



SAPPHIRE NOW in 2019

Content Strategy

Updated: March 13, 2019

SAPPHIRE NOW in 2019

Overarching Message

IE + XM: *Building an Intelligent Enterprise in the Experience Economy*

The SAPPHIRE NOW Experience

Built to bring the Intelligent Enterprise to life. Designed to provide buyers with outcomes and action plans on how to respond to their opportunities and challenges.

Keynote & Best-Run Theater

Day 1: Bill + guests

Day 2: Hasso + guests

Day 3: External Spotlight Speaker

Best Run Theater: features SAP's top SMEs with a *mandatory* customer/partner/external speaker to accompany them on stage

NEW Showfloor Experience

5 neighborhoods

Focused on the five main pillars of the Intelligent Suite. Each neighborhood is activated by a customer showcase:

- Manufacturing and Supply Chain: **Design-to-Operate**
- Customer Experience: **New Era**
- Digital Core: **Under Armour**
- People Engagement: **Tapestry**
- Network and Spend Management: **TBD**

3 pavilions

Industries, Services and Support, and Platform and Intelligent Technologies. Designed to allow attendees to have technology, service or industry specific conversations



- Larger keynote hall
- Larger meeting center
- More sitting and networking space, with food & drink around every turn
- Dining hall moved fully to new tented space

1 showcase

central, experiential showcase, bringing the Experience Management (Qualtrics+SAP) story to the center

IE + XM:




***Building an Intelligent Enterprise
in the Experience Economy***

2019

SAPPHIRE NOW + ASUG Annual Conference

Agenda at a Glance

Subject To Change

 SAPPHIRE NOW
 ASUG
 SAP Select

6

May
Mon

A.M.

SAP Global
Partner Summit

ASUG
Pre-Conference

P.M.

Evening

Special Interest Activities

SAP, ASUG Hub, and exhibitor areas open:

7

May
Tue

Special Interest Activities

SAP Keynote
9:00 a.m.–10:30 a.m.

SAPPHIRE
NOW

ASUG

SAP
Select

ASUG Keynote
4:30 p.m.–6:00 p.m.

SAP Select
Reception

Special Interest
Activities
6:30 p.m.–8:00 p.m.

Tue: 10:30 a.m.–4:30 p.m.

8

May
Wed

Special Interest Activities

SAP Keynote
9:00 a.m.–10:30 a.m.

SAPPHIRE
NOW

ASUG

SAP
Select

Special Interest Activities
6:30 p.m.–8:00 p.m.

Partner Events
8:30 p.m.–close

Wed: 10:30 a.m.–6:00 p.m.

9

May
Thu

Special Interest Activities

Keynote
9:00 a.m.–10:30 a.m.

