

SAP Cloud Platform and Design Innovation Customer Forum

Creating the Intelligent Business

NH Collection Eurobuilding

Ci Padre Damián, 23, 28036, Madrid

November 20, 2019

On-Site Guide | EMEA South

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Invitation

SAP is pleased to invite you to this one-day invitation-only event in Madrid, Spain on Wednesday the 20th of November, 2019

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



Customer keynote: designing the intelligent enterprise at Döhler

Winfried Winterstein, Head of SAP Technology, Döhler GmbH

Winfried Winterstein has more than 23 years of SAP experience in solution architecture, end-to-end integration, and project management. At Döhler Winfried, Winterstein is responsible for SAP basis administration and SAP development teams within the Döhler Group.

His expertise ranges from solution architecture, integration architecture, SAP S/4HANA, SAP Fiori, SAP Build, SAP Cloud Platform (IAS, IPS, CPI, Web IDE), SAP Enterprise Portal, SAP Business Process Management, and SAP Business Workflow with more than 10 years of personnel responsibility.

Customer success story at Damm

Rebeca Simón – IT Project Manager, S.A. Damm

Rebeca Simón has been working at S.A. Damm for the last 10 years, with different roles and responsibilities. Currently she works as IT project manager, leading different initiatives in the Damm equipment management area.

She has more than 20 years of SAP experience in different solutions and technologies, particularly in procure-to-pay and customer service processes.

Rebeca is always willing to face new challenges related to technological innovation, she has an end-to-end profile with a strong relationship with clients (business) and a powerful technical / functional knowledge.

<https://www.linkedin.com/in/winfried-winterstein-7204895/>



Business Technology Platform

Jorge Pérez - Head of Platform and Technologies, SAP Spain

Jorge Pérez has more than 20 years of SAP experience in different domains and solutions. He is currently a member of the board of directors in SAP Spain and manages the area of platform and technologies. Throughout his professional career he has participated and managed digital transformation projects in a relevant number of Spanish multinationals.

During his last years at SAP he has managed the innovation area SAP Leonardo, helping the main clients of the company in the design of new business models based on big data, advanced analytics, and intelligent technologies.

Jorge is attorney at law, holds a degree in business administration and has extensive knowledge and training in technologies and computer science.

SAP Cloud Platform – vision and strategy

Eduardo Fernández, SAP Cloud Platform Center of Excellence for SEFA

Eduardo Fernández brings more than 13 years in several roles in product (marketing) management, business development and corporate strategy in different cloud software vendors.

He has been part of the Center of Excellence for SAP Cloud Platform for Spain, Portugal, Turkey, Israel, and Francophone Africa for the last 18 months. In this role, Eduardo helps SAP's customers to identify transformational opportunities and meeting their business needs while evangelizing on the SAP Cloud Platform potential.

Eduardo holds a PhD in electrical and electronics engineering, an MEng. in telecommunications engineering and a master's degree in marketing and sales management.

AUSAPE



David Ruiz Badia - SAP Architect, Enel Group

David Ruiz works as an SAP architect at Enel Group, with a demonstrated history of working in the utilities industry.

He has been an SAP mentor between 2016-2019, now as an alumni, he has had the pleasure to work with incredible people and has learned a lot from them.

He is currently part of the user groups since 2007, where he has been SOA SIG leader, Spanish user group board member and chairman.

He has also been a SUGEN member and Core Leadership team member (SUGEN=Sap UG Executive Network).

Currently he is leading an SAP Cloud Platform SIG at Spanish UG. Learning and involved with SAP community since becoming an SAP customer in 1998, and since 2017, SAP Inside Track Barcelona organizer.

Event organizers & speakers



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.



Alan Gulino - Business Technology Platform Director, Center of Excellence EMEA

As director of the Business Technology Platform's Center of Excellence, Alan Gulino stands at the forefront of the fastest moving industry trend: cloud computing. He's spent the past five years evangelizing an industry-wide shift to cloud services and DevOps. He has helped position SAP as a leader in the space of rapid application development, of data and process integration between systems of a hybrid, cloud and on-premise, landscape.

