

AGENDA
EMEA North

SAP Cloud Platform & Design Innovation Webinar Series

Creating the Intelligent Business

SAP Nordics

Finland – Norway – Sweden – Denmark

Our Nordics User Group



SAP is pleased to invite you to this webinar series in the Nordic Countries, on Tuesday, Wednesday and Thursday May 5th to 7th, 2020

Attending this webinar series will enable you to:

1. Learn how to build and deploy the right app on the SAP Cloud Platform.
2. Understand all the tools, services and available resources to help you during your implementation.
3. Get an overview of SAP Cloud Platform and how it can be leveraged to jump-start your digital transformation
4. Get an understanding of how SAP Leonardo can impact your business through machine learning
5. 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 & how to define my intelligent enterprise strategy

I am confident on how to plan & build the right App

I have a network of contacts to guide me in this journey

Introduction

To Intelligent Enterprise

Intelligent Enterprise Strategy, available SAP technologies and tools

Planning

Successful rollout

Measure the business value of a UX and Cloud projects, identify the right opportunities, prioritize needs in the organization

Designing

For adoption

Methods & best practices to design the right Fiori app and ensure and user adoption

Building & Deploying

A better Intelligent Enterprise

Available tool and resources to build and deploy Fiori applications

Agenda Day 1 – May 5, 2020

Day 1	Topic	Dur.
10:00 am EEST (09:00 CET)	Words of Welcome	5 min
10:05 am EEST (09:05 CET)	SBN Norge User Group introduction	10 min
10:15 am EEST (09:15 CET)	Intelligent Business Process Management For organizations who need to improve their business process productivity with excellence, transform paper-based processes into digital assets, provide intelligent automation of structured workflows, decisions and tasks, optimizing with process intelligence and insight to action, improving business process experiences and flexibility. SAP Cloud Platform enables customers to obtain business outcomes faster with the implementation of live processes to analyze, configure, extend and integrate them, connecting experience data to operational business workflows. Venugopal Chembrakalathil, SAP	25 min
10:40 am EEST (09:40 CET)	Integrate – Intelligently connecting People, Things and Business <ul style="list-style-type: none"> • Integrate your data easily and with confidence • Manage your data challenges for IoT, Mobile, and LoB • Safeguard data access API Management in the cloud Keith Grayson, SAP	25 min
11:05 am EEST (10:05 CET)	Customer Success Story	25 min
11:30 am EEST (10:30 CET)	Extend - S/4HANA to your needs Understand how SAP Cloud Platform (SCP) supports the S4 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. <ul style="list-style-type: none"> • SAP Cloud Platform as an extension platform • SAP Cloud SDK Ruben Mellema, SAP	25 min
11:55 am EEST (10:55 CET)	Networking Q &A	25 min

Agenda Day 2 – May 6, 2020

Day 1	Topic	Dur.
10:00 am EEST (09:00 CET)	Words of Welcome	5 min
10:05 am EEST (09:05 CET)	FiNUG Group introduction	10 min
10:15 am EEST (09:15 CET)	SAP Intelligent Robotic Process Automation (Intelligent RPA) <ul style="list-style-type: none">• What is Intelligent RPA and What Does it Do?• Top Benefits Customers are Already Gaining• The Power of Three – the SAP Solution Set• Demo: Intelligent RPA in Action• Roadmap – Exciting Times Ahead Boris Andree, SAP	25 min
10:40 am EEST (09:40 CET)	Chatbots at SAP - the Next-Generation UX for Enterprise Software <ul style="list-style-type: none">• 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 CAI bots Paul Pinard, SAP	25 min
11:05 am EEST (10:05 CET)	Customer Success Story	25 min
11:30 am EEST (10:30 CET)	Data Intelligence - Turning disparate data into valuable assets for business innovation <ul style="list-style-type: none">• 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 Silvio Arcangeli, SAP	25 min
11:55 am EEST (10:55 CET)	Networking Q &A	25 min