SAPPHIRE
NOW

ASUG

SAP
Select

Receptions
Prior to concert

SAP CEO's
Reception

SAP Concert

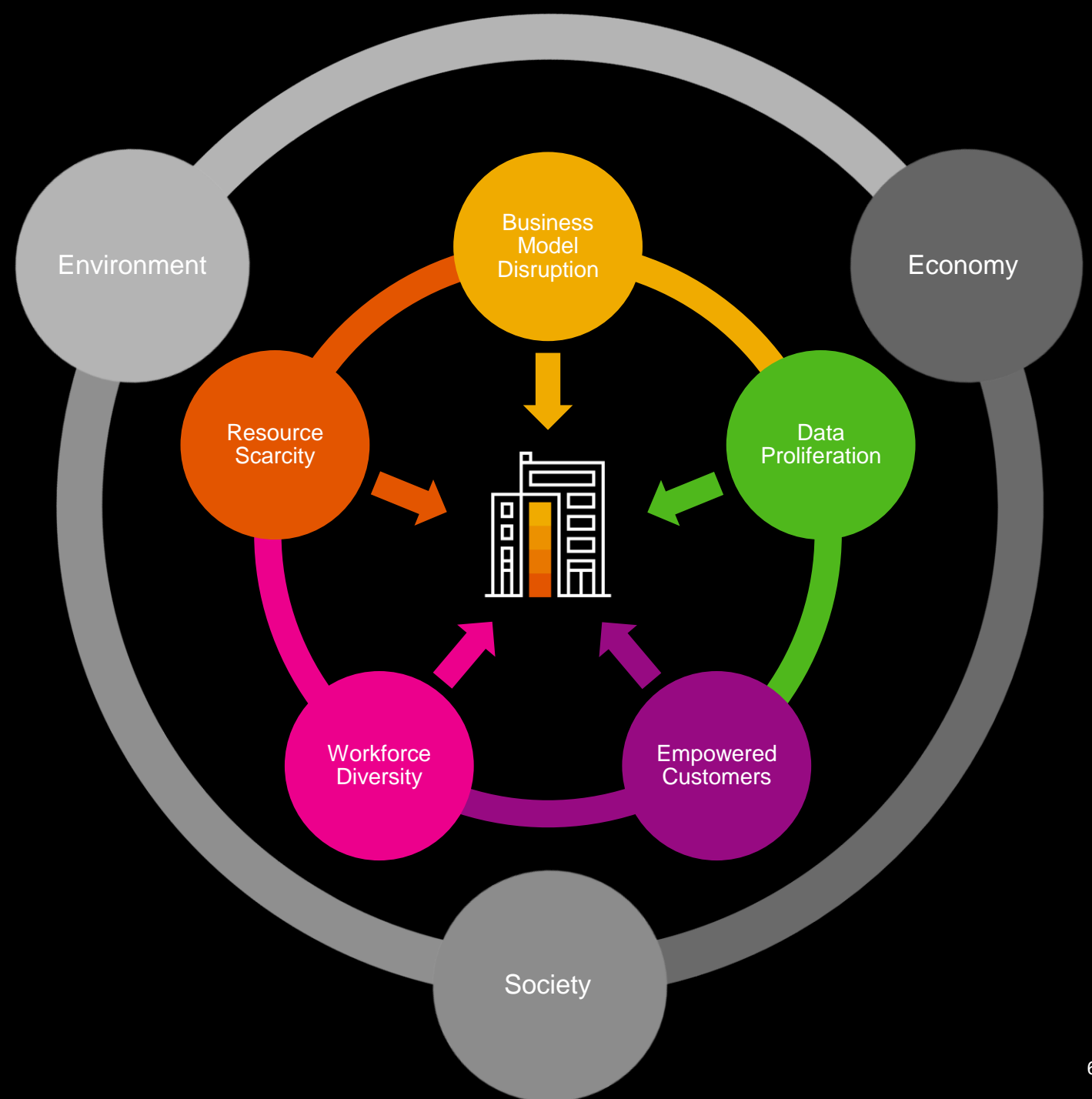
Thu: 10:30 a.m.–5:30 p.m.



It's time for **change**

- SAPPHIRE NOW has maintained the same format since 2000
- Customers no longer buy or consume our technology the same way
- The SAP customer base is diverse and we need to appeal to **ALL** audiences
- We must support the Customers for Life model
- We must bring the Intelligent Enterprise to life in a way that is easy for customers to navigate
- Our event portfolio must continue to illustrate our **commitment to innovation**

**Accelerating
changes in
economy, society,
and environment
affect every
company.**



“I need to support business model innovation in order to drive growth”

“I am focused on improving the way that we utilize resources to drive productivity”



“I need to apply intelligence to data in order to make business decisions easier”

“I am working to better attract and engage an increasingly diverse workforce to drive business results”

“I have to quickly address the needs of increasingly demanding customers in order to stay competitive”

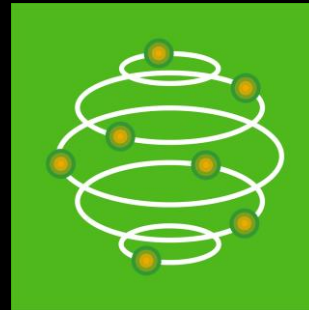
How we deliver the Intelligent Enterprise



Manufacturing
and Supply Chain



Customer
Experience



Digital Core



People
Engagement

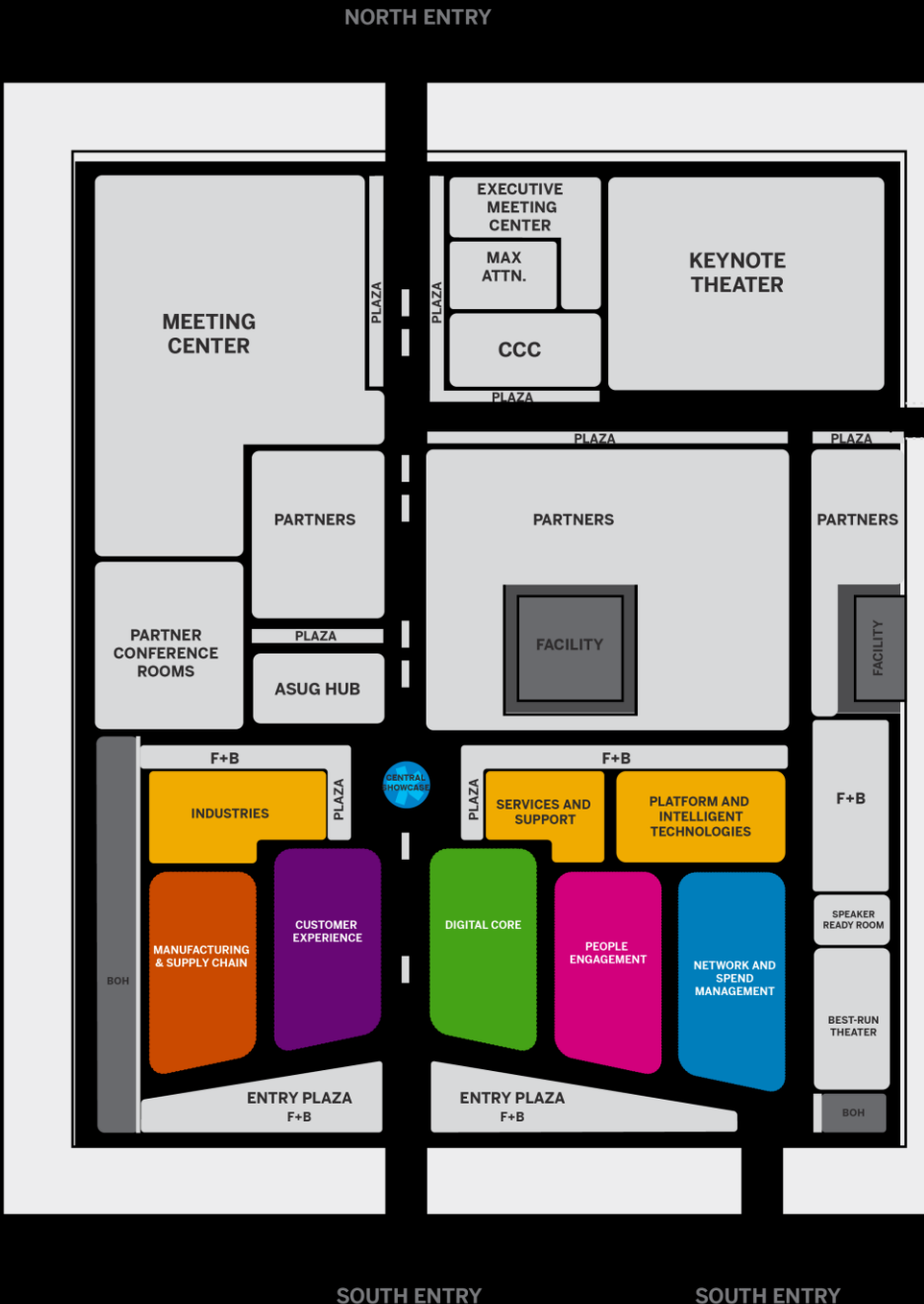


Network and Spend
Management

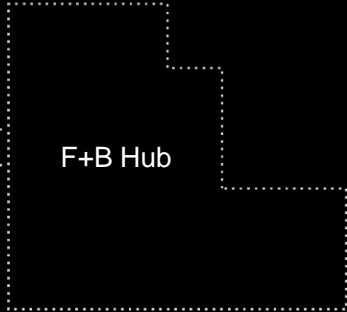
**Platform and
Intelligent
Technologies**

