



User needs beyond
SAP S/4HANA
migration strategies 2025

How a CxO Survey works

Leverage our CxO survey to benchmark your organization against key trends and tap into customer intelligence to create content that resonates and strengthens your brand's voice.



Our value proposition



Harness the power of your customers' voice. Receive engaging content and powerful market insights that will help you **position yourself as a thought leader.**

Leverage survey data from our quarterly CxO Surveys to produce your own custom thought-leadership content at **a fraction of the cost.**

Your **content is customized** to support your communication strategy with **reliable, valid and objective data points.**

Understand and target your European clients' use cases, challenges, investment priorities, opportunities and more.

CxO Survey topics 2025/26



Date of publication (The preparation of the questionnaire starts 2-3 months before publication.)

The topics are examined in relation to their market maturity. The focus is on:

- Use cases
- Challenges
- Opportunities

Audience: CxOs, business unit managers, decision makers in user organizations

Scope: 550 responses: DE, UK, FR (100 each), IT, ES, Benelux, Nordics, AT & CH (50 each)

Q3 2025: Exploring the potential beyond SAP S/4HANA in Europe

Start: Q2/2025
Publication: Q3/2025

Lead analyst



Joachim Hackmann
Head of BAS Practice

PAC is launching a new edition of its CxO Survey on “User needs beyond SAP S/4HANA migration strategies”. We will intensify our focus on future topics such as cloud operating models, Business AI and Joule as well as the increasingly important topic of data management and SAP Business Data Cloud.

The survey will show the status quo from which companies are starting their S/4HANA migration journey, and what goals they pursue beyond this. PAC's CxO Survey promises insights into the investment and project plans of user organizations over the next two years and the specific challenges they face on their way to an SAP-based smart enterprise.

A window of opportunity is opening for SAP providers as customers begin to challenge the traditional approach to collaboration with SAP and its ecosystem. These challenges are fundamental. The sooner SAP partners adapt to this new reality, the more this change will turn into an opportunity rather than a risk!

Key topics of the CxO SAP Survey

S/4HANA migration

- Status of migration
- Goals and challenges of migration
- Evaluation of project timeline and budget
- S/4HANA deployment (private cloud, public cloud, on-prem)
- Migrations approach (Greenfield, Brownfield, Hybrid)
- RISE und GROW contracts

Business innovations and data management strategies:

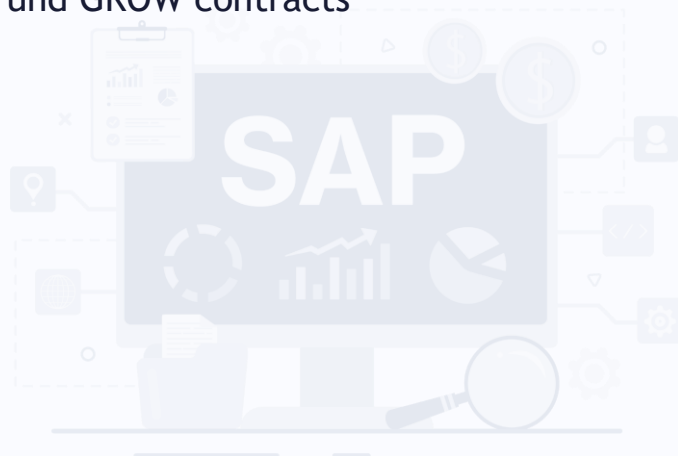
- Corporate adoption rate of AI and GenAI in general
- SAP-related adoption rate
- Rating of SAPs AI/GenAI strategy and portfolio
- Affected/preferred business process for AI/GenAI usage
- Impact of AI/GenAI on business processes
- Challenges/hurdles in the usage of AI/GenAI
- Status of corporate data management strategies

