

SAP Cloud Platform and Design Innovation Forum

Creating the Intelligent Business

SAP Atlanta, December 10, 2019

On-Site Guide | North America Region

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Face the Future with Confidence



Invitation

SAP is pleased to invite you to this one-day invitation-only event in Atlanta, Georgia on Tuesday December 10th, 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



Designing the Intelligent Enterprise

Jeff Harvey - Chief Operating Officer - SAP Intelligent Enterprise Solutions and Industries

Jeff Harvey serves as Chief Operating Officer for SAP Intelligent Enterprise Solutions & Industries. He oversees the business globally, orchestrating industry and cross-LOB solutions and execution for customer outcomes. This includes SAP's Leonardo portfolio, helping customers realize value from intelligent technologies including blockchain, machine learning, conversational artificial intelligence and robotic process automation, both as stand-alone technologies and as integrated capabilities in our Suite, solutions and platform.

Jeff joined SAP in 2002 has over 30 years of progressive experience in the technology industry, including leadership positions with Andersen Consulting (Accenture) and as Chief Information Officer for Sandberg & Sikorski Corporation. Prior to his current position, Jeff served as President of Strategic Industries for SAP North America, where his scope included financial services, retail, utilities, federal, state and local government, higher education and healthcare.

Jeff holds a bachelor's degree in operations management and information systems from Northern Illinois University. Jeff served eight years on the board of TechBridge, an Atlanta-based nonprofit that helps other nonprofits leverage technology to better serve the community, and currently serves as the National Co-Chair for Els for Autism at SAP.



Roadmap to innovation

Daniel Lahl, Vice President of Product Marketing, SAP

Daniel Lahl, vice president of product marketing at SAP for SAP Cloud Platform, has extensive executive experience in cloud, data management, data warehousing, and analytics. While at SAP Dan has led emerging technology initiatives, including cloud platforms, data integration, data grid, in-memory database and mobility. Dan is currently focused on SAP's platform business; growing the SAP Cloud Platform portfolio reach, adoption and customer success.

Dan has degrees from the Haas School of Business at U.C. Berkeley and Trinity Evangelical Divinity School in Chicago.

In his off hours, Dan enjoys paddle boarding, skiing, running, the gym, and his family.

Our keynote speakers



SAP Cloud Platform – vision and strategy

Ashok Raman - Vice President, SAP Cloud Platform North America

Ashok is the VP of SAP Cloud Platform Center of Excellence in North America. SAP Cloud Platform Center of Excellence helps customers understand and leverage the SAP Cloud Platform and its associated business services and make them a truly intelligent enterprise.

Prior to this, Ashok was the VP and Head of SAP MaxAttention in North America. SAP MaxAttention focuses on maximizing customer success by delivering business value. Ashok was responsible for seven North American regions including Canada and over 250 employees throughout North America acting as engineering architects and technical quality managers for our premium customers.

Ashok began his career at SAP in 2004 and was the head of mission critical support in North America. Prior to that he was an escalation manager handling mission critical customer situation in North America.

He has a masters in computer science and began his career as a programmer with increasing movement into more customer facing roles which included pre-sales activity, consulting, and support.

Ashok lives in Downingtown, PA with his wife and two children.



Customer success story - modernizing your FP&A process with SAC for planning

Matthew Hertling, Director FP&A for National Vision

Matthew Hertling is the Director of FP&A for National Vision and been with NVI for over six years. Matthew is responsible for all planning, forecasting, and financial reporting for the organization as well as playing a significant role in SOX compliancy, IPO preparation and readiness, and acquisition analysis. Matthew has been a leader in NVI's transition from BPC to SAC and is a key driver for their FP&A modernization efforts.

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.



David Maloney - platform, analytics, and technology specialist for SAP's premier customer network and acting vice president for the southeast region

Dave Maloney is a software practitioner with 20+ years' experience and has been with SAP since 2003. Dave is a currently a platform, analytics, and technology specialist for SAP's premier customer network and acting vice president for the southeast region.

Prior to this, Dave was a senior director in SAP's Data & Analytics Center of Excellence where he helped accelerate customer success in enterprise BI. Dave has also held roles as a solution principal for SAP's PLM, PPM and NetWeaver solutions, product marketing manager and SAP consulting global focus lead for PPM/NetWeaver.

Before SAP, Dave was a product manager for the European operations of Pivotal and project manager in IT and civil/environmental engineering consulting. Dave has written papers on BI, SOA, new product development, and NetWeaver and spoken at several conferences including Gartner, IDC, PMI, PDMA, Red Hat, Sapphire and ASUG. Dave holds a B.S. degree in civil engineering and English from Virginia Tech.