Alan Gulino leads a team that supports SAP's go to market strategy developing content and delivering field and customer enablement.

With over 20 years of experience and a very successful track record Alan Gulino has a passion for explaining complex technologies in simple terms, reason why he often contributes to planning for major events.



Juan García Virgili, SAP Center of Excellence of SAP Cloud Platform

Juan García Virgili holds a degree in business administration and he brings more than 19 years in several roles in marketing, sales, and business development across all its value chain (resellers, SI's, distributors, and software vendors).

He has been part of the Center of Excellence of SAP Cloud Platform for the last four years. In this role, Juan helps SAP's strategic customers to understand the value of the business digital platform and identify transformational use cases that meets their business needs.

In his spare time, he loves doing all kind of outdoor sports together with his family and friends.

<https://www.linkedin.com/in/juangarciavirgili/>

Agenda November 20, 2019

8:30 am	Breakfast – registration and sign-in Sponsored by TechEdge, Everis, AUSAPE, Seidor	15 Min
8:45 am	Words of welcome	15 Min
9:00 am	Keynote: designing the intelligent enterprise at Döhler Winfried Winterstein, Döhler GmbH	30 Min
9:30 am	Keynote: business technology platform <ul style="list-style-type: none">• Overview of SAP's strategy for innovation with intelligent enterprise• Announcements on some key innovations and solutions from SAP (for example SAP HANA Cloud Services, SAP Data Warehouse Cloud, SAP Data Intelligence) <p>Jorge Pérez - Head of Platform and Technologies, SAP Spain</p>	20 Min
9:50 am	AUSAPE presentation David Ruiz Badia, AUSAPE	20 Min
10:10 am	SAP Cloud Platform – vision and strategy <ul style="list-style-type: none">• Use existing business processes in digital transformation• Basic concepts and benefits of SAP Cloud Platform• News and roadmap <p>Eduardo Fernández, SAP</p>	20 Min
10:30 am	Break	15 Min
	Optimizing User Experience	Innovation and Digital Platform
10:45 am	Fail often, fail early - rapid prototyping <ul style="list-style-type: none">• How the SAP Build tool is supporting digital transformation in the enterprise• A demo of how SAP Build jump starts innovation• Web IDE responsive web applications with SAP Fiori launchpad• Rapid prototyping with Mendix <p>Jose Novais, SAP</p>	Data intelligence - turning disparate data into valuable assets for business innovation <ul style="list-style-type: none">• 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 <p>Tania Pérez, SAP</p> 30 Min
11:15 am	User centric – UX strategy and roadmap <ul style="list-style-type: none">• SAP's user experience (UX) strategy: new, renew, enable• UX tools and technology• Available platform services• Common use cases• Roadmap <p>Toros Aledjian, SAP</p>	More than the foundation – multi-cloud strategy, Cloud Foundry and Kubernetes <ul style="list-style-type: none">• 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? <p>Cesar Martin, SAP</p> 30 Min
11:45 am	Drive your SAP Cloud Platform mission to success <ul style="list-style-type: none">• 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 access to content and coaches <p>Andreas Hirche, SAP</p>	SAP Analytics Cloud <ul style="list-style-type: none">• 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 <p>Jose María Escolar, SAP</p> 30 Min
12:15 pm	Customer success story DAMM Rebeca Simón, DAMM	30 Min
12:45 pm	Networking lunch with three demo pods SAP Conversational AI - Francesco Fontana Innovate with SAP Leonardo IoT in the cloud - Filippo Murroni SAP Intelligent Business Process Management - Venugopal Chembrakalathil Run Intelligent with SAP Cloud Platform - Ashraf Hamed Sponsored by TechEdge, Everis, AUSAPE, Seidor	60 Min