Business Technology Platform

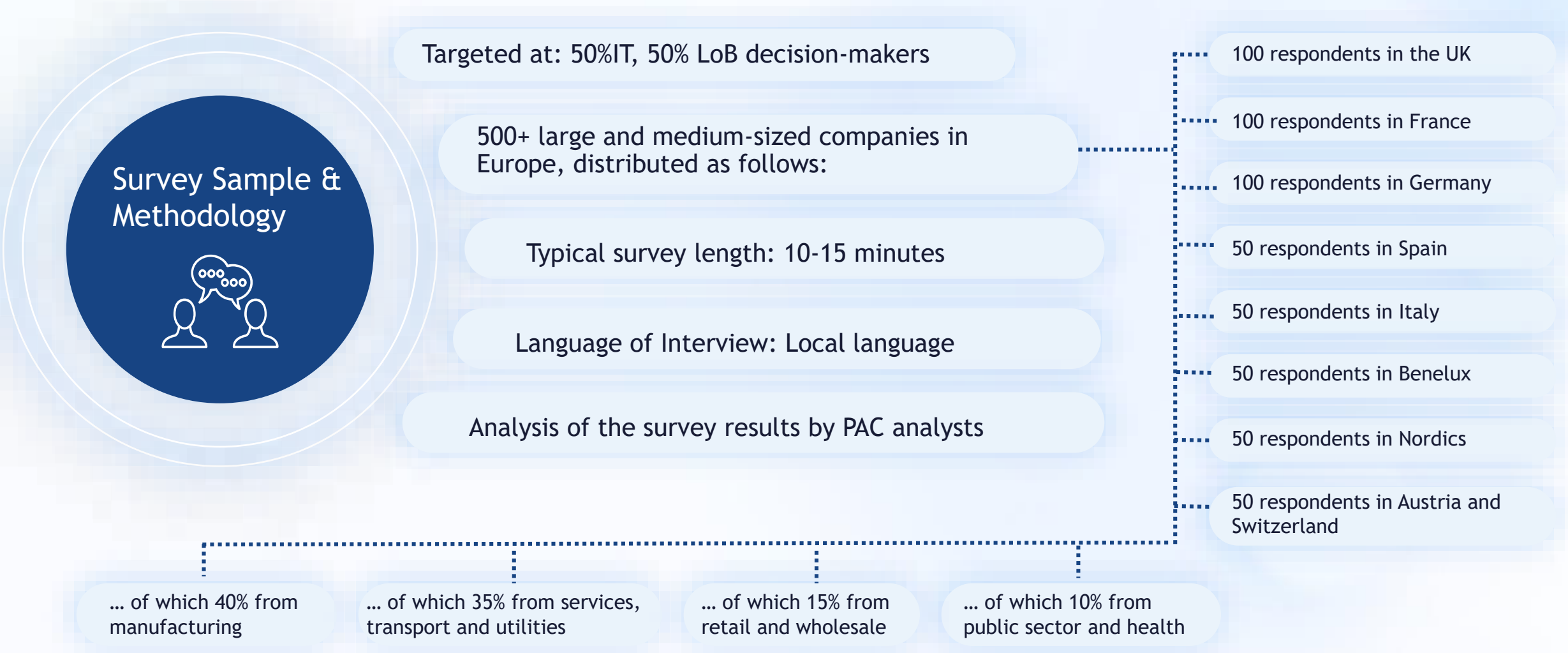
- Pros and cons of SAP's clean core approach
- Usage of BTP
- Integration of SAP applications
- Integration of non-SAP applications

Engaging with services providers

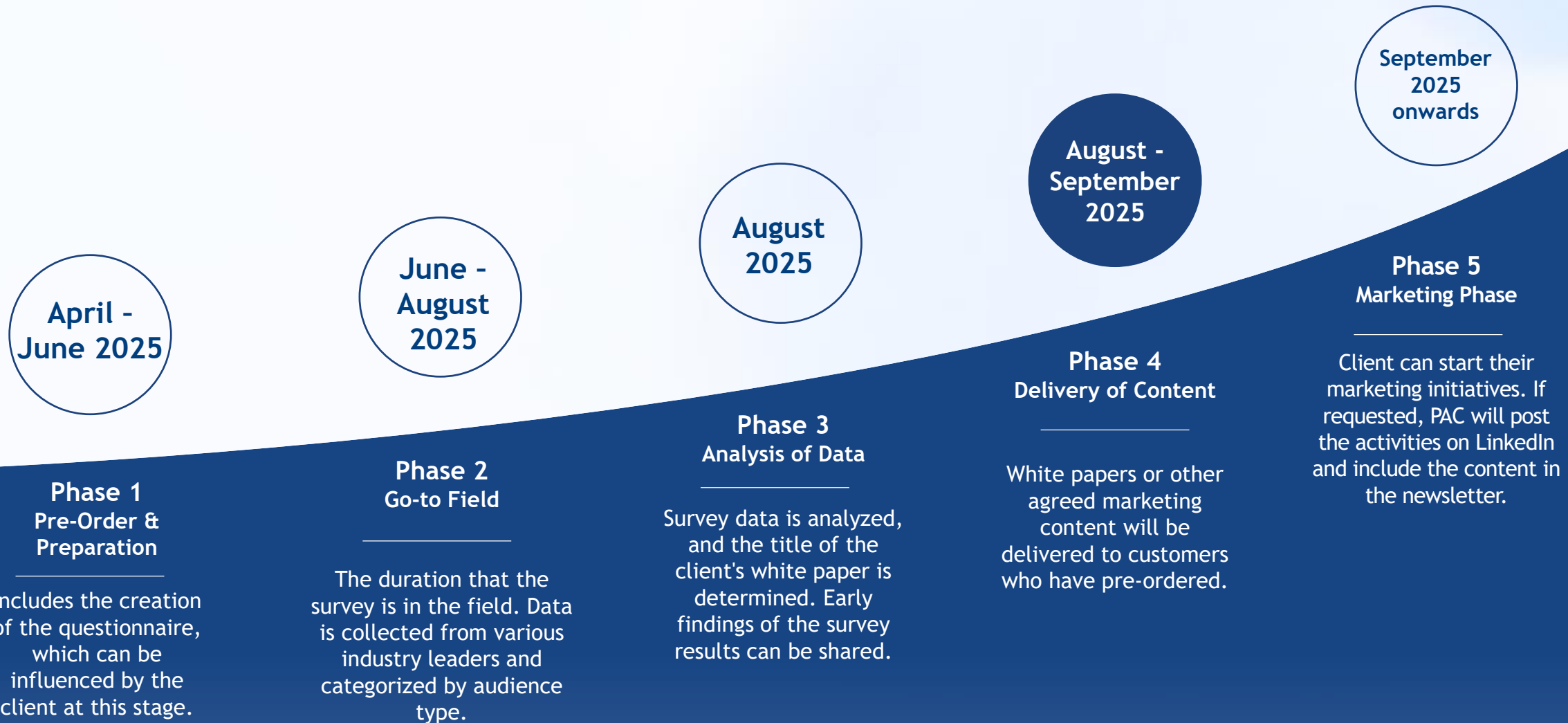
- Selection criteria for service providers
- Experience and evaluations in cooperation



