SAP Cloud Platform and Design Innovation Customer Forum
Creating the Intelligent Business

Milan, Italy, February 25, 2020

On-Site Guide | EMEA South

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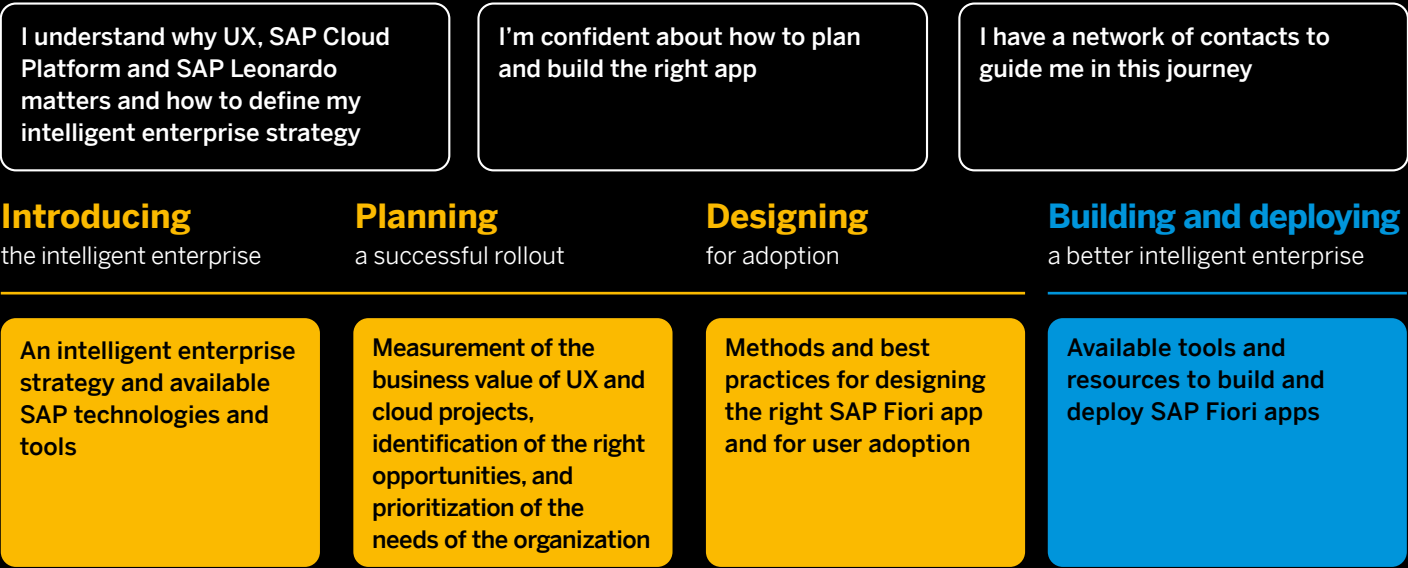
GUPS //   QINTESI   bgp   BigID   SAP

Invitation

SAP is pleased to invite you to this one-day invitation-only event in Milan, Italy on Tuesday February 25th, 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

Words of Welcome

Carla Masperi - Chief Operating Officer SAP Italy & Greece

Carla Masperi has been chief operating officer of SAP Italia since July 2014 and she aims to deploy company strategies that orchestrate internal resources (marketing, presales, alliance, and sales operations) to achieve concrete results as a company and as an ecosystem.

Carla joined SAP in 2013 where she has held a number of positions including: database and technology director and innovation sales director.

Prior to joining SAP, from 2007 to 2012, Carla had the role of CIO at San Raffaele Hospital in Milan, completely renewing the corporate information system and working on a series of projects related to new technology architectures, new administrative, and clinical systems.

Carla started her career at IBM in 1989 as account manager for the industry and distribution sector and then as business developer for new market division. She holds a degree in economics and lives in Milan, Italy.

Keynote: designing the intelligent enterprise

Fabrizio Moneta - Head of Platform & Technology SAP Italy & Greece

Fabrizio Moneta has been head of platform and technology of SAP Italia since January 2018. He is responsible for revenues growth and market expansion in data management, analytics, epm and all related cloud technologies.

Prior to joining SAP, from 1997 to 2017, Fabrizio served under different roles in Oracle Corporation where he managed cloud business development, engineered systems sales and analytics-EPM division at local and regional level.

Fabrizio started his career at Telecom Italia in 1995 as network management system engineer. He holds a degree in mathematics and computer science and lives in Milan, Italy.

