



SAP Mobility Powering with SAP Business Technology Platform (SAP BTP) Virtual Event

Creating the Intelligent Business

SAP Northern Europe
March 2, 2021

PUBLIC

TRIFORK.

THE BEST RUN



SAP is pleased to invite you to this webinar series in Northern Europe, on **Tuesday March 2, 2021**

Attending this webinar series will enable you to:

- Learn how to leverage the SAP - Apple partnership to mobilizing your organization.
- Hear best-practices from leading SAP and Trifork topic experts relating to recent projects
- Understand the Vestas Mobility success story and how it can empower your organization
- To gain an understanding of the Business value of Mobility and SAP Mobile Services
- Provide your team the ability to deliver their daily tasks securely, from anywhere, on any device.
- To understand how to take advantage of this transition we have created the **SAP Discovery Centre** for Cloud Platform. The discovery centre will help you understand some of the significant benefits as highlighted below
- Collaborate in an open forum and enrich your SAP network of selected partners, customers and SAP subject matter experts.

Our Keynote Speaker



Steve van Wyk - Head & Senior Vice President, Platform and Technologies, Global Customer Office, SAP EMEA North

Steve van Wyk heads the Platform and Technologies business at SAP EMEA North. This role encompasses Data & Database Management, Analytics, SAP Cloud Platform as well as the innovation portfolio. He manages a highly skilled and specialized team across the EMEA North region who work with customers to accelerate their journey to becoming an Intelligent Enterprise.

Steve's career spans 21 years in the high-tech industry with 10 years at SAP working in in 3 different regions, Africa, and Europe. Prior to moving to Europe in 2020, Steve was based in Singapore leading the Platform & Technologies Business in APJ, where his team were instrumental helping customers deliver on their specific digital innovation visions.

A technologist at heart, Steve loves the art of the possible, and helping customers understand how the use of outcomes-based technology can help companies derive new routes to market, communicate with their customers in a new way, ultimately unlocking the value of data to drive top line and bottom-line growth. Steve has worked for Vendors like Microsoft and Sybase, as well as working in the partner ecosystem. Steve holds a Master's Degree in Sales Transformation Management from Middlesex University.

Agenda – March 2, 2021

Day 1	Topic	Dur.
10:00 am GMT	Words of Welcome Steve van Wyk - Head & Senior Vice President, Platform and Technologies, Global Customer Office, SAP EMEA North	5 min
10:05 am GMT	User experience drives adoption drives business results “It’s better to solve the day to day challenges that employees have rather than just “mobilizing” existing interfaces.” How can enterprises evolve from one anchor use case into a full blown mobile-first strategy, leveraging consistent technology and experience patterns? Reduce cost and increase business value while at the same time create a more engaging, more intuitive experience for the employees. Thorsten Georgi, SAP	20 min
10:25 am GMT	Mobile user experience with Apple Friedbert Eberle, SAP SE Director Apple Partnership EMEA-MEE	20 min
10:45 am GMT	5G and the Intelligent Enterprise A short introduction to the defining qualities of 5G, followed by an overview of how SAP unlocks the business value of 5G to take digital transformation of our customers to the next level. Michael Van Veen, Global Solutions Expert at SAP	20 min
12:05 am GMT	Trifork: One Field Service - Enterprise mobility of tomorrow Supercharge your Enterprise Mobility with SAP and Trifork - we look forward to helping you with your initiatives in enterprise mobility, field force effectiveness, and SAP process integration, by sharing future trends and customer success stories and best practices. Vestas, a leader in sustainable energy solutions, uses iOS & SAP BTP technology to support their ambitious growth plans. Enterprise Mobility are helping Vestas to manufacture, install, and service wind turbines across the world. Hear how Vestas scaled this approach across the business with SAP BTP. Thomas Ove Rasmussen, CInO Trifork Lead architect on the One Field Service program Martin Holm Nielsen, Managing Partner Trifork Trusted advisor and facilitator	20 min
12:25 am GMT	Expert Q & A	20 min

Our Speakers



Thorsten Georgi, Director, Apple and SAP Partnership GTM

Director at SAP with rich experience in business and software solutions. Focused on digital transformation opportunities enabled or driven by mobile experience & innovation. Driving Go-to-market for the highly visible and strategic partnership between SAP and Apple includes industry and line-of-business alignment, solution positioning within the internal and external ecosystem, targeted support of the supply chain on customer success. Prior joining SAP spent more than 15 years in financial services and financial services IT where with an industry experience focus on digital channel banking, proximity & remote payments as well as mobile payments



Friedbert Eberle, SAP SE Director Apple Partnership EMEA-MEE

For more than 25 years, Friedbert has been working for technology companies in development, marketing, partnership, business development and pre-sales and sales roles. He spent 15 Years thereof at SAP Switzerland, since 2018 he is at SAP SE (Walldorf) in GoToMarket and responsible for the Apple partnership in the regions MEE - EMEA.

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



Martin Holm Nielsen, Managing Partner Trifork Trusted advisor and facilitator

Martin Holm Nielsen is a Managing Partner of Trifork Smart Enterprise, a growing tech company with branches in Denmark and Spain. Since 2006, Martin has been a dedicated advocate for bringing SAP processes into the hands of enterprise users through user-centric solutions – a stance that ensures high user adoption and great business cases.



Thomas Ove Rasmussen, CInO Trifork Lead architect on the One Field Service program

Thomas, CInO of Trifork, is a Design Thinking force of nature, who has been creating great ROI through human-centered design for 25 years. He is a strong advocate for the Design Thinking mindset, and an active member of agenda-setting community SAP AppHaus Network.

Our Speakers



Michael VAN VEEN - Senior Director Business Development

Michael has over 20 years of experience in the mobile industry of which the last 10 years in SAP. His area of expertise is turning new mobile technologies into new business solutions and new revenue streams. His current focus is on leveraging the enhanced connectivity enabled by 5G to help enterprises to digitally transform their business. Amongst other things, this involves creating partnerships and new business propositions with a variety of players in the 5G ecosystems, including leading systems integrators, hyperscalers, and telecommunication companies. Michael holds an MSc in Electrical Engineering as well as an MSc in Mathematics and is based in Italy.

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