



Introduction to SAP Business Technology Platform (SAP BTP) Virtual Event

Creating the Intelligent Business

SAP

February 23, 2021 / March 2, 2021

PUBLIC

THE BEST RUN



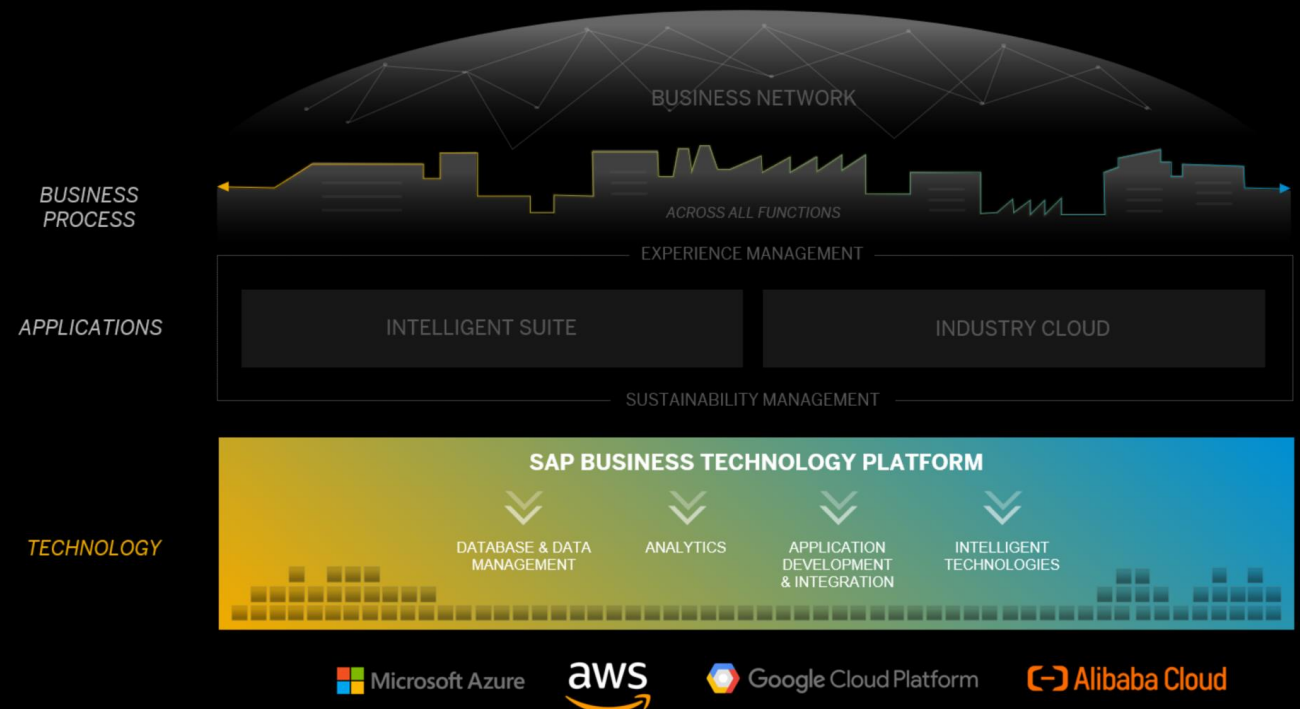
SAP is pleased to invite you to this **Virtual Event offered for Asia/Pacific/Japan and Europe/Middle East/Africa on Tuesday February 23, 2021 and for Americas on Tuesday March 2, 2021**

Attending this Virtual Event will enable you to:

- Learn about SAP BTP as the platform for the intelligent enterprise.
- Understand the individual substantial value that SAP BTP technologies provides
- Learn how you can run SAP BTP in any cloud environment, to achieve ultimate flexibility and choice to drive agility & speed.
- Gain an understanding of how SAP BTP integrates and extends SAP Intelligent Suite as well as third-party applications with innovative capabilities.