Agenda Day 3 – May 7, 2020

Day 1	Topic	Dur.
10:00 am EEST (09:00 CET)	Words of Welcome	5 min
10:05 am EEST (09:05 CET)	SAPSA Group introduction	10 min
10:15 am EEST (09:15 CET)	SAP Analytics Cloud <ul style="list-style-type: none"> • SAP Analytics Strategy (Cloud to Cloud) • SAC Overview, latest news - Roadmap • SAC Planning • SAC embedded in SAP solutions Teemu Jokinen, SAP	25 min
10:40 am EEST (09:40 CET)	Augmented analytics with SAP Analytics Cloud <ul style="list-style-type: none"> • Gain actionable insights and accelerate innovation with augmented analytics • Take advantage of machine learning to analyze patterns, simulate what-if scenarios, explore key influencers, and intuitively ask questions easily • Meet data analytics challenges with next-generation open, scalable data warehousing solutions from SAP • How SCP enhances SAP Analytics Cloud Teemu Jokinen, SAP	25 min
11:05 am EEST (10:05 CET)	Keytree Presentation Mark Williment, Keytree CTO	25 min
11:30 am EEST (10:30 CET)	Accelerate Innovations with SAP HANA Cloud <ul style="list-style-type: none"> • Find out the value of SAP HANA Cloud to accelerate your business innovation • Learn 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 Martin Cox, SAP	25 min
11:55 am EEST (10:55 CET)	Networking Q &A	25 min

Our Speakers



Guido van Beuningen - VP & Head of Platform & Technologies Nordic & Baltic region

Guido is responsible for the Business and Technology Platform (BTP) group in the Nordic & Baltic region. Guido has been with SAP for 12 years and has as a passion for helping customers to create a digital foundation from which customers will drive Innovation, simplification and new business process models. To enable customers to become an Intelligent Enterprise the technology platform is a key ingredient related to Databases & Data management, Analytics, Integration & Application development. Guido is leading the sales teams responsible for this important business area (40% of SAP's total business). Core role is to further build out the success of SAP's technology platform by staying close to our customers and growing the SAP teams to focus on improving SAP's capabilities in making our customers best run businesses. Guido just moved to Stockholm with his family and is originally from the Netherlands.



Martin Brownsword - Head of IT teams in SBN

Martin has a long career as a Senior IT leader, highly experienced in leading and managing IT teams and projects. His experience has been largely acquired in heavily regulated industries, which require working to the highest quality standards. He has gained considerable knowledge of SAP and the SAP market over the last 25 years through a wide range of project and IT line leadership roles in a global work environment. He joined the SAP User Group almost five years ago initially combining this with freelancing assignments. Martin has now happily left behind the world of delivering multi-million dollar, international IT programs to one where user group members and partners are the clear centre of attention.



Aleksi Rustholkarhu

Executive Director, SAP Finug (SAP Finnish User Group) and Project Manager, Wakaru

Aleks Rustholkarhu, Executive Director, SAP Finug (SAP Finnish User Group) and Project Manager, Wakaru. Future-oriented and entrepreneurship spirited person, who likes to rework variety of opportunities into energy. Always searching for the next wave of sustainable growth through circular economy and networking.



Åsa Jonsson

Chief Executive, SAPSA (the SAP User Group in Sweden)

Åsa is responsible for the external relations at SAPSA Office, a rather small office with three members of staff, and is overall accountable for the members, which are more than 100 user companies and 60 partners.

Before Åsa joined SAPSA, she was an employee of SAP Sweden and her last position was a Senior Education Account Manager. Åsa has held various management position at Education SAP Sweden and SAP Nordic, and she has also been a member of the Swedish Management Board.

With an interest in training, change management and communication, Åsa is dedicated to support customers and partners to leverage on their SAP investment.

Åsa holds a bachelor's degree in Business Administration and a Master of Science in Information Systems. Moreover, she has a broad international experience after living in eight different countries spread over four continents.

Our Speakers



Venugopal Chembrakalathil - Product Manager in SAP Intelligent Business Process Management

Venugopal Chembrakalathil is a product manager in SAP Intelligent Business Process Management. He has been working with SAP SE since 2001 in various roles in business process management domain. He is an expert advisor of SAP Intelligent Business Process Management, understand customer requirements, enable customers to automate their business processes and make them successful in their digital transformation journey. Venugopal is an expert speaker in various SAP events like SAPPHIRE, TechEd and publish blogs to guide SAP customers and partners to understand the value proposition of SAP Intelligent Business Process Management.