Agenda Day 1

December 10, 2019

8:30 am	Breakfast – registration and sign-in Sponsored by Mindset Consulting, Protiviti, BigID	30 Min	
9:00 am	Keynote: designing the intelligent enterprise Jeff Harvey, Chief Operating Officer - SAP Intelligent Enterprise Solutions and Industries	30 Min	
9:30 am	Keynote: roadmap to innovation • Overview of SAP's strategy for innovation with intelligent enterprise • Announcements on some key innovations and solutions from SAP (e.g. SAP HANA Cloud Services, SAP Data Warehouse Cloud, SAP Data Intelligence) Dan Lahl, Vice President of Product Marketing, SAP	30 Min	
10:00 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 Ashok Raman, Vice President, SAP Cloud Platform North America	30 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 SAP S/4HANA to your needs • Understand how SAP Cloud Platform (SCP) supports the SAP S/4HANA 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 Chris Pauxtis, SAP	30 Min
11:15 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 Lester Lobo, SAP	Accelerate innovations with SAP HANA Cloud • See how SAP HANA Cloud can accelerate your business innovation • Discover the latest features and capabilities of SAP HANA Cloud including multi-temperature data persistency and advanced visualization • Gain insights on SAP HANA Cloud hybrid deployment capabilities with your existing on-premises SAP HANA • Understand top innovative use cases of SAP HANA Cloud Bill Zhang, SAP	30 Min

Agenda Day 1

December 10, 2019

	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 Edward Fronc, 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 David Quirk, SAP	30 Min
12:15 pm	Networking lunch with three demo pods Sponsored by Mindset Consulting, Protiviti, BigID		75 Min
1:30 pm	Modernizing your FP&A process with SAC for planning How a cloud based, nimble, and scalable solution has enabled one of the world's largest optical retailers to take their first steps towards financial transformation. Learn how NVI leveraged SAC for planning to modernize this process, involving more planning data points, performing analysis faster, and moving towards a more collaborative and productive future. Matthew Hertling, Director FP&A for National Vision		30 Min
2:00 pm	Designing data driven experiences in SAP Paul Modderman, Mindset Consulting		30 Min
2:30 pm	Turning your analytics center of excellence into an insights factory How a modern, bi-modal approach to your analytics initiatives can unlock your data your people and your company's potential. In this session, learn how companies are unlocking their analytical potential by focusing their efforts and their approach on two main pillars: alleviating the barriers to consuming information & focusing analytics efforts on time sensitive, actionable, and outcome-based results. Learn how our current technological trends are enabling today's analytics teams to realize their full potential and turn insights into action. Steve Freeman, Protiviti		30 Min
3:00 pm	Break		15 Min
	Innovation and Digital Platform	Innovation and Analytics	
3:15 pm	Getting native – enterprise apps for iOS • SAP Cloud Platform SDK for iOS • Mobile development kit • SAP Mobile Cards • Running with SAP Cloud Platform Mobile Services • Demo of how these tools accelerated mobile app development Shaun Williams, SAP	Becoming intelligence – business impact of machine learning • SAP Leonardo overview • What is machine learning? • How do machines learn? • Machine learning is changing business Demos: • ML based forecasting • Computer vision and SAP Conversational AI Paul Modderman, Mindset Consulting	30 Min

Agenda Day 1

December 10, 2019

	Innovation and Digital Platform	Innovation and Analytics	
3:45 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 Christopher Aron, 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 Steve Freeman, Protiviti	30 Min
4:15 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 Bin Duan, SAP		30 Min
4:45 pm	Wrap up <ul style="list-style-type: none">Ask the expertsEvent surveyThe way ahead		15 Min

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<https://www.mindsetconsulting.com/>



Protiviti, a global consulting firm and SAP Gold Partner, provides solutions in finance, technology, operations, governance, risk, and internal audit through our network of more than 70 offices in over 20 countries.

We deliver proven SAP solutions for business process optimization, data and analytics, security and privacy, and risk and compliance. Our certified professionals help transform your SAP S/4HANA and central finance journey. From defining and executing your roadmap to delivering powerful business insights, our solutions drive enhanced performance, ensuring you maximize the value of your SAP investment.

As recognized SAP thought leaders, we share our expertise through speaking events, industry articles, and authoring books such as “Implementing SAP HANA” and “SAP HANA Security Guide.”

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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.

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