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SAP UK & Ireland User Group Conference

‘The Knowledge Matrix – Adding Value Through Collaboration’

20-21 November 2006

Hilton Birmingham Metropole Hotel, National Exhibition Centre, Birmingham

MAXIMISING RETURNS

As an SAP customer, it’s vital to learn how to get the most from your SAP investment. Operations Manager Craig Dale looks forward to the SAP UK & Ireland User Group’s biggest and most informative conference ever.

Open to all licensed SAP users, the event has been designed to help customers of every shape and size get more from their current SAP systems and exploit their existing investments. “As an independent organisation we are able to provide a neutral ground for our customers to exchange their experiences,” says Glynn Lowth, Chairman, SAP UK & Ireland User Group. “Conferences such as the ‘The Knowledge Matrix’ event are a great way for us to gain insight into how users are interacting with their SAP solutions, what they are finding difficult to get to grips with, and areas they feel they are not using to their full potential. Other members hear these concerns and ideas and share their own experiences, opening up a forum in which all parties benefit from the discussion – users, the User Group, and of course, SAP.”

The organisers aim to build upon the success of previous sector-specific conferences, attracting up to 60 invited speakers and sponsored by 30 highly reputable players within the industry. The SAP UK & Ireland User Group expects the conference to be extremely popular with its members: "This event promises to be the biggest and best that we have

ever seen and will give SAP users the opportunity to learn about getting more from their SAP systems," Glynn Lowth continues. "Unlike many organisations, we rely completely on our members and it is our job to ensure they feel they are getting the most from their membership. This conference will be the most informative yet and we are looking forward to welcoming all SAP users to Birmingham in November."

Focus on Change Management

The two-day conference will cover a number of SAP applications as well as broader topics such as Change Management. Each subject area will be broken down into brief, concise workshops and the Change Management stream will cover a number of issues, including:

The route to success is through compliance: Delegates will explore the benefits to be gained from process and transactional compliance, examining issues around compliance and what can be done to ensure that businesses are in a position to continuously develop and deliver improved performance.

How to improve performance through integrated education: Delegates will explore how to use different educational approaches in an integrated manner to deliver improved business performance, examining best practice from the SAP User Group on selecting the right approach depending on the training need. Questions to be addressed include whether e-learning is just a fad, and how to ensure employees make the most of training, especially when it's on a subject they feel is not relevant to their position.

Making the most of profiling: Delegates can take the opportunity to receive a personal profile of themselves and explore how profiling can be used to identify development needs, assist team selection and understand why certain teams are more effective than others.

Beyond the Super User: A discussion to provide a different way of thinking about the long-term support needed for SAP implementations. Delegates will distinguish between

the role of Super User and Business Champion and present a model for ensuring succession and creating a role that people want to do.

The conference is open to all SAP customers, with members of The SAP UK & Ireland User Group receiving a discount – see below for details of how to join. The event will welcome speakers from SAP, SAP customers and distinguished representatives from the IT world. It will culminate by giving delegates a chance to mingle with the speakers and each other at a gala dinner – which promises a host of quality entertainment.

How to find out more

For further information regarding the SAP UK & Ireland User Group and how to join, please visit their website at www.sapusers.org To find out more about the conference, please visit www.sapusers.org/conference2006