Keith Grayson - Senior Director of SAP Cloud Platform Product Management at SAP

Keith Grayson is a Senior Director of SAP Cloud Platform Product Management at SAP. He is known at SAP for his work on Process Excellence and Integration Excellence, driving the go-to-market in these areas. He has been with SAP for 12 years, joining SAP initially specializing in Identity Management, Single Sign-On and Cybersecurity. Prior to working for SAP, Keith had been working in the Technology industry for 19 years for both large companies and startups including Atos, HP, Cyberguard and Siemens.



Ruben Mellema - Digital Core Cloud Engagement Team - Senior Engineer

Ruben is a Senior Engineer working in the global Digital Core Cloud Engagement team. In this role he's responsible for extensibility & integration with SAP S/4HANA Cloud and the SAP Cloud Platform. He has a strong technical background on SAP Cloud Platform, SAP HANA, SAP Fiori UX & SAPUI5 and looks forward talking to you at the SAP Cloud Platform and Design Innovation Customer Forum in Amsterdam.



Martin Cox - Business Development COE

Partnering with internal SAP teams and customers, Martin Cox has spent his 8+ years at SAP educating and supporting internal teams and customers on how SAP can help organizations deliver value-based outcomes and experiences utilizing SAP's solutions and know-how.

Martin brings over 20 years' experience in management, program management, business development and customer success within the software industry. Working within Telecoms, Healthcare, Public Sector and other industries, Today Martin works with the SAP EMEA North Center of Excellence, directly supporting and advising sales teams and customers on how they can utilize SAP technology to improve the organization, and how to #GiveDataImpact.

Our Speakers



Teemu Jokinen - SAP Senior Presales Specialist in Analytics

Teemu is a data enthusiast whose never-ending objective is to keep learning. He is passionate in data and he constantly tries to educate himself with eventful topics e.g. IoT, cloud platforms, machine learning. He tends to have a habit of extending these concepts one way or another to his personal life and especially his house

SAP - Senior Presales Specialist in Analytics

- SAP BW/4HANA
- SAP Analytics Cloud
- SAP Analytics Cloud Planning



Boris Andree - Director in SAP's Intelligent Robotic Process Automation Solution Management

Boris Andree is Director in SAP's Intelligent Robotic Process Automation Solution Management team. He focuses on strategy, Go-to-Market and adoption of intelligent technologies and solutions. During his >19 year-long career he held various positions in regional and global teams at SAP and at SAP partners, building strong expertise in the areas of Business Intelligence, SAP HANA and Artificial Intelligence.



Silvio Arcangeli - Sr. Director – Product Management, SAP Data Intelligence

Silvio is Technologist and Enterprise Architect, with 20 years of international experience in Enterprise IT.

He's currently part of the Product Management team of SAP Data Intelligence, where he drives the Go-to-Market of the product, working on the combined positioning with the rest of the SAP portfolio, enabling the SAP field resources, evangelizing customers and presenting at public events. Prior to his current role, he worked for several years as a lead architect for various large enterprise integration projects, and then as business development director in the SAP EMEA CoE for the middleware portfolio.

He holds a master degree in Telecommunications Engineering from the "La Sapienza" University of Rome, the city where he's still based, and he speaks Italian, English, French and Spanish. His main passions are music and travels, and in his spare time he worked with several volunteering projects with Engineering Without Borders, in Congo, Madagascar and Lebanon.



Mark Williment - Keytree CTO

Mark has spent more than 20 years in the IT sector, working as a Solution Architect for the past decade and has extensive experience delivering complex secure applications to large organizations.

His core skills include large-scale application architecture, and core IT engineering principles such as configuration, build and release management and software development methodologies. Mark is focused on innovative new technologies including mobile, big data and cloud – he's also a passionate conference speaker and technical representative on the global SAP Cloud Platform Partner Advisory Council for Innovation.

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