

SAP C/4HANA Hands-on Workshop

PURPOSE:

Help customers understand the business value of the integrated SAP C/4HANA suite and how it relates to the Intelligent Enterprise strategy of SAP.



Event format:

- 0.5 or 1-day workshop hosted by a SAP User Group
- On-site at one User Group member, or at SAP



Target audience:

Business & IT executives & experts



Why attend?

- Discuss with peers and SAP experts
- Discover the SAP C/4HANA portfolio
- Understand front to back office integration with SAP S/4HANA and SAP C/4HANA



Agenda modules:

Introduction: The Intelligent Enterprise

- Market Trends – Why are we doing this?
- SAP C/4HANA Suite Overview
- Customer reference (tbc)
- Breakout sessions or Accelerator Roundtables
 - Intelligent Commerce
 - Intelligent Marketing
 - Intelligent Sales
 - Intelligent Service
- SAP Leonardo Machine Learning Foundation
- SAP Predictive Analytics Cloud
- SAP Conversational AI / Chat Bots
- TCO / Forrester Economic Impact paper

