

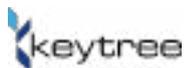
SAP Cloud Platform and Design Innovation Customer Forum

Creating the Intelligent Business

SAP London, February 27, 2020

On-Site Guide | EMEA North

Our Partner Sponsors



Invitation

SAP is pleased to invite you to this one-day invitation-only event in London on Thursday February 27th, 2020

Attending this workshop will enable you to:

- Learn how to build and deploy the right app on the **SAP Cloud Platform**
- Understand all the tools, services and available resources to help you during your implementation
- Get an overview of **SAP Cloud Platform** and how it can be leveraged to jump-start your digital transformation
- Get an understanding of how **SAP Leonardo** can impact your business through machine learning
- Collaborate in an open forum and enrich your SAP network of selected partners, customers and SAP subject matter experts

I understand why UX, SAP Cloud Platform and SAP Leonardo matters and how to define my intelligent enterprise strategy

I'm confident about how to plan and build the right app

I have a network of contacts to guide me in this journey

Introducing

the intelligent enterprise

Planning

a successful rollout

Designing

for adoption

Building and deploying

a better intelligent enterprise

An intelligent enterprise strategy and available SAP technologies and tools

Measurement of the business value of UX and cloud projects, identification of the right opportunities, and prioritization of the needs of the organization

Methods and best practices for designing the right SAP Fiori app and for user adoption

Available tools and resources to build and deploy SAP Fiori apps

Our keynote speakers



Our keynote speaker – designing the Intelligent Enterprise

Steve van Wyk - Head & Senior Vice President, Platform and Technologies, Global Customer Office, SAP EMEA North

Steve van Wyk heads the Platform and Technologies business at SAP EMEA North. This role encompasses Data & Database Management, Analytics, SAP Cloud Platform as well as the innovation portfolio. He manages a highly skilled and specialized team across the EMEA North region who work with customers to accelerate their journey to becoming an Intelligent Enterprise.

Steve's career spans 21 years in the high-tech industry with 10 years at SAP working in in 3 different regions, Africa, and Europe. Prior to moving to Europe in 2020, Steve was based in Singapore leading the Platform & Technologies Business in APJ, where his team were instrumental helping customers deliver on their specific digital innovation visions.

A technologist at heart, Steve loves the art of the possible, and helping customers understand how the use of outcomes-based technology can help companies derive new routes to market, communicate with their customers in a new way, ultimately unlocking the value of data to drive top line and bottom-line growth. Steve has worked for Vendors like Microsoft and Sybase, as well as working in the partner ecosystem.

Steve holds a Master's Degree in Sales Transformation Management from Middlesex University.

Our keynote speakers



SAP Cloud Platform – vision and strategy

Stéphane Jouaux - VP Sales SAP Cloud Platform EMEA - North

Stéphane is responsible for sales development and customer adoption of SAP Cloud Platform in EMEA – North.

Stéphane has a deep knowledge and experience gleaned from 30 years in business, dealing with various sales, services, and senior management. For the past 15 years he has focused on business analytics, predictive analytics, and machine learning.

In this capacity, Stéphane has had a chance to work with customers throughout Europe, Middle East and Africa.

Stéphane is based in Paris.



UKISUG presentation

Craig Dale - UKISUG

With over 25 years of proven leadership and business development experience, underpinned by a postgraduate MBA, Craig joined UKISUG as its first employee in 2004.

Craig has led the user group through intense growth and looks forward to providing increased benefits to all parts of the SAP ecosystem. Representing the user group within the SAP User Group Executive Network (SUGEN), Craig works collaboratively with both SAP executives and user groups from around the world at a strategic level, to create added value for SAP customers globally.

In 2019, Craig joined the board of the Institute of Association Leadership (IAL) as a non-executive director having spent 15 years leading UKISUG, enabling him to give something back to the industry. IAL supports associations in their strive for excellence by sharing best practice and leveraging experts from relevant industries.

Craig looks forward to helping drive the institute forward into its new era.

Event organizer and speaker



Toros Aledjian - Senior Director of Global SAP Cloud Platform Go to Market

Toros Aledjian is a senior director of global Sap Cloud Platform Go To Market with responsibilities for customer experience, business development and go-to-market initiatives.

With over 20 years at SAP, Toros has advocated and promoted all aspects of development, product management and customer engagement on a variety of projects from CRM to UX to SAP Cloud Platform.

He brings over 27 years of technical industry experience in government and commercial software. His engagement in and promotion of partnering and instrumental business development brings a unique insight for potential business growth, through customer engagement that fosters a productive and efficient win-win environment.