SAP Business Technology Platform

The Platform for the Intelligent Enterprise



Our Asia Pacific & Japan Keynote Speaker



Ashok Munirathinam **Head COE – SAP Cloud Platform Asia Pacific & Japan**

Ashok leads the Business Development for SAP Cloud Platform which is SAP's Business Platform as a Service for Asia Pacific & Japan. He defines target markets, business plan, identify key customers and partners requiring a Cloud strategy and be their trusted advisor. Act as a bridge between the product management and customers so the product roadmap can be defined and roll out new services to customers. Work on strategy with partners including hardware, software, ISV, OEM, resellers to build the ecosystem and indirect revenue stream through them. To be Subject Matter Expert in PaaS with detailed understanding about SAP PaaS services including Database, Analytics, Mobile, Security, Development, Big data, IOT, Predictive, ML, DL & AI services.

With 19 years of IT industry experience, Ashok has worked with many software infrastructure companies including the likes of New Era of Networks (NEON) and Sybase (SY). He has worked in various domains providing solutions notably in FSI, Telecommunications, Manufacturing and Public Sector.

Ashok primarily based in Singapore but has traveled extensively throughout the region covering Asia Pacific including South East Asia, Australia & New Zealand, Japan, Korea and India focusing on Cloud Platform Solutions for Enterprise customers.

He has been with SAP for the past 10 years, prior to this position, Ashok held many leadership positions including GTM Lead for APJ and Managed Platform Pre-Sales for SAP South East Asia and has been instrumental in introducing Platform Solutions to many key customers in the region.

Our EMEA/MENA Keynote Speaker



Anthony Leaper, SAP Senior Vice President SAP Platforms and Technologies

Anthony is responsible globally for the go to market, sales growth and business development of SAP's Extension Suite and Integration Suite; focused on influencing the sale of these SAP Business Technology Platform capabilities to SAP's prospects and customers. Anthony is responsible for developing SAP's market opportunity for these Suites and how they deliver measurable value, enabling companies to transform their application environments and workplaces to maximise the value they gain from digital transformation efforts.

Prior to this Anthony was responsible for the business development of the SAP Jam solution, and also the Solution Management of SAP's Customer Experience Solutions, pushing innovation to improve customer insight and intimacy. Anthony joined SAP in 2009 from Oracle where he was Head of CRM On Demand Product Management for EMEA. Prior to Oracle's acquisition of Siebel, Anthony was Siebel's Chief Technology Director for EMEA, where he designed and developed Siebel's Information Technology Strategy offering and was universally recognised as a leading authority on Siebel's technology and architecture. Starting at Siebel Systems in 1997, Anthony was one of the founding members of the company and an authority on CRM solution design and implementation and recognised for influencing areas of the products design, company growth and sales execution strategy.

Prior to his roles in the Software industry, Anthony held CIO positions, where he was responsible for designing and implementing diverse solutions. Initially qualified as a builder and surveyor in the construction industry, he developed his IT skills pioneering the creation of innovative software solutions for supporting customer-facing activities & sales processes.

He is married and lives in a village near Lincoln, England. He has 2 Foster children and 3 of his own, his eldest being severely autistic, yet inspires him daily to try and make a difference.

Our North America Keynote Speaker



Daniel Lahl - Global Vice President, SAP Product Marketing

Daniel Lahl, Global Vice President of Product Marketing at SAP, has extensive executive experience in cloud, data management, data warehousing and analytics. While at SAP Dan has led Product Marketing for emerging technology initiatives, including Cloud Platforms, Data Integration, In-Memory Database and Mobility. In 2019 and 2020 Dan was named one of the world's most influential Product Marketing professionals by the Product Marketing Alliance. Dan is currently focused on growing SAP's cloud Business Technology Platform business. 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 is committed to his Church, his family, running and the gym.

