

Session	Detail	Speaker
Welcome and objectives	Purpose, expected outcomes and rules of engagement Value is the central thread with customer examples covering investment, resource requirement, expected versus realised benefit, time to value and whether AI was genuinely the best solution	Ian Mallinson (Chair)
Pulse check	Where organisations are today in their AI journey, priority areas and principal barriers -	All customers
AI Starter Guide	Partner explains the terminology, SAP AI landscape, adoption choices and implementation journey in plain English. Where does partner see the value	Partner (BlueStoneX)
Challenge and questions	Facilitated discussion 1. What is achievable now, 2. Where value is being delivered 3. What organisations commonly underestimate	All – open format
Customer case study one	A focused AI implementation with tangible outcomes, delivery choices, difficulties and lessons learned	Watches of Switzerland
Customer case study two	A focused AI implementation with tangible outcomes, delivery choices, difficulties and lessons learned	Synthomer
Case for change	What resonates with SAP? What is SAP seeing elsewhere? Where do customers need to change and where does SAP need to make adoption easier?	SAP Phil Davies
Executive roundtable	Attendees share what they are attempting, where they are struggling and the advice they require	All customers
Whole-room insights	Open discussion Common challenges and practical suggestions from the partner/ SAP, customers and peers	All – open format
Close and next actions	Key messages and one action for participants to take forward	Ian Mallinson (Chair)