



AGENDA

09.00 **Registration**

09.30 **Welcome and Introduction**
SAP & Bluefin Solutions

Vision & Rationale for Investment in SAP Trade Promotion Management

Gavin Davison, Head of Consumer Products CRM Pre-Sales, SAP

Gavin will give an overview of TPM, highlighting the benefits this technology delivers, starting with headquarter planning through to promotion evaluation and analysis.

TPM Implementation Best Practice & Customer Case Study

Jim Cook, Head of CRM, Bluefin Solutions

Having lead delivery teams in implementing TPM, Jim will provide insight and best practice advice on how to manage your implementation covering; implementation time frame, rapid prototyping, project measures & ROI. Jim will also be supported with a case study from a leading company.

TPM in CRM 2007:

New User Interface and Functionality with demonstration and opportunity to see CRM 2007

Gavin Davison, Head of Consumer Products CRM Pre-Sales, SAP

Gavin will demonstrate how the solution works, and you will see how it looks in the new CRM interface.

10.45 **Coffee Break**

11.00 **Round Table Discussion and Open Forum**

This session is designed to enable and encourage shared experience and knowledge exchange. This open forum will address important questions covering the business issues, business benefits, for example:

- What are the key success factors to consider before implementing SAP TPM?
- Understanding the challenges of implementing systems and processes in a Sales and Marketing environment
- Issues with the integration of financial planning & forecasting processes with TPM?

12.00 **Buffet Lunch & Networking**

Lunch will be held in the Bluefin boardroom, which has stunning views of Liverpool's harbour & docks. Members of the User Group CRM Special Interest Group will also join us for lunch (prior to their User Group Meeting in the afternoon). This will allow for wider networking opportunities with your peers.

13.00 **Workshop Closes**

13.00- **CRM Special Interest Group Meeting**

16.00 (User Group Members; further information available upon request)