SAP Cloud Platform – vision and strategy

Alessandro Passoni - Head of SAP Cloud Platform CoE for EMEA South

With more than 20 years of experience delivering best in class advisory to customers, Alessandro Passoni is leading the SAP Cloud Platform Center of Excellence (CoE) covering EMEA south region.

The scope of the CoE is to support SAP customers and partners to reach their KPIs while they are running their digital transformation journey providing them best practices to match business processes evolution with most innovative edge technologies.

Alessandro joined SAP seven years ago as one of the first SAP big data specialist. During his career he has been part of the office of the CTO and covered roles as sales manager.

Our keynote speakers

GUPS, experience the intelligent user group

Giuseppe Marconi - IT Manager and Internal Process Advisor

Starting from engineering studies and from technical issues on SAP, Giuseppe then focused on processes and applications and finally he spent the last years on innovation and change management, always in SAP-based environments.

His experience covers wide range of projects and implementations in various industrial sectors both as consultant and employee, especially in food and beverage. This growing path was supported by appropriate studies, for exampe graduating at MIP MBA, in order to have the required skills and soft skills.

Giuseppe Marconi manages his challenges with passion and enthusiasm, founding GUPS, the Italian user group, in 2017 where the members share experiences, knowledge, network, and ethical visin as they aim for the growth and development of the Italian SAP ecosystem inspired to the best European practices.

Getting native – enterprise apps for iOS

João Afonso Rato - Alliance Partner Manager, Apple Italy

Joao joined Apple in 2001 – the year when Mac OS X and iPod were introduced – and has worked for years in technical programs dedicated to enterprise markers at EMEIA level. With the growing adoption of iPhone and iPad by enterprise customers, Joao has expanded his competencies to the enterprise mobility space helping customers to adopt successfully a mobility strategy.

Since 2016, when Apple and SAP joined forces to bring the power of SAP to Apple's iPhone and iPad, Joao has been working closely with the SAP counterparts to help customers maximize the benefits of what a great user experience can bring when integrated easily and efficiently with their business processes via the SAP Cloud Platform.

Event organizers

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.

Andrea Moretti - SAP Cloud Platform CoE EMEA South

Andrea is part of SAP Cloud Platform Center of Excellence for EMEA south where provides leadership, creates demand, and supports the delivery of innovative cloud-based solutions using technology as an enabler to discover, exploit, and operationalize the value of customer's data.

Andrea has an extensive background in data management, analytical ecosystems, and intelligent solutions. Prior to SAP he worked for Fortune 500 companies holding positions of increasing responsibility in information technology, international program management, management of presales, and consulting organizations where he developed significant expertise in a range of innovative technology transformations.

Passionate about technology, motorcycle riding and engineering, spin-fishing, photography, audio vinyl's, and modern antiques design, he is a member of a biker club which main goal is to support charity organizations.

Agenda Day 1
February 25, 2020

Time	Optimizing User Experience	Innovation and Digital Platform	Duration
8:30 am	**Breakfast – registration and sign-in** Sponsored by GUPS, Qintesi, BGP, BigID		30 Min
9:00 am	**Words of welcome** Carla Masperi - Chief Operating Officer SAP Italy & Greece		15 Min
9:15 am	**Keynote: designing the intelligent enterprise** Fabrizio Moneta - Head of Platform & Technology SAP Italy & Greece		30 Min
9:45 am	**Keynote: SAP Cloud Platform – vision and strategy** • Overview of SAP's strategy for innovation with teh intelligent enterprise • Announcements on some key innovations and solutions from SAP • (for example, SAP HANA Cloud Services, SAP Data Warehouse Cloud, SAP Data Intelligence) • Use existing business processes in digital transformation • Basic concepts and benefits of SAP Cloud Platform • News and roadmap Alessandro Passoni, Head of SAP Cloud Platform CoE for EMEA South		45 Min
10:30 am	**GUPS, experience the intelligent user group** Giuseppe Marconi, GUPS		15 Min
10:45 am	**Break**		15 Min
	Optimizing User Experience	**Innovation and Digital Platform**	
11:00 am	**SAP Intelligent Robotic Process Automation (SAP Intelligent RPA)** • What is SAP Intelligent RPA and what does it do? • Top benefits customers are already gaining • The power of three – the SAP solution set • Demo: SAP Intelligent RPA in action • Roadmap – exciting times ahead Mikhail Avetisov, 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 Darren Gale, VP of Sales for EMEA and APAC at BIGID Elisa Masetti, SAP	30 Min
11:30 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 • Example and Customer Use cases Giorgio Marti , SAP	**More than the foundation – multi-cloud strategy, Cloud Foundry and Kubernetes** • SAP Cloud Platform data centers: strategy, current status, and roadmap • Multi-cloud strategy: what exactly does that mean and what are the advantages? • Cloud Foundry and SAP Cloud Platform: why / what / how? Roberto Capozzo, BGP Roberto URBAN, SAP	30 Min