Agenda November 20, 2019

1:45 pm	Getting native – enterprise apps for iOS <ul style="list-style-type: none">SAP Cloud Platform SDK for iOSMobile development kitSAP Mobile CardsRunning with SAP Cloud Platform Mobile ServicesDemo of how these tools accelerated mobile app development Miguel Mancebo Downes, Apple	30 Min
2:15 pm	Gestión de expedientes y tramitaciones con SAP Cloud Platform <ul style="list-style-type: none">Solución para la gestión de expedientes y tramitaciones de obras y proyectos desarrollado con SAP Cloud Platform, y SAP UI5La solución permite automatizar y trazar los procesos y tareas de los expedientes y mejora la comunicación con el resto de agentes de los trámitesEl proyecto se ha desarrollado con metodología ágil Scrum Xavier Tor, TechEdge	30 Min
2:45 pm	SAP Cloud Platform - extending SAP S/4HANA Cloud Javier Sánchez – Manager SAP Digital Services in Everis	30 Min
3:15 pm	Break	15 Min
3:30 pm	SAP Cloud Platform: desarrollo e innovación en la era digital a través del cloud <ul style="list-style-type: none">SAP Cloud Platform es compatible con cualquier aplicación de negocio, presente o futuraSolucionaria el problema de disponer de una plataforma en cloud centralizada que proporciona capacidad de integración, transacciones con datos en tiempo real, soporta aplicaciones críticas y reduce el coste de mantenimiento de la infraestructura de ITConoce diferentes casos de uso de SAP Cloud Platform como solución imprescindible, donde priman los factores de capacidad de desarrollo con eficiencia, rapidez, sencillez y seguridad Rafael Julián, Seidor	30 Min
Optimizing User Experience		Innovation and Digital Platform
4:00 pm	Chatbots at SAP - the next-generation UX for enterprise software <ul style="list-style-type: none">Introduction to SAP Conversational AISAP Conversational AI as the collaborative, bot-building platform with SAP CoPilot as the digital assistantDemos – natural language interaction with SAP S/4HANA, and bot integration hub with SAP Conversational AI bots Francesco Fontana, SAP	SAP Intelligent Business Process Management <ul style="list-style-type: none">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 flexibilitySAP 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
4:30 pm	Integrate – intelligently connecting people, things, and business <ul style="list-style-type: none">Integrate your data easily and with confidenceManage your data challenges for IoT, mobile, and LoBSafeguard data access API management in the cloud Oscar Herrera, SAP	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 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 Giorgio Murroni, SAP
5:00 pm	Wrap-up <ul style="list-style-type: none">Ask the expertsEvent SurveyThe way ahead	30 Min

Our Gold Partner Sponsors



En Techedge, nuestra misión es ayudar a las organizaciones a acelerar su transformación digital a través de la innovación continua. Desarrollamos soluciones y servicios caracterizados por combinar el asesoramiento empresarial, la experiencia tecnológica y la pasión por la innovación.



En 1994 nacía AUSAPE con 16 empresas fundadoras. Hoy, como la Asociación que aglutina a la mayor parte de clientes, partners proveedores de soluciones SAP, cuenta con más de 560 empresas asociadas.

Nuestra función principal es promover la transferencia de información y conocimientos entre esta comunidad y las necesidades de sus usuarios. Además de ello, comunicamos a SAP las experiencias de los miembros de la asociación con el fin de mejorar la calidad de sus productos y el intercambio de información de interés mutuo en relación con los productos SAP.

Nuestra evolución internacional se produjo en 2007, siendo miembro fundador de SUGEN, la Red Ejecutiva de Grupos de Usuarios de SAP. Unos años más tarde nació AUSIA, Asociación Usuarios SAP Iberoamericana. Un foro que permite la difusión de las mejores prácticas entre usuarios hispanoparlantes.

Año tras año, batimos récords. Si hace 7, celebrábamos superar los 400 asistentes al Fórum AUSAPE. En 2019, que celebrábamos nuestro 25 Aniversario, fueron 1067 asistentes de 345 empresas y participaron más de 70 patrocinadores.

Por todo esto, pensamos que los 25 años de nuestra Asociación merecían ser celebrados y, para ello, invitamos al Fórum a las asociaciones de usuarios de los países que componen SUGEN y AUSIA, de las cuales 24 estuvieron presentes en nuestro Fórum 25 Aniversario.

Nuestro reto para 2020, alcanzar los 600 asociados y seguir avanzando.