Agenda for Asia/Pacific/Japan (APJ) - February 23, 2021

Europe/Middle East/ Africa (EMEA) - February 23, 2021

Americas (NA/LAC) - March 2, 2021

Day 1	Topic	Dur.
APJ → 16:00 AEDT (10:30 IST - 12:00 ICT - 14:00 JST - 13:00 SGT) EMEA → 10:00 CET (09:00 GMT) NA/LAC → 11:00 EST (08:00 PST)	Words of Welcome Ashok Munirathinam, Head COE – SAP Cloud Platform Asia Pacific & Japan Anthony Leaper, SAP Senior Vice President SAP Platforms and Technologies Daniel Lahl - Global Vice President, SAP Product Marketing	5 min
APJ → 16:05 AEDT (10:35 IST - 12:05 ICT - 14:05 JST - 13:05 SGT) EMEA → 10:05 CET (09:05 GMT) NA/LAC → 11:05 EST (08:05 PST)	SAP Business Technology Platform (SAP BTP)– the platform for the intelligent enterprise Steve Day, SAP Business Technology Platform Product Marketing (NA, EMEA, APJ)	15 min
APJ → 16:20 AEDT (10:50 IST - 12:20 ICT - 14:20 JST - 13:20 SGT) EMEA → 10:20 CET (09:20 GMT) NA/LAC → 11:20 EST (08:20 PST)	Fastest way to adopt SAP Business Technology Platform Nis Boy Naeve & Andreas Hirche, SAP (NA,EMEA,APJ)	15 min
APJ → 16:35 AEDT (11:05 IST - 12:35 ICT - 14:35 JST - 13:35 SGT) EMEA → 10:35 CET (09:35 GMT) NA/LAC → 11:35 EST (08:35 PST)	Accelerate Connected Processes with SAP Integration Suite Craig Stasila, Global GTM Lead, SAP Cloud Platform Integration Suite, SAP Americas (NA) Udo Paltzer, SAP Product Manager for integration platform technology(EMEA) Shilpa Vij, Senior Product Manager for integration platform technology (APJ)	15 min
APJ → 16:50 AEDT (11:20 IST - 12:50 ICT - 14:50 JST - 13:50 SGT) EMEA → 10:50 CET (09:50 GMT) NA/LAC → 11:50 EST (08:50 PST)	Simplify application development with SAP Extension Suite Jonathan Russell, Global Vice President – GTM Digital Experience Portfolio (NA, EMEA, APJ)	15 min
APJ → 17:05 AEDT (11:35 IST – 13:05 ICT – 15:05 JST – 14:05 SGT) EMEA → 11:05 CET (10:05 GMT) NA/LAC → 12:05 EST (09:05 PST)	SAP Analytics Powering SAP BTP Iver van de Zand, SAP (NA,EMEA,APJ) Katryn Cheng, SAP	15 min
APJ → 17:20 AEDT (11:50 IST – 13:20 ICT – 15:20 JST – 14:20 SGT) EMEA → 11:20 CET (10:20 GMT) NA/LAC → 12:20 EST (09:20 PST)	Expert Q&A <ul style="list-style-type: none"> • Breakout Room 1 – SAP Integration Suite Powering SAP BTP • Breakout Room 2 – SAP Extension Suite Powering SAP BTP • Breakout Room 3 – SAP Analytics Powering SAP BTP 	40 min

Our Speakers



Steve Day – SAP Business Technology Platform Product Marketing

Steve Day has 20 years' experience in Enterprise Software Marketing and Sales, including 10 years with SAP. He is responsible for SAP Business Technology Platform product marketing globally, and presents regularly at customer events including SAPHIRE NOW, ASUG, TechEd, SAP Insider and SAP Innovation Days. Steve spends his time helping customers transform their business with SAP solutions for a sustained competitive advantage. When not working with SAP customers Steve and his family can be found climbing and skiing the mountains around Vancouver, Canada.



Nis Boy Naeve - Vice President SAP Cloud Platform Experience & Adoption

Nis Boy Naeve is a long-term industry expert who held various positions at SAP SE. He offers a rare combination of strong technical understanding, business acumen and design thinking, acting successfully across all levels including executives. One of his latest key achievements is the definition, alignment and rollout of the User Experience Strategy. Currently he is heading SAP Cloud Platform Experience & Adoption defining a scalable digital approach to for platform adoption.