Agenda Day 1

February 25, 2020

	Optimizing User Experience	Innovation and Digital Platform	
12:00 am	**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 your know • Get what you have to know • Benefit from assess to content and coaches Andreas Hirche, SAP	**SAP Analytics Cloud** • SAP Analytics Strategy (Cloud to Cloud) • SAC Overview, latest news - Roadmap • SAC Planning • SAC embedded in SAP solutions Jean Claude Pizzi, SAP	30 Min
12:30 pm	**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 Roberto Urban, 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. Venugopal Chembrakalathil, SAP	30 Min
1:00 pm	**Networking lunch with three demo pods** • SAP CAI • Intelligent business process management Sponsored by GUPS, Qintesi, BGP, BigID	Giorgio Marti , SAP Venugopal Chembrakalathil	60 Min
2:00 pm	**SCP customer success story**		30 Min
2:30 pm	**Getting native – Enterprise Apps for iOS** • Apple and SAP partnership overview • Running with SAP Cloud Platform Mobile Services • SCP SDK for iOSTestimonial and Demo of how to accelerated mobile app development with the best UX João Afonso Rato, Alliance Partner Manager for Apple		30 Min
3:00 pm	**SAP Gruppo IVA, apre le porte all'evoluzione generando contestualmente significativi risparmi d'imposta annui, centralizzando gli adempimenti fiscali** Marino Coletta, Qintesi		30 Min
3:30 pm	**SAP Cloud Platform for Digital Health** BGP presenterà "Angel", la soluzione progettata e sviluppata per le sempre più numerose Aziende leader nella Responsabilità Sociale, attente a migliorare costantemente il benessere e la salute delle persone, grazie all'adozione di tecnologie di Digital Health. Davide Parodi - Partner at BGP Luca Antiochia - Team Leader, Team Cloud Native Solutions Roma at BGP Maurizio Maisto - Senior Consultant, Team Cloud Native Solutions Roma at BGP		30 Min

Agenda Day 1

February 25, 2020

4:00 pm	**Break**	15 Min
4:15 pm	**Conosci i tuoi dati: The BigID Data Intelligence Platform** Paolo Fornoni, Senior Service Delivery at BigID	30 Min
4:45 pm	**Extend - S/4HANA to your needs** • SAP Cloud Platform as an extension platform • SAP Cloud SDK Roberto Capozzo, BGP Alessandro Passoni, Head of SAP Cloud Platform CoE for EMEA South	30 Min
5:15 pm	**Wrap up** • Ask the experts • Event survey • The way ahead Toros Aledjian SAP	15 Min

Our Gold Partner Sponsors

GUPS was an interest group inside Aused (Association of users of IT systems born in 1976) for many years. In February 2017 thanks to the co-founders Giuseppe Marconi and Laura Rubini, it became independent and it was officially recognized by SAP as the official SAP Italian user group. In May 2017 we joined SUGEN and started the collaboration with the network. About 120 companies are associated to GUPS: our goal is to represent the SAP ecosystem: users, vendors, companies, prospects, and universities. Furthermore GUPS acts as point of contact between companies and people that want to exchange experiences related to the implementation or utilization of SAP products. We organize workshops, webinars, and SAP interest groups: localization, licensing, industy 4.0, SAP services and knowledge, and public administration. Our main asset is the passion and enthusiasm of our members. Our main opportunity is the fact that SAP ecosystem in Italy really needs an association like GUPS, and supports us.

