fuel their skill set** for the changes ahead
- New SAP users eager to **fast-track their career options** with the highest level of industry education and connections

World Class Curriculum. Community Centric.

Because there is no such thing as a 'standard' learning style, ASUG University offers a dynamic program of premium SAP content, including:

Face-to-Face SAP Education: Expect to be challenged. Led by top-tier experts, the seminars are highly charged, interactive experiences for business and IT participants. And like all ASUG events, participants are encouraged to share their questions, challenges and successes. Learning happens in the classroom, at the lunch table, over cocktails, and all points in between. And the results beyond world-class knowledge? A new relationship built on side-by-side learning, where 'both sides of the house' can communicate and work together more productively.

Webcasts: Subject matter experts, trendsetters and thought leaders present key learnings through our virtual platform that provides opportunities for live chats and questions and

answers. Unable to make the live presentation? No problem. Like all virtual events, recordings of our webcasts are available 24/7 so you can learn on your own schedule.

White Papers: ASUG will tap into the talent, experience and passion of experts in the ASUG community and SAP ecosystem to answer the biggest questions on the most in-demand topics for download at your convenience.

ASUG Membership: Opportunities. Elevated.

But learning doesn't end with ASUG University. In fact, it's just the beginning. Built on ASUG's SAP community network, you can be a part of something bigger...much bigger. An ASUG membership means you can plug into unlimited learning opportunities when you need it most. It's where "I have a problem" shakes hands with "I just solved that!" – 24/7/365.

Learn about [ASUG Membership Benefits](#) here.