Everis ofrece respuesta a cualquier escenario del ciclo de vida de las organizaciones sobre tecnologías SAP: desde la estrategia y el diseño de arquitecturas basadas en estas soluciones hasta, la gestión de sus infraestructuras, pasando por la reingeniería de procesos, la implantación y su mantenimiento y mejora continua con servicios de outsourcing SAP.

En everis SAP Business Unit vamos más allá de las soluciones. Gracias al talento y conocimiento de nuestros profesionales SAP, detectamos las necesidades de nuestros clientes y ofrecemos respuestas adecuadas y personalizadas a los diferentes responsables de cualquier área de sus compañías.

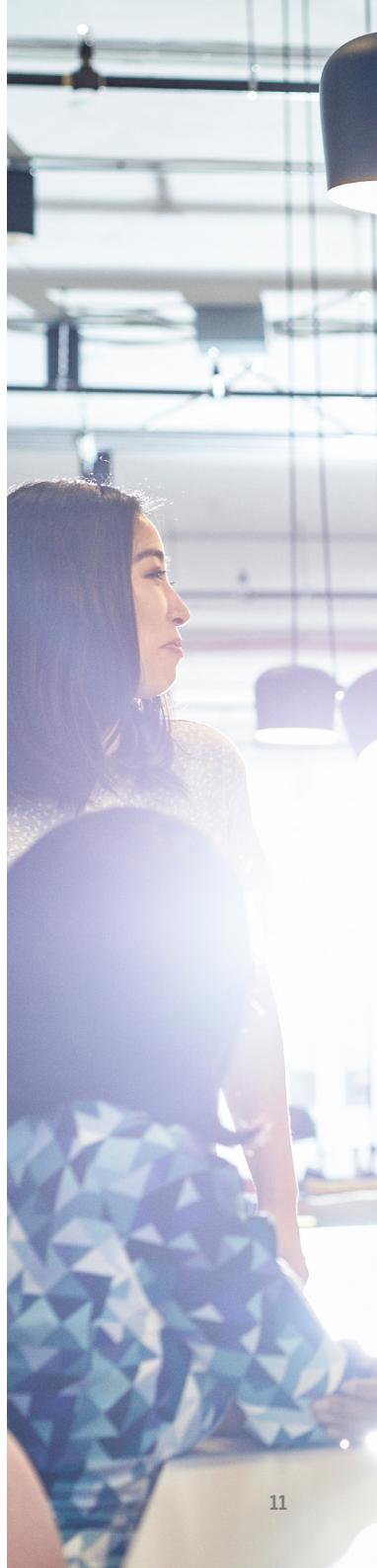
Somos Global Partner y Gold Partner de SAP. Dicha relación nos acredita no sólo como expertos en esta tecnología, sino también la ejecución de proyectos y servicios con la máxima calidad, trabajando juntos y buscando siempre el máximo beneficio para nuestros clientes. Nuestra alianza es estratégica y cuenta con el mayor grado de reconocimiento y certificación, lo que nos permite ofrecer soluciones en todos los ámbitos, para todo tipo de empresas y con alcance global.

Además, pertenecer a NTT DATA se traduce en un amplio y potente abanico de posibilidades en el servicio SAP que ofrecemos a nuestros clientes en todos los sectores. En este sentido, las cifras nos avalan: más de 9.000 profesionales especializados, 2.700 clientes SAP en todo el mundo, 21 centros propios de delivery y presencia en 41 países



Seidor es una consultora tecnológica que ofrece un amplio portafolio de soluciones y servicios: consultoría, implantación, desarrollo y mantenimiento de aplicaciones e infraestructura y servicios de outsourcing. Con una facturación de 414 millones de euros en el ejercicio 2018 y una plantilla formada por más de 4.700 profesionales altamente cualificados, Seidor tiene presencia directa en más de 30 países de: Europa,

América Latina, Estados Unidos, Oriente Medio y África, prestando servicio a más de 8.000 clientes. La consultora es partner de los principales líderes tecnológicos; entre los que destacan SAP, Microsoft, IBM y Adobe. Además, es socia fundadora de UnitedVARs, platinum partner de SAP.



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