

**CRM Special Interest Group**  
**Meeting to be held on Thursday 18<sup>th</sup> October 2007**  
**At SAP (UK) Ltd, Clockhouse Place**



**AGENDA**

- 09:45 Registration & Coffee
- 10:15 Introduction & Welcome Andrew Lapham, Yell  
Chairman
- 10:20 Round the Room Introductions All
- 10:35 SAP CRM & eSOA Brenna Baye  
SAP  
Overview of the eSOA capabilities in SAP CRM 2006s and detail the business environment, the involved layers and give helpful examples
- 11:15 Coffee & Networking All
- 11:45 SAP CRM Webshop Scott Woods  
Hasbro Europe  
This session will discuss filling in the gaps in the CRM software experienced within present systems.
- 12:45 User Group Development Request Process Craig Dale  
SAP User Group
- 13:00 SAP User Group Conference Update Craig Dale  
SAP User Group  
The latest programme information and Conference update
- 13:15 Lunch & Networking
- 14:15 SAP Business Communications Management (BCM) Kris McKenzie  
SAP  
This presentation will cover what SAP BCM offers a flexible multi-channel, all-IP business communications platform with out-of-the-box integration to SAP CRM Interaction Centre.
- 15.00 2008 CRM Meetings Andrew Lapham  
Yell  
Dates, Content, Host Volunteers, etc
- 15:15 AOB / Close

We reserve the right to change the agenda at any time

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