Survey sample & methodology



Timeline of CxO SAP S/4HANA Survey



What comes after the survey and its analysis?



1

Define the title of the study

After you have selected the data set that you would like to use for your thought-leadership piece, a call with one of our senior analysts is arranged to discuss the angle of the white paper.

2

Table of contents

Based on the initial brief, our analyst will prepare a short table of contents (ToC) to validate the structure of the document with you prior to starting the write-up of the document.

3

Write-up

When the title and ToC are confirmed, the analyst will start the write-up and leverage the data available for the selected geographies.

4

Draft for review

As soon as the first version of the document is completed, the document is shared with you for review.*

5

Publication

After your feedback has been received, the analyst will implement the necessary changes and produce a final version, ready for publication.

*As soon as the title of the thought-leadership piece is defined, the paper will be delivered for review within four weeks.

Prices for survey-based thought leadership content



Data Pack

Internal use

- PAC will provide you with survey responses for all geographies in an aggregated manner (Excel)
- A great insight to European CxO views and priorities.
- No distribution rights; for internal use only

€ 9,000
excl. VAT

White Paper for one country

External use

- Choose one country among the 7 geographies of the sample and PAC will produce a custom white paper (approx. 10 pages) based on your requirements.
- The Data Pack for internal use is included in this package.

€24,000
excl. VAT

White Paper for two countries

External use

- Select two countries among the 7 geographies of the sample and PAC will produce a custom white paper (approx. 12 pages) based on your requirements.
- The Data Pack for internal use is included in this package.