Agenda Day 1

February 27, 2020

8:30 am	Breakfast – registration and sign-in Sponsored by UKISUG, BigID, Keytree, Bluestonex		30 Min
9:00 am	Keynote: designing the intelligent enterprise Steve van Wyk - Head & Senior Vice President, Platform and Technologies, Global Customer Office, SAP EMEA North		30 Min
9:30 am	Keynote: SAP Cloud Platform – vision and strategy • Use existing business processes in digital transformation • Basic concepts and benefits of SAP Cloud Platform • News and roadmap Stephane Jouaux, VP Sales SAP Cloud Platform EMEA - North		30 Min
10:00 am	UKISUG presentation Craig Dale, UKISUG		15 Min
10:30 am	Break		15 Min
	Innovation and Digital Platform	Innovation and Analytics	
10:45 am	User centric – UX strategy and roadmap • SAP design direction • Introduction to SAP Fiori 3 • UX tools and technology • Key platform services • Outlook Toros Aledjian, SAP	Extend - S/4HANA to your needs Understand how SAP Cloud Platform (SCP) supports the S4 journey (pre, during and post implementation) through flexibility by enabling fast innovation and time to value. SCP is the 'de facto' development and integration strategy to most effectively expand the reach and business value of data, apps, and processes in the SAP landscape – fundamentally open but optimized for SAP. • SAP Cloud Platform as an extension platform • SAP Cloud SDK Jordan Dukadinov, SAP	30 Min
11:15 am	Integrate – intelligently connecting people, things, and business • Integrate your data easily and with confidence • Manage your data challenges for IoT, mobile, and LoB • Safeguard data access API management in the cloud Keith Grayson, SAP	Intelligent business process management For organizations who need to improve their business process productivity with excellence, transform paper-based processes into digital assets, provide intelligent automation of structured workflows, decisions and tasks, optimizing with process intelligence and insight to action, improving business process experiences and flexibility. SAP Cloud Platform enables customers to obtain business outcomes faster with the implementation of live processes to analyze, configure, extend, and integrate them, connecting experience data to operational business workflows. Niki Scaglione, SAP	30 Min

Agenda Day 1

February 27, 2020

	Innovation and Digital Platform	Innovation and Analytics	
11:45 am	Chatbots at SAP - the next-generation UX for enterprise software • Introduction to SAP Conversational AI • SAP Conversational AI as the collaborative, bot-building platform with SAP CoPilot as the digital assistant • Demos – natural language interaction with SAP S/4HANA, and bot integration hub with SAP Conversational AI bots Pierre-Edouard Lieb, SAP	Data intelligence - turning disparate data into valuable assets for business innovation • How to discover, refine, govern, and orchestrate any type, variety, or volume of data across your distributed data landscape • How to deliver intelligent and trustworthy data for making meaningful, data-driven decisions by processing data wherever it resides Sachin Khungar, Senior Enterprise Architect at BIGID Niki Scaglione, SAP	30 Min
12:15 pm	Networking Lunch with 3 Demo PODs • SAP CAI • Intelligent Business Process Management • Extend - S/4HANA to Sponsored by UKISUG, BigID, Keytree, Bluestonex Pierre-Edouard Lieb Niki Scaglione Jordan Dukadinov		75 Min
1:30 pm	SCP Customer Success Story		30 Min
2:00 pm	Getting native – enterprise apps for iOS • Overview SAP Cloud Platform Mobile Services • The Intelligent Enterprise runs SAP – SAP runs iOS / Status Quo at SAP IT (global) • SDK for iOS (+MDK) & Mobile Cards • Demo of how these tools accelerated mobile app development Friedbert Eberle, SAP		30 Min
2:30 pm	Know your data: the BigID Data Intelligence Platform Mark Cooke Regional sales lead at BigID based in London		30 Min
3:00 pm	Using Cloud Platform to maximize innovation for intelligent commerce Mark Williment, Keytree CTO,		30 Min
3:30 pm	Break		15 Min
	Innovation and Digital Platform	Innovation and Analytics	
3:45 pm	Drive your SAP Cloud Platform mission to success • Guidance on the complete lifecycle to create your product using SAP Cloud Platform Discovery Center • Create a mission based on what you know • Get what you have to know • Benefit from assess to content and coaches Bettina Mussgnug, SAP	SAP Analytics Cloud • SAP Analytics Cloud strategy (cloud-to-cloud) • SAP Analytics Cloud overview, latest news - roadmap • SAP Analytics Cloud embedded in SAP solutions • SAP Analytics Cloud embedded in partner's and customer's solutions • SAP Analytics Cloud: business and operational API James Mandikos, Head of Analytics Keytree Jonathan Freeland, SAP	30 Min

