

CRM Special Interest Group
Meeting to be held on Wednesday 23rd June 2010
At SAP UK Ltd, Clockhouse Place, nr Heathrow



AGENDA

09:30 Registration & Coffee	All
10:00 Introduction & Welcome	Michael Cameron SIG Chair Post Office
10:10 Round the Room Introductions	All
10:20 2010 Conference Update	Michael Cameron
10:40 SAP CRM 7.0 – Highlights of Enhancement Package 1 for CRM This session will give an insight into the main Usability, Industry and Functional highlights of the CRM 7.0 EhP1 release. In addition, an overview of SAP's Mobile Strategy will be covered	Gavin Davidson SAP
11:25 Coffee & Networking	
11:50 SAP Mobile CRM Roadmap Solutions compares the co-innovation offerings that SAP developed with RIM, Sybase and Syclo with an outlook on what he expects the future to hold.	John Appleby Bluefin
12:20 Lunch & Networking	All
13:20 Sybase Mobile Sales for SAP CRM – the first implementation Bluefin Solutions is the first customer globally to rollout Sybase Mobile Sales for SAP CRM to the iPhones of its sales force. This presentation will explain the drivers and benefits for Bluefin and highlight some of the implementation considerations and challenges encountered along the way.	Michael Eldridge Steffen Schwark Bluefin
14:20 Open Forum Session	All
15:00 Any Other Business & Close	All

We reserve the right to change the agenda at any time

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