After studying physics in Kiel and Dublin, Nis Boy Naeve joined SAP in 1995 as a developer where he soon took over development management for a SAP HR module. He successfully finished customer specific development projects as well as various internal cross projects. In 2003 he took over the program office for a key usability initiative and became the lead for the follow up programs. Through this Nis Boy Naeve became a key driver for User Experience topics in the SAP ERP area. In 2006 he expanded his footprint by founding a program management organization to enable the execution of SAP's overall User Experience roadmap which was followed by the foundation of the SAP UI Governance and the UI Guidelines Team. In 2010 Nis Boy Naeve was appointed as the Chief Product Owner of SAP User Interface where he was driving the UI technology and framework development. 2013 he focused on defining, aligning and sharpening the UX and UI strategy through intensive interactions with customers and partners. In 2016 he set up a global product management organization for Digital Experience Services.



Udo Paltzer - Product Manager for integration platform technology

Udo Paltzer is a Product Manager for SAP's integration platform technology with focus on process integration and API based integration. Udo has 20 years of experience in the integration domain including cloud and on-premise integration technology. As a product manager Udo supports customers in their cloud integration journey and aligns customer requirements towards SAP's integration platform technology with SAP engineering. Furthermore Udo is a regular speaker at events and individual customer & partner workshops.

Our Speakers



Jonathan Russell - Global Vice President – GTM Digital Experience Portfolio

Jonathan Russell drives the GTM of the Digital Experience Portfolio as part of the Extension Suite. He has Global responsibility for the Business & Market Development of the portfolio.

During his 9+ years at SAP, Jonathan has held several roles across different LoB's and industries'. All of these roles have been customer facing and focused on sales, renewals and most importantly customer success. For Jonathan, 'customer success' is not only a successful roll-out and adoption but the realisation of the agreed business benefits and ROI.

Having worked in sales for the last 20+ years, Jonathan has a strong empathy with the challenges sales' teams and customers' face and is focused on ensuring all engagements add value to driving the sales process forward and helping teams be successful.

Jonathan joined the Extension Suite team as a passionate believer that the workplace needs to transform into a far more collaborative environment leveraging the power of technology to streamline processes, increase efficiency, drive productivity and deliver an incredible holistic experience.

As part of these initiatives to transform the workplace, Jonathan is exploring how AI / ML can be used to further drive change, particularly around processes that are functional and role based.



Craig Stasila - Global GTM Lead, SAP Cloud Platform Integration Suite, SAP Americas

Craig Stasila is the Global Go-To-Market Lead for the SAP Cloud Platform Integration Suite. His career spans more than 20 years of SAP implementation, product development, solution management, covering a range of platform and integration technologies.



Iver van de Zand - VP Product & Solution Management – Augmented BI

Passion speaks for itself, certainly when it concerns Iver. He lives and dies with a [passion for analytics](#), interactive analyses and visualization techniques; always striving to help customers get better performance insights. Iver van de Zand leads SAP Product & Solution Management for Analytics and as such is instrumental in driving SAP Analytics product directions and go-to-market.

Our Speakers



Andreas Hirche - Product Director SAP Cloud Platform Experience

Andreas is an experienced Product and Project Manager with a demonstrated history of working in the computer software industry. Skilled in User Experience tools and services, Requirements Analysis, Enterprise Software, Agile Methodologies, Mobile Applications, and SAP ERP.

- SAP Cloud Platform adoption, Platform experience, partner enablement
- End-to-end experience of Platform tools and services
- Partner enablement for Cloud engineering and operation
- SAP Discovery Center App Missions by SAP partners



Shilpa Vij - Senior Product Manager for integration platform technology

Shilpa Vij is a Senior Product Manager for SAP's integration platform. She has spent a decade at SAP Labs India, where she has been a seasoned cloud engineering expert, program lead, product expert, and now works as a product manager.

Shilpa started her professional journey at Tata Consultancy Services Pvt Ltd as a C++ developer. Shilpa received her bachelor's degree in electronics and communication engineering in 2007 and currently pursuing "Credentials of Readiness"- a business certification from Harvard Business School.

At SAP, she is dedicated to and contributes to product and customer success. She works globally across industries with customers and Integration experts for product planning and execution throughout the Product Lifecycle, including gathering and prioritizing product and customer requirements and defining the product vision.

Within SAP she works closely with engineering, sales, marketing, and support to ensure revenue growth and customer satisfaction. She provides enablement sessions and expert-level workshops in the areas of SAP's Integration Suite. Currently, her area of interest lies in discovering, learning, and projecting "product management" as an art.

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