



Introduction to SAP Business Technology Platform (SAP BTP) Europe / Middle East / Africa Virtual Event Creating the Intelligent Business

SAP Europe / Middle East / Africa | February 23, 2021

PUBLIC

Today's Hosts:



Toros Aledjian



Tania Dinnendahl



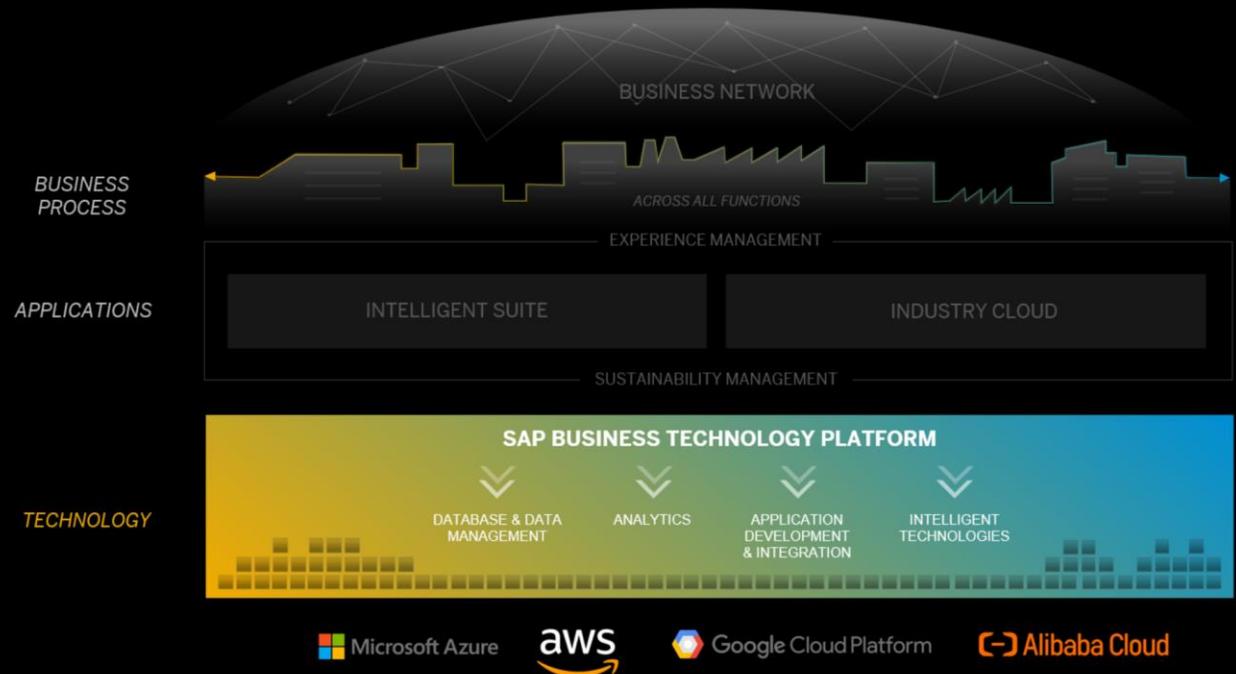
SAP is pleased to invite you to this **Virtual Event offered for Europe/Middle East/Africa on Tuesday February 23, 2021**

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 Europe / Middle East / Africa 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.

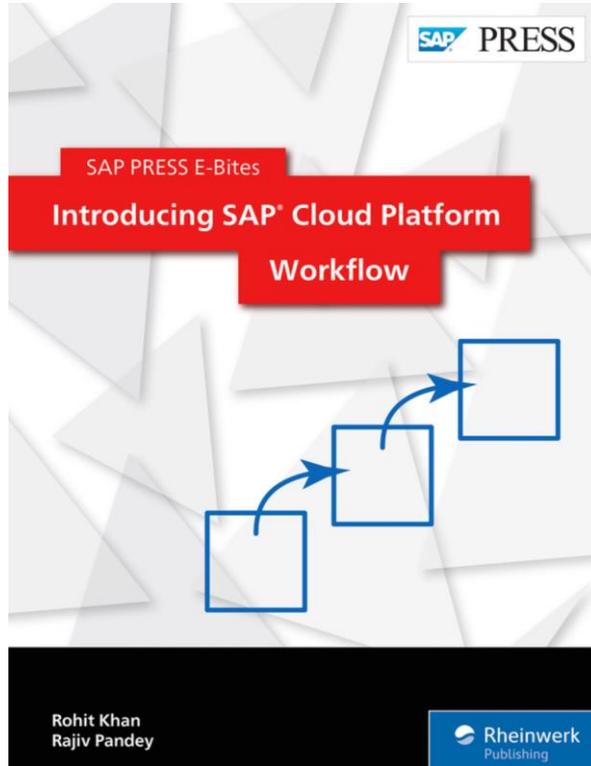
Our Agenda for Europe / Middle East / Africa - February 23, 2021

