

**2018 ASUG Annual Conference Call for Presentations:  
Be Prepared to Answer These Questions**

*(Please note, fields with a red asterisk \* are required)*

1. **\*Session Type: (Select One)**
  - a. Presentation
  - b. Roundtable Discussion
  
2. **\*Group: (Select One)**
  - a. Industry-Specific Tracks
  - b. Small and Medium Enterprises
  - c. Business Integration Technology & Infrastructure (BITI)
  - d. Business Intelligence, BW, SAP HANA (BI/BW), SAP Analytics Cloud, Big Data
  - e. Configure, Price and Quote (CPQ)
  - f. Customer Management
  - g. Enterprise Architecture (EA)
  - h. Enterprise Asset Management (EAM)
  - i. Enterprise Information Management (EIM)
  - j. Financial
  - k. Human Resources (HR)
  - l. Product Lifecycle Management (PLM)
  - m. SAP Solution Manager
  - n. Services and Support
  - o. Supply Chain Management (SCM)
  - p. User Experience (UX)
  
3. **\*Sub-Group: (Select One for Group you selected in Question 2)**
  - a. Industry-Specific Tracks
    - i. Aerospace and Defense
    - ii. Apparel, Footwear, and Fashion
    - iii. Chemicals
    - iv. Consumer Products
    - v. Mill Products & Mining
    - vi. Oil and Gas
    - vii. Public Sector
    - viii. Retail
    - ix. Utilities
    - x. Wholesale Distribution
  
  - b. Small and Medium Enterprises (SME)
    - i. Road to SAP HANA – Big Trip, Small Car
    - ii. Analytics for Small and Mid-Size Companies
    - iii. An App for That – User Experience Options
    - iv. Lessons Learned for Small and Mid-Size Companies

- v. Practical Innovations on a Budget
- c. Business Integration, Technology & Infrastructure (BITI)
  - i. Archiving and Information Lifecycle Management
  - ii. Development Technologies
  - iii. Integration Technologies and E-Business
  - iv. Mobile Technologies
  - v. Security
  - vi. Software Quality Assurance
  - vii. Systems Management
  - viii. Workflow and Business Process Management
- d. Business Intelligence, BW, SAP HANA (BI/BW), SAP Analytics Cloud, Big Data
  - i. Agile Visualization and Dashboards: SAP Lumira, Predictive Analytics
  - ii. Analysis: Analysis Office/OLAP/Business Explorer (BEx)
  - iii. BI Platform, Security, Mobile BI (platform) and Semantic Layer
  - iv. BI/BW/HANA: Enterprise Data Warehouse & in-memory: BW, BW on HANA, HANA, Big Data, Suite on HANA (Live), S4/HANA, BW4HANA, SAP Vora, Data Hub
  - v. Hybrid/Cloud: SAP Analytics Cloud, Digital Boardroom, Analytics Hub, Roambi
  - vi. Reporting: Web Intelligence, Crystal Reports
  - vii. Strategy: Roadmaps, strategy, upgrades, SAP Integration with BI4x
- e. Configure, Price, and Quote (CPQ)
  - i. Configure, Price, and Quote
- f. Customer Management
  - i. Credit/Accounts Receivables
  - ii. Customer Service and CRM Service
  - iii. Order Management
  - iv. SAP Customer Relationship Management
  - v. SAP Hybris
- g. Enterprise Architecture (EA)
  - i. Business Process Architecture (BPA)
  - ii. Enterprise Architecture
  - iii. Integration Architecture
- h. Enterprise Asset Management (EAM)
  - i. MRO Materials and Services
  - ii. Plant Maintenance
- i. Enterprise Information Management (EIM)
  - i. Data Governance

- ii. Data Management
  
- j. Financial
  - i. Accounting & Financial Close
  - ii. Enterprise Risk & Compliance
  - iii. Financial Operations
  - iv. Financial Planning & Analysis
  - v. Treasury & Financial Risk Management
  
- k. Human Resources (HR)
  - i. Cloud HCM: Success Factors and Employee Central
  - ii. Hybrid HCM: Cloud and On-premise
  - iii. Journey to the Cloud: Migration and Integration
  - iv. On-premise HCM
  
- l. Product Lifecycle Management (PLM)
  - i. Enterprise Product and Portfolio Management
  - ii. Environment Health and Safety
  - iii. Product Data Management
  - iv. Quality Management
  
- m. SAP Solution Manager
  - i. Application Lifecycle Management
  - ii. Run SAP like a Factory
  
- n. Services & Support
  - i. People: Training and Change Management, Strategies for Implementations/Sustainable Org's, User Engagement Adoption and Enablement
  - ii. Process: Centers of Excellence, Program/Project Management; Global Implementations; Best Practices to Drive Business Value
  - iii. Technology: Big Data, HANA, and Analytics
  
- o. Supply Chain Management (SCM)
  - i. Accounts Payable
  - ii. Distribution and Transportation
  - iii. Global Trade Services
  - iv. Inventory and Warehouse Management
  - v. Manufacturing
  - vi. Procurement
  - vii. Supplier Relationship Management
  - viii. Supply Chain Planning
  - ix. Supply Network Collaboration
  
- p. User Experience (UX)
  - i. UX Strategy
  - ii. UX Technologies

4. **\*Session Title (Text Box, 75-character limit)**  
*Please note, this is what is published in the session catalog, so keep it short, interesting, easy to read, and entice attendees to add your session to their agenda.*
  
5. **\*Session Description (Text Box, 350-character limit)**  
*Please note, this is what is published in the session catalog, so avoid a bullet point list, