



SAP SAPHIRENOW

**ASUG ANNUAL
CONFERENCE**

June 5–7, 2018, Orlando, Florida

With the role of technology and business models **constantly evolving**, the SAPHIRE NOW and ASUG Annual Conference invites you to **join our community** of SAP experts, customers, and partners to **chart your company's future**, while maximizing the return on your current investments.

Join us for three exciting days of **learning, networking, and collaboration** that helps you build your best-run business.

Date and location: June 5–7, 2018, in Orlando, Florida

Expected on-site attendees: **20,000+**

From over **90** countries

Expected virtual attendees: **200,000+**

Estimated **450+** journalists, bloggers, industry analysts, financial analysts, business influencers on-site from **35** countries

Estimated **260+** exhibitor sponsors

Over **1,000** content sessions with speakers from **200+** customer organizations

The Facts

83%

Of attendees have a *positive overall experience* at SAPHIRE NOW and ASUG Annual Conference

84%

Of attendees *recommend SAPHIRE NOW and ASUG Annual Conference* to a business friend or colleague

82%

Of attendees would *recommend SAP as a company* to a business friend or colleague

Get excited about **SAPPHIRE NOW** and **ASUG Annual Conference**

Take a look at our video and get a sneak peek of what to expect at this year's SAPPHIRE NOW and ASUG Annual Conference.



Why you cannot miss **SAPPHIRE NOW** and **ASUG Annual Conference**

Reasons **you need** to be there:

- ✓ Learn ways to reinvent your end-to-end business processes to ensure greater productivity, increased workforce engagement and a renewed customer experience.
- ✓ Take advantage of the opportunity to bring your leaders together to discuss end-to-end transformation.
- ✓ Discover ways of connecting people and information to address your biggest business challenges.
- ✓ Explore how SAP can help you solve complex problems and identify new opportunities for growth.
- ✓ Engage with SAP experts, customers, and partners and be inspired by breakthrough SAP solutions, customer success stories, and best practices.
- ✓ Realize ways to maximize your current investment with our latest product road maps, simplification strategies, and upgrade opportunities.



While the event is **large**,
your experience is **personal**.

You'll have the chance to collaborate with our entire ecosystem of product experts, solution engineers, partners, and industry peers.



Need more reasons?

www.sapandasug.com/whyattend

Listen to what **your peers** have to say

“ **SAPPHIRE NOW** gives you a holistic view on **what's going to happen in the future** which opened my eyes as to what we should be tracking and considering. ”

J.K. Jain
CFO
DCM Shiriam
India

“ **SAPPHIRE NOW** and ASUG Annual Conference **helps to focus** on the **WHY** and the **WHAT** of improving my business model. ”

C. David Wascom
CIO, VP of IT
Summit Electric Supply
USA

“ **It is an extraordinary experience. An unprecedented opportunity for discussion with other companies.** ”

Julie Collins
Head, Global eCommerce
Alcon Laboratories
USA

“ **A wonderful opportunity to talk to other customers who actually use the products.** ”

Julie Challinor
IT Professional Service Manager
DuluxGroup
Australia



Find more testimonials on sapandasug.com

SAPPHIRE NOW and ASUG Annual Conference - 2018 Content Strategy

Key Message The Best-Run Businesses Make the World Run Better.

Strategic Priorities SAP S/4HANA Cloud, LoB Applications, Infusion of Machine Learning
SAP Leonardo
Foundation for an Intelligent Enterprise (SAP HANA, SAP Cloud Platform, SAP Data Hub)

Cross-Topics Diversity & Inclusion. Partner Ecosystem. SME.

Experience Areas* Best Run Theater. SAP Leonardo and Future Technologies. Intelligent ERP & Apps.
Foundation. Services. Industries.

Showcases Coming soon

*Names not final

Content areas

Best-Run Theater

Engage with SAP leaders on topics that matter to you.

Similar to 2017's Live Business Theater with moderated meet ups to connect with peers and speakers after each keynote.

SAP Leonardo and Future Technologies Area

Learn about innovation topics enabled by SAP.

A new area of the show floor focusing on transformative/emerging technology topics and the ecosystem of innovation (SAP.iO, etc.)

Business Applications Area

Discover the next-generation of Intelligent ERP and applications.

A deep dive for every line of business with a focus on Intelligent ERP, Total Spend Management, Workforce Engagement, Customer Experience, and Digital Supply Chain.

Platform Area

Build the technology foundation for an Intelligent Enterprise.

Why architecture wins and matters to both an IT and business audience (SAP HANA, SAP Cloud Platform, SAP Data Hub, and Analytics Cloud).

Service and Support Area

Receive clear guidance and start accelerated transformation with SAP.

How to become an intelligent enterprise; next steps to accelerate adoption; expertise to ensure continuous customer success.

Industries Area

Create a business case for change based on the value for your industry.

A place for attendees to discover opportunities to digitally transform their business and experience end-to-end industry innovations in action through vivid examples.

Topics across our content areas

SAP Leonardo and Future Technologies



SAP Leonardo

- Machine Learning
- Blockchain
- Data Intelligence
- Big Data
- Internet of Things
- Predictive Analytics
- End to End Story

SAP.iO Venture Studio

SAP.iO Fund

Business Model Innovation

Hasso Plattner Institute (HPI)

SAP University Alliances

SAP Digital

SAP Design and User Experience

Business Applications



ERP and Digital Core

- (including ERP for SMEs)
- SAP S/4HANA
 - SAP S/4HANA Cloud
 - SAP HANA Enterprise Cloud

Product Areas:

- Customer Engagement and Commerce
- Digital Supply Chain [with IoT covered in the Innovation area]
- Human Resources
- Procurement and Networks
- Finance

Solution view (cross-products):

- Customer Experience
- Manufacturing & Supply Chain
- Spend Management
- Workforce Engagement

SAP Runs SAP

Platform



Database and Data Management

- SAP HANA and Databases
- Data Warehousing
- SAP Data Hub
- Enterprise Information Management (EIM)
- Middleware
- Security

SAP Cloud Platform

Analytics

- Enterprise Performance Management (EPM)
- Predictive Analytics
- Business Intelligence
- SAP Digital Boardroom

SAP Data Custodian

Services and Support



Discover: Today (accelerated prototyping and guided planning)

- SAP Leonardo Innovation Services
- SAP Transformation Navigator
- SAP Readiness Check

Adopt: Today (accelerated time-to-value and success safeguarding)

- SAP Model Companies and SAP Value Assurance (S/4-related)
- SAP Advanced Deployment (S/4-related)

- SAP Leonardo Services
- SAP Digital Interconnect
- SAP HANA Services

Succeed: Today (Value realization and innovation readiness)

- Hybrid solutions
- SAP Enterprise Support
- SAP Solution Manager
- SAP Pathfinder
- SAP Preferred Success

Services from the Cloud Business Group

SAP Knowledge & Education

Industries



Representation from all industries

- Energy and Natural Resources
- Financial Services
- Consumer Industries
- Discrete Industries
- Service Industries
- Public Services

Industry Value Engineering

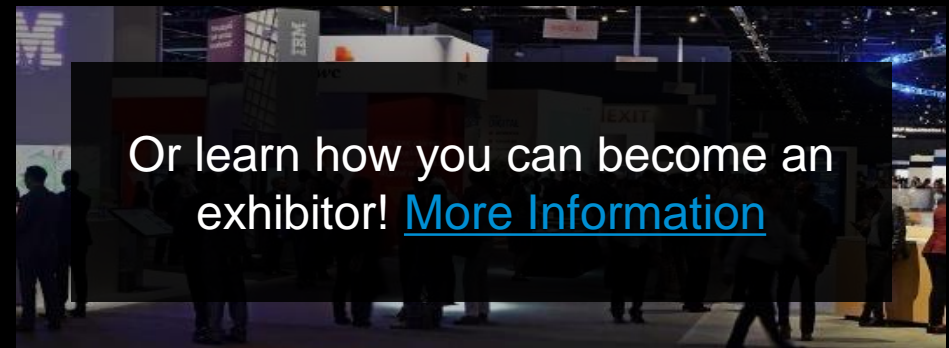
Diversity & Inclusion | Partners | SME's – across all content areas

	Mon., June 4	Tues., June 5	Wed., June 6	Thurs., June 7
A.M.	ASUG Pre-Conference SAP Global Partner Summit	Opening Keynote 9:00 a.m.–10:30 a.m.	Keynote 9:00 a.m.–10:30 a.m.	Keynote 9:00 a.m.–10:30 a.m.
P.M.		SAPPHIRE NOW + ASUG Annual Conference Sessions	SAPPHIRE NOW + ASUG Annual Conference Sessions	SAPPHIRE NOW + ASUG Annual Conference Sessions
Evening		ASUG Keynote 4:30 p.m.–6:00 p.m.		SAP Concert

Register Today

Registration includes full access to the three-day event, including keynotes with industry leaders and inspiring innovators, sponsored evening activities, demos, more than 1,400 hours of content sessions, a live concert and much more!

Registration Type	Early Bird Expires 11:59 p.m. ET Friday, April 13, 2018	Regular Effective 12:00 a.m. ET Saturday, April 14, 2018
ASUG Member Fee*	US \$ 2,150	US \$ 2,150
Non-Member Fee	US \$2,050.00	US \$ 2,350
Public Sector Fee Details	US \$1,350.00	US \$ 1,650
“Buy 7, Get 8” Group Discount - See Rules		
ASUG Member Fee*	US \$12,950.00	US \$15,050
Non-Member Fee	US \$14,350.00	US \$16,450
Public Sector Fee Details	US \$9,450.00	US \$11,550



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FAQs

[General Event and Registration](#)

[Registration Payments and Changes](#)

[Group Package Information](#)

[Hotel and Travel Information](#)

[Exhibitors](#)

[Conference Events and Additional Activities](#)

[On-Site Logistics](#)

Registration questions

E-mail: registration@sapandasug.com

Registration support hours of operation:
8:00 a.m.–5:00 p.m. ET, Monday–Friday

Payment questions

E-mail: payments@sapandasug.com

Fax: +1 (413) 653-9014

Registration hours of operation:
8:00 a.m.–5:00 p.m. ET, Monday–Friday

Housing questions

E-mail: sapandasug@conferencedirect.com

Phone: +1 (866) 557-0939

International: +1 (980) 201-8774

Housing support hours of operation:
8:30 a.m.–9:00 p.m. ET, Monday–Friday

Thank you.