Con oltre 230 dipendenti Qintesi eroga servizi di Management Consulting e di System Integration, offrendo ai Clienti soluzioni innovative. Qintesi è Gold Partner SAP con la qualifica di "Service Partner" e "Build Partner"; ha ottenuto differenti riconoscimenti da parte di SAP fra cui sei Solution Authorization e una Build Authorization, oltre a ben dieci certificazioni SAP REX, tra cui due di Industry – Insurance ed Engineering & Construction - e, tra le prime in Italia e a livello EMEA, su SAP S4/HANA, SAP HANA e SAP Real Estate Management. Ha realizzato alcuni tra i primi progetti a livello europeo di migrazione a SAP S/4HANA su piattaforma Google Cloud Platform. Comprende inoltre la Service Line dedicata "Management & Consulting", per offrire al mercato servizi professionali idonei a supportare le imprese nei loro percorsi di crescita. Il Gruppo è costituito da Qintesi SpA, la capogruppo, player di riferimento nel panorama italiano dei system integrator, che supporta i Clienti nei processi di Digital Transformation attraverso l'utilizzo di sistemi ERP, Business Intelligence ed Advanced Analytics; la controllata Qintesi Technology & Services, che disegna e realizza avanzate infrastrutture tecnologiche, gestisce servizi di maintenance, di outsourcing amministrativo e provisioning di servizi esterni; la collegata BF Partners, che opera in particolare nei settori retail/GDO, affiancando a SAP applicativi per il facility management come Infocad o sistemi evoluti per la gestione commerciale e la collegata IT-Link, system integrator SAP e rivenditore ufficiale dei prodotti SAP, con competenze verticali nel settore manufacturing e solide competenze nelle applicazioni Industry 4.0 e IoT. Il Gruppo copre in maniera sinergica molteplici settori di mercato, grazie alle sue solide competenze in particolare in area finance & treasury, controlling, compliance&risk, sourcing&procurement, manufacturing.

BGP dal 1987 fornisce consulenza e servizi nelle aree governate dal CFO, dal CHRO e dal CIO, per l'adozione di sistemi informativi gestionali Cloud e On-Premise: ERP, Analytics, Performance Management. Per soddisfare le specifiche esigenze dei Clienti, BGP sviluppa applicazioni Cloud Native estendendo ed integrando le soluzioni standard per automatizzare attività, aumentare il controllo e la granularità dei dati, impiegando tecnologie di Artificial Intelligence/Machine Learning, Internet of Things e Blockchain.

Più di 100 clienti attivi, oltre 300 dipendenti con più di 400 certificazioni applicative e tecnologiche che vengono costantemente aggiornate nelle aree Amministrazione, Finanza, Controllo, Logistica e Produzione. Una focalizzazione particolare con struttura dedicata per lo sviluppo di soluzioni in area Financial Services ed un'ampia esperienza nel settore delle Utilities e del Fashion.

Aderiamo dal 1997 al programma di partnership SAP come Service Partner e manteniamo alcune Recognized Expertise. Dal 2015 anche come VAR Partner con la Certificazione PCOE.

BigID e' una fast growing startup con 200 dipendenti e presenza in tutti i maggior HUB del mondo che in pochi anni e' stata in grado di ricevere numerosi riconoscimenti e consensi nell'ambito data protection e discovery.

Ora vanta un numero significativo di clienti enterprise e li aiuta a gestire e proteggere i dati dei loro clienti e dipendenti, svolge un ruolo chiave nella continuous compliance per quanto riguarda normative come GDPR e CCPA.

BigID ridefinisce la privacy e la protezione dei dati con un approccio di tipo identity centric mai sperimentato prima.

Portando machine learning e una tecnologia appositamente creata per le sfide che questi regolamenti comportano, BigID consente alle organizzazioni di scoprire e mappare tutti i tipi di dati strutturati, non strutturati, in cloud e onprem in qualsiasi infrastruttura IT.

Puo' inoltre: classificare, correlare e catalogare automaticamente i dati sensibili e riconducibili a specifiche identità' o profili.

Nell'ultimo trimestre del 2019, SAP e BigID hanno ampliato la loro relazione annunciando un'estensione della soluzione e una partnership con i rivenditori, riconoscendo l'importanza della privacy e delle considerazioni sulla scoperta di dati sensibili per i suoi clienti.

SAP ha collaborato per la prima volta con BigID attraverso SAP.iO, la sua strategica business unit a supporto di aziende innovative in fase di startup.

Le nuove estensioni della soluzione SAP basate sulla piattaforma BigID aiuteranno i clienti SAP a gestire i rischi legati alla privacy dei dati e a creare fiducia con i propri clienti finali. La tecnologia di BigID si integra con SAP ERP, SAP S / 4HANA, SAP HANA, soluzioni di governance, risk&compliance e Data Intelligence.

THE BEST RUN **SAP**