

## **ASUG/SAP Benchmarking and Best Practices**

### **Code of Conduct: Guidelines and Ethics for Benchmarkers**

ASUG/SAP Benchmarking adheres to this Benchmarking Code of Conduct to:

- *Guide benchmarking efforts*
- *Advance the professionalism and effectiveness of benchmarking*
- *Ensure the validity and confidentiality of data*
- *Protect the privacy of its participants*

*ASUG/SAP Benchmarking Code of Conduct is based on APQC's Benchmarking Code of Conduct*

*American Productivity & Quality Center (APQC) is an internationally recognized resource for process and performance improvement that helps organizations adapt to rapidly changing environments, build new and better ways to work, and succeed in a competitive marketplace. Founded in 1977, APQC is a member-based nonprofit serving approximately 500 organizations worldwide.*

## ASUG and SAP Benchmarking Code of Conduct

### 1. Legality

- 1.1. Do not extend benchmarking study findings to another company without first ensuring that the data is appropriately blinded and anonymous so that the participants' identities are protected.
- 1.2. If there is any potential question on the legality of an activity, consult with your corporate counsel.

### 2. Exchange

- 2.1. Provide information in a timely manner as outlined by the stated benchmarking schedule.

### 3. Confidentiality

- 3.1. Treat benchmarking interchange as confidential to the individuals and companies involved. Company-specific survey responses and the resulting analysis should be shared only with the individual(s) submitting the data and should not be shared outside of said individual(s) either internally within the individual(s)' organization or externally outside of the ASUG and SAP Benchmarking organizations without the prior consent of the individual(s) who submitted the data.
- 3.2. Unless a participating company (or the underlying agreement) expressly opts out, their company name may be referenced as a participant in the ASUG/SAP Benchmarking program and used externally to allow other companies to understand who is involved within each benchmarking study.

### 4. Use

- 4.1. Use information obtained through the benchmarking activity only for purposes stated.
- 4.2. Obtain prior permission from benchmarking participant for use of that participant's name in association with data obtained or practices observed.
- 4.3. Do not use contact lists and/or participant contact information provided in benchmarking activity outside of the ASUG and SAP Benchmarking organizations other than for purposes of offering assistance with, participation, data collection and submission (e.g., by SAP Account Executives, Relationship Managers or outsourced third parties).
- 4.4. Sharing of benchmarking data with individuals outside of the ASUG and SAP Benchmarking organizations shall be at the sole discretion of the benchmarking participant.

### 5. Contact

- 5.1. If provided, use benchmarking contacts designated by the participating company.
- 5.2. Obtain mutual agreement with the designated benchmarking contact on any hand-off of communication or responsibility to other parties.
- 5.3. Avoid communicating a contact's name in an open forum without the prior permission of the contact.

### 6. Preparation

- 6.1. Demonstrate commitment to the efficiency and effectiveness of benchmarking by being prepared prior to initiating contact with a benchmarking participant.

### 7. Completion

- 7.1. Follow through with each commitment made to benchmarking participants as agreed.

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