Agenda Day 1

February 27, 2020

4:15 pm	Accelerate Innovations with SAP HANA Cloud <ul style="list-style-type: none">Find out the value of SAP HANA Cloud to accelerate your business innovationLearn the latest features and capabilities of SAP HANA Cloud including multi-temperature data persistency and advanced visualizationGain insights on SAP HANA Cloud hybrid deployment capabilities with your existing on-premises SAP HANAUnderstand top innovative use cases of SAP HANA Cloud Martin Cox, SAP	Augmented analytics with SAP Analytics Cloud <ul style="list-style-type: none">Gain actionable insights and accelerate innovation with augmented analyticsTake advantage of machine learning to analyze patterns, simulate what-if scenarios, explore key influencers, and intuitively ask questions easilyMeet data analytics challenges with next-generation open, scalable data warehousing solutions from SAPHow SCP enhances SAP Analytics Cloud Jonathan Freeland, SAP	30 Min
4:45 pm	Innovate with SAP IoT in the cloud and at the edge – sharing how IoT can revolutionize how businesses run <ul style="list-style-type: none">Enable the digital enterprise with SAP IoT in the cloud and at the edgeLearn how IoT data enriched with business context coming in from various SAP backend systems can derive new data-driven insights to core business processes in SAP S/4HANA and SAP C/4HANAIn this session we will explain and demonstrate how SAP Leonardo IoT solutions – both in the cloud and at the edge – leverage different services to derive business value from raw sensor data and directly integrate and embed into SAP business systems. Learn how the technologies complement each other Marco Porru, SAP	SAP Intelligent Robotic Process Automation (SAP Intelligent RPA) <ul style="list-style-type: none">What is SAP Intelligent RPA and what does it do?Top benefits customers are already gainingThe power of three – the SAP solution setDemo: SAP Intelligent RPA in actionRoadmap – exciting times ahead Sohail Mohammed, SAP	30 Min
5:15 pm	Wrap up <ul style="list-style-type: none">Ask the expertsEvent surveyThe way ahead		15 Min

Our Gold Partner Sponsors



UKISUG is a not-for-profit independent membership organisation for all users of SAP software and is funded and run by members, for the benefit of members. Our focus is helping members learn from, network, and collaborate with each other; SAP experts; SAP partners and the whole SAP community - as well as providing an independent channel through which to influence SAP.

As an independent organisation, we bring together the voices of all our members and deliver them directly to SAP through a platform for members to influence and drive the future development of the SAP products and services. Being part of the user group will let you have your say on future SAP developments. From SAP Business One to SAP Business ByDesign to SAP Business Suite, SAP S/4 HANA and SAP BusinessObjects – have your voice heard and drive improvements in the SAP solutions you use now and enhance the products currently in development.

Our aim is to ensure SAP customers achieve more from their SAP investment.



BigID redefines data privacy and protection.

BigID helps organizations manage and protect their customer data, meet data privacy and protection regulations like the CCPA and GDPR, and leverage unmatched coverage for all data across all data stores.

By bringing data science and purpose-built technology to data privacy and protection, BigID enables organizations to discover and map all types of data from all enterprise data sources; automatically classify, correlate, and catalog identity and entity data into profiles; manage and protect enterprise data with advanced data intelligence; and automate data privacy and protection.



Keytree is an international, award-winning business technology consultancy and product developer, creating exceptional enterprise digital solutions. We combine the best people, technology, and innovation to design and build beautiful apps, solve complex integration challenges, and provide cloud infrastructure enabling companies to become leaner, faster, and more agile. Keytree is a long-term SAP partner and market leader in SAP implementations including S/4HANA, C/4HANA, SAP SuccessFactors, and SAP Cloud Platform. Our client base is multinational, crosses multiple sectors and includes Jaguar Land Rover, ARM, Greggs, BP, and the UK Ministry of Justice.

Our Silver Partner Sponsors



We're Bluestonex, an award-winning, accredited SAP User Experience & Innovation Partner based in Shropshire, United Kingdom.

SAP has selected Bluestonex for their new 'AppHaus' programme, recognising our specialised skills in user experience and cloud technology. Our state-of-the-art Apphaus Design centre in Shropshire, a refurbished Baptist church, has been recognised as the perfect venue to enable design thinking workshops and team building events and activities.

We offer customers a wide range of services (on premise, cloud or hybrid). We have launched innovative software products delivering more effective and efficient data processing and governance for SAP (Maextro), as well as many other functional areas. If SAP S/4 HANA is on your agenda right now, we can demonstrate the rapidly achievable benefits Maextro delivers, supported by customer case studies. The platform also adds significant value for older versions of ERP and non-SAP systems.

Our clients are happy to reference our unique consulting ethos which allows us to work collaboratively with them to design, develop, implement, and maintain SAP solutions that continually support and enhance their overall business strategy and objectives. We help our customers realise the true value of investing in SAP technology through a design thinking led approach, allowing the foundations for greater business agility whilst providing a future platform for SAP driven business innovations.



www.sap.com/contactsap

Studio SAP | 68226enUS (20/02)

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