Industries

**Services and
Support**



Shape and size of show floor areas subject to change

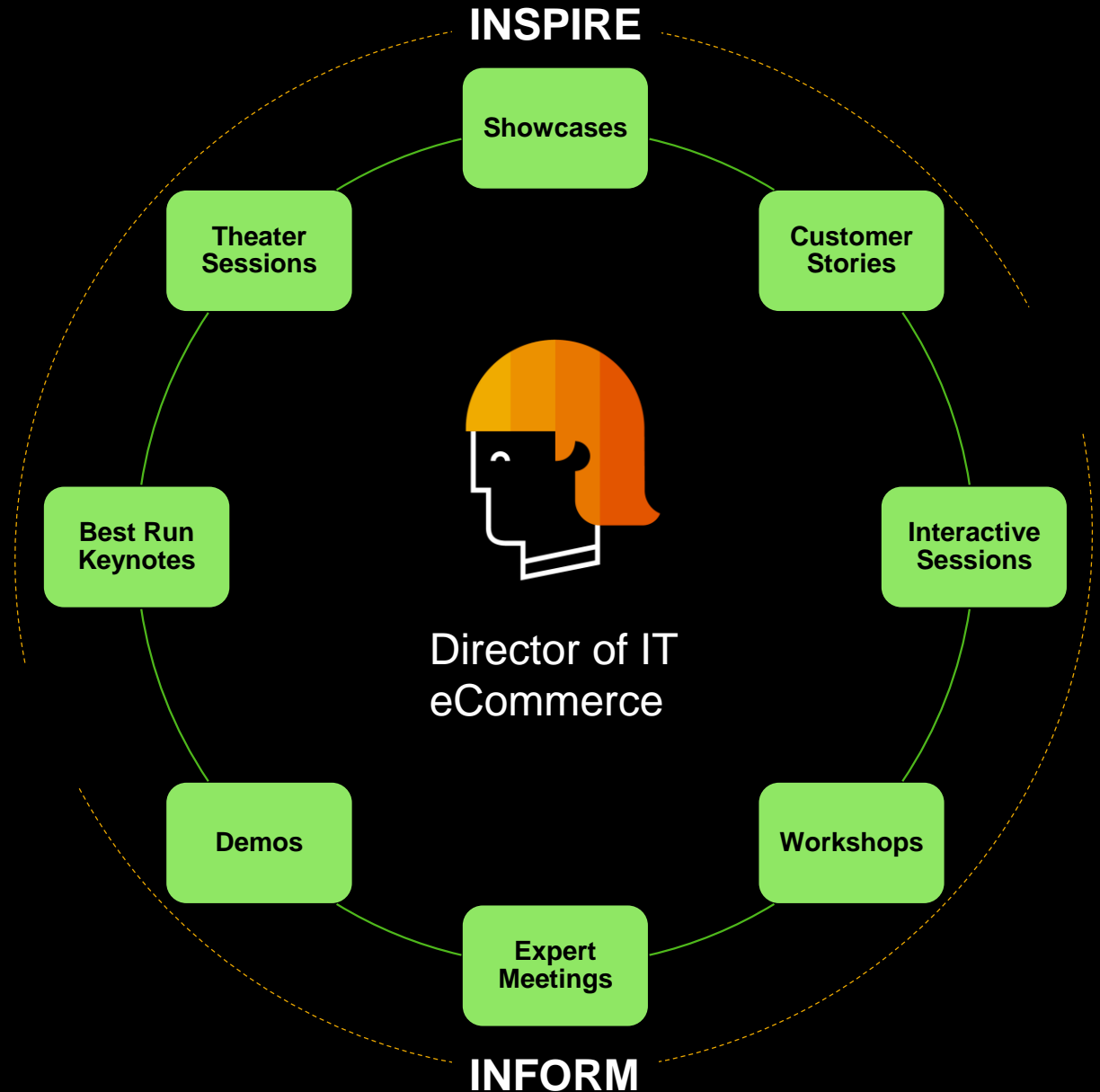


A SAPPHIRE NOW
built to bring **the**
Intelligent Enterprise
to life.

Bringing the pieces together **to tell a story.**

"I have to quickly address the needs of increasingly demanding customers in order to stay competitive.

How can SAP help me deliver personalized digital commerce experiences, so that we can attract, engage and retain empowered customers?"



SAPPHIRE NOW Session Types

Best Run Theater Presentation



500 Seat Theater keynotes:
20 minutes, slides and story line
to be prepared with coach and
graphic designer

Theater Presentation



In 150 seat theater, 20 minutes,
1 speaker, 12 slides max,
customer cases preferred,
speaker coaching offered

Interactive Session



45 seat topic area,
40 minutes, 2 moderators,
interactive discussion (Q&A,
white boarding...)

