

**Hybris (Customer Experience) - SIG**  
**Meeting to be held on 27th September 2018**  
**Marriott County Hall, Herbert Morrison Room,**  
**Westminster Bridge, London. SE1 7PB**

**AGENDA**

<b>10.00</b>	<b>Registration &amp; Coffee</b>	<b>All</b>
<b>10:25</b>	<b>Introduction &amp; Welcome</b>	<b>SIG Chair</b>
<b>10:30</b>	<b>SAP C/4HANA RoadMap</b>	<b>John Heald</b>
	John will discuss C/4HANA and the future of Customer Experience from SAP, whilst also looking at the companies/solutions SAP has recently purchased, exploring how they all fit into the offering.	<b>SAP</b>
<b>11.15</b>	<b>COFFEE &amp; NETWORKING</b>	<b>All</b>
<b>11.45</b>	<b>UKISUG Update</b>	<b>Craig Dale</b>
	Quick update on what's happening in and around the User Group and how you can get even more value from your membership	<b>UKISUG</b>
<b>12.00</b>	<b>Unboxing SAP C/4HANA</b>	<b>Thierry Crifasi</b>
	Thierry will unbox the new SAP C/4HANA solution set and find out if it's just product repackaging or if it adds any real value to your business, answering questions such as:	<b>Bluefin</b>
	<ul style="list-style-type: none"> <li>• What are C/4HANA's component parts?</li> <li>• What does C/4HANA actually mean for your business?</li> <li>• What are the realistic benefits that you could gain from a C/4HANA solution?</li> <li>• Of those, which ones are the quickest wins?</li> <li>• Marketing? Commerce? Service? Where can most money be saved through automation?</li> <li>• Most people wait a little while before deploying a new solution – if you were going to deploy C/4HANA in two years, what could you be doing today in order to prepare for that transition and best leverage it?</li> </ul>	
<b>12.45</b>	<b>Lunch &amp; Networking</b>	<b>All</b>
<b>13.45</b>	<b>Implementing C4C</b>	<b>Geraint Evans</b>
	Why we're replacing SAP CRM and implementing C4C and the benefit we're looking to achieve after we've gone live in October	<b>Welsh Water</b>

CONT.....

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<b>14.30</b>	<b>Future of Customer Experience</b>	<b>Anshuman Singh</b> <b>Mindtree</b>
	<p>Anshuman, Head of Digital Business for Mindtree will explore the possibilities of next generation CX, posing questions such as:</p> <ul style="list-style-type: none"><li>• Will AI and Machine Learning revolutionise engagement?</li><li>• Will predictive analytics tell us what customers want before they know themselves?</li><li>• How will the customer of tomorrow be different in their behaviour?</li><li>• What can organisation's do today to future-proof themselves as much as possible?</li></ul>	
<b>15:15</b>	<b>Close &amp; Departures</b>	<b>All</b>

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