	Day 1	Topic	Dur.
	10:00 CET (09:00 GMT)	Words of Welcome Anthony Leaper SAP Senior Vice President SAP Platforms and Technologies	5 min
	10:05 CET (09:05 GMT)	SAP Business Technology Platform (SAP BTP)– the platform for the intelligent enterprise Steve Day SAP Business Technology Platform Product Marketing	15 min
	10:20 CET (09:20 GMT)	Fastest way to adopt SAP Business Technology Platform Nis Boy Naeve Vice President SAP Cloud Platform Experience & Adoption	15 min
	10:35 CET (09:35 GMT)	Accelerate Connected Processes with SAP Integration Suite Udo Paltzer SAP Product Manager for integration platform technology	15 min

Our Agenda for Europe / Middle East / Africa - February 23, 2021 (cont'd)

	Day 1	Topic	Dur.
	10:50 CET (09:50 GMT)	Simplify application development with SAP Extension Suite Jonathan Russell Global Vice President – GTM Digital Experience Portfolio	15 min
	11:05 CET (10:05 GMT)	SAP Analytics Powering SAP BTP Iver van de Zand VP Product & Solution Management – Augmented BI	15 min
	11:20 CET (10:20 GMT)	Expert Q&A 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

All of our attendees who complete the survey will receive the following eBook



We will be giving a free copy of the eBook **“Introducing SAP Cloud Platform Workflow”** to the first 20 participants who have completed our Webinar Survey on February 23, 2021.

Breakout room 1: SAP Integration Suite Powering SAP BTP

<https://sap-se.zoom.us/j/92628506088?pwd=amVMQVcvM0V6RnRsTEpsMFhhaWxSUT09>

Password: 098325

[International numbers](#)

Meeting ID: 926 2850 6088

Breakout room 2: SAP Extension Suite Powering SAP BTP

<https://sap-se.zoom.com/j/93335194202?pwd=WjZLb2N3VU12S1Vob2tWY3k2ZIRxQT09>

Password: 286747

Find your local number: <https://sap-se.zoom.com/u/aTLIPb6pJ>

Meeting ID: 933 3519 4202

Breakout room 3: SAP Analytics Powering SAP BTP

<https://sap-se.zoom.com/j/96408692759?pwd=ekx5eFp0WmtJbDNQVFYzM3pzTWJxQT09>

Password: 636450

Find your local number: <https://sap-se.zoom.com/u/acZVw7U6Z1>

Meeting ID: 964 0869 2759

SAP Practitioner Forums – 2021 schedule



Third
Wednesday

SAP Screen Personas

Hosts: Peter Spielvogel and Sebastian Steinhauer
Register: <http://eepurl.com/b3dqZT>

Third
Thursday

SAP Fiori

Host: Toros Aledjian
Register: [SAP Fiori \(APJ UX\) Practitioners Forum](#)

Third
Thursday

SAP UX APJ

Hosts: Jocelyn Dart, Rajesh Ragupathy, Toros Aledjian, Sylvia Barnard
Register: [SAP Fiori \(APJ UX\) Practitioners Forum](#)

Third
Tuesday

SAP Business Technology Platform

Host: Toros Aledjian
Register: [SAP Business Technology Practitioners Forum](#)

Third
Tuesday

SAP Business Technology Platform APJ

Host: Richa Sharma, Toros Aledjian
Register: [SAP Business Technology Practitioners Forum](#)

Thank you!

In our ongoing efforts to bring you better webinars in the future please complete our Webinar survey found at the following link or use the QR Code



https://qtrial2019q3az1.az1.qualtrics.com/jfe/form/SV_ebq2cpSQu0FQtBI