Topic Station



All day long, 1 computer
and 4 chairs

Ask the Customer



Customer bar, flexible
timeframe, 1 customer speaker,
1:few session

Panel Discussion



In 150 seat theater, 40 minutes,
1 moderator & 3 panelists
(customers preferred), 5 slides
max, coaching offered for
moderator

Small Theater Session



SME and Exhibitors only, 45
seat topic area, 20 minutes,
1-2 speakers, 12 slides max

Demo Session



45 seat topic area,
20 minutes, 1 speaker, live
demo

Workshop



40 minutes, 16 participants, 2
moderators, interactive discussion
with clear outcome. **Suggestion:**
run repeat workshops.



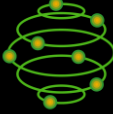


New!

Ask the Expert



Expert bar, all day long,
several experts per bar

Bringing intelligence into the applications used to manage customers, supply chains, networks, employees, and core business processes

| Manufacturing and Supply Chain  | Customer Experience  | Digital Core  | People Engagement  | Network and Spend Management  |
|---|--|--|---|---|
| Design-to-Operate | Lead-to-Cash | | Total Workforce Management | Procure-to-Pay |
| <ul style="list-style-type: none"> Maximize the productivity of our people. Decrease risks in our global supply chain. Create sustainable products. Protect profits against increasing costs for materials and energy. Find skilled labor. | <ul style="list-style-type: none"> Build customer profiles that are private and protected. Have visibility of an end-to-end customer journey. Build relationships beyond the sale. Connect the back office to the front office for a seamless customer experience. Deliver transparency into sustainable and ethical practices. | <ul style="list-style-type: none"> Demonstrate support of four key intelligent scenarios. Enable integrated business management. Enable seamless integration across the Intelligent Suite scenarios. Deliver next-generation human-machine interaction. Apply intelligent technologies across business processes. | <ul style="list-style-type: none"> Build a people-centric business model. Create the ideal employee experience. Become a magnet for talent. Manage an agile workforce. Build an organization for the future. | <ul style="list-style-type: none"> Integrate with the digital core and Intelligent Suite. Benefit from insights gained from \$2+ trillion in annual transaction volume on the Ariba Network. Improve spending control via easy extensions and enhancements. Roll out new innovations using intelligent technologies that affect the entire process. Tap into SAP's digital platform for an easier approach to managing data. |

Sharing our innovation and expertise.

| Industries | Services and Support | Platform and Technologies |
|---|--|--|
| <ul style="list-style-type: none">• Understand how SAP enables the Intelligent Enterprise for your industry.• See the end-to-end value of SAP.• Create an action plan for your digital business innovation.• Experience how your industry can bring the Intelligent Enterprise to life through three components: end-to-end scenarios, embedded intelligence and modularity. | <ul style="list-style-type: none">• Plan your SAP journey and receive guidance on becoming an intelligent enterprise.• Leverage the latest SAP technologies; safeguard your SAP project; accelerate time-to-value.• Maximize the value of your SAP investment; stay continuously successful; be ready for continuous innovation consumption. | <ul style="list-style-type: none">• Manage data from any source (1st party or 3rd party) and in any format (structured or unstructured)• Support the development, integration, and extension of business applications• Apply intelligence to data and processes, through innovations such as Machine Learning, advanced analytics, and IoT |

The Content Team

Neighborhoods

Supply Chain and
Manufacturing



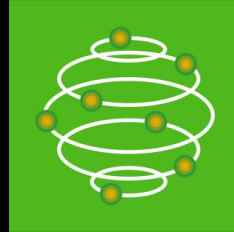
Bob Merlo

Customer
Experience



Sigrid Janhsen

Digital Core



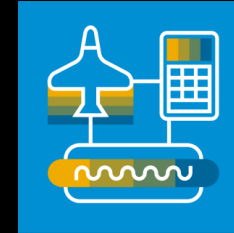
Katie Moser

People
Engagement



Doug Shirra

Network and Spend
Management



Ken Miklos



Deanna Schuler



Nicole Miller

Pavilions

Industries



Rick Fleischman



Michelle Schooff



Julie Stoughton

Services and
Support



Oliver Huschke

Platform and
Technologies



Lauren Rossi

Core Content Team



Jon Christman



Maren Wendt



Andrew Cabanski-Dunning

Follow us



www.sap.com/contactsap

© 2019 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/copyright for additional trademark information and notices.