€30,000
excl. VAT

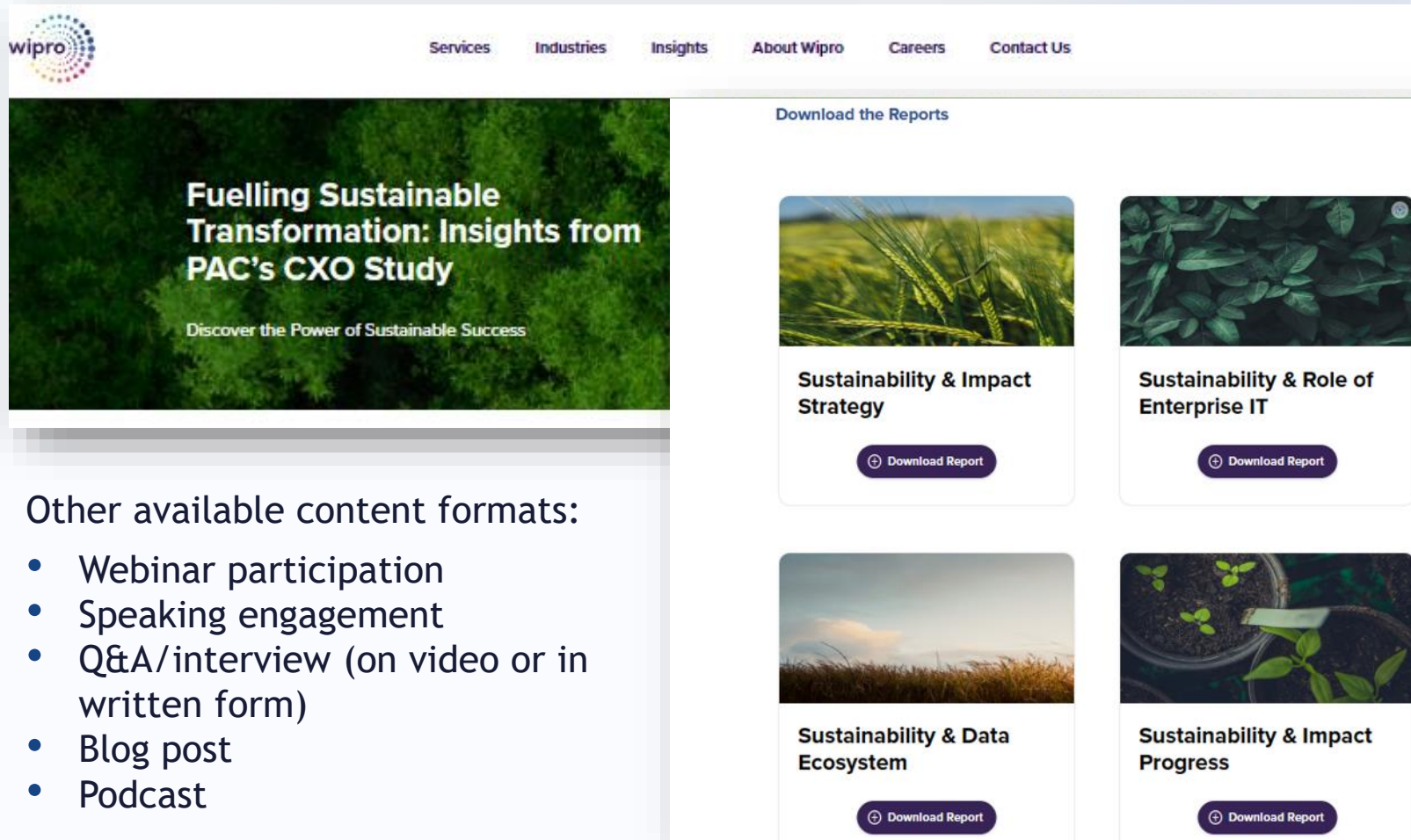
White Paper for Europe

External use

- PAC will produce your custom white paper (approx. 15 pages) based on your requirements, leveraging the full European data set coming from the CxO survey.
- The Data Pack for internal use is included in this package.

€42,000
excl. VAT

Client example: CxO Survey Sustainability - four survey-based white papers for a thought leadership campaign



The screenshot shows a Wipro website page with a navigation bar (Services, Industries, Insights, About Wipro, Careers, Contact Us) and a main content area. On the left, a banner reads "Fuelling Sustainable Transformation: Insights from PAC's CXO Study" with the subtitle "Discover the Power of Sustainable Success". On the right, a section titled "Download the Reports" features four report cards, each with a "Download Report" button:

- Sustainability & Impact Strategy
- Sustainability & Role of Enterprise IT
- Sustainability & Data Ecosystem
- Sustainability & Impact Progress

Other available content formats:

- Webinar participation
- Speaking engagement
- Q&A/interview (on video or in written form)
- Blog post
- Podcast



The white paper cover features a background image of a green field. It includes the following text and elements:

- Executive Study
- Operationalizing Sustainability & Impact
- How European Sustainability & Impact Strategy Leaders are Building Momentum and Tackling the Key Challenges
- A QR code with the Wipro logo in the center.
- A PAC Research Study
- Commissioned by Wipro
- PAC logo (a technology group company)

Our references



Why PAC?

PAC is a leading industry analyst firm operating for more than 45 years in Europe. PAC works with the biggest names in the industry including Fujitsu, CGI, Atos, T-Systems, IBM, Accenture, and many more.

Why choose the CxO approach?

Using the CxO Survey data gives you access to fresh primary data at a fraction of the cost of a typical survey and provides you with a white paper unique to your company. The data collection is syndicated but the results are custom.

Can I use two small countries instead of a large one for my paper?

Yes, if you select the one country package, you can use 100 responses from our data set. These 100 respondents can come from one large country or two smaller geographies.

How long does it take?

12 weeks. The fieldwork of our CxO Surveys typically run for eight weeks, and the write-up of the white paper usually takes four weeks.

Can I add questions?

The questionnaire is prepared by our Senior Analysts. Suggestions before the start of the fieldwork are welcome and will be considered. If you wish to include 1-2 specific questions before the start of the survey, this can be arranged for an extra €2,200 excl. VAT per question. The responses of these will be exclusively available to you and not shared with other customers.

Can I also receive content other than a white paper?

Yes! We have created every form of marketing content in the past. Whether you're looking for content for a webinar, a presentation at a client or internal event, blog posts or simply smaller and engaging content, our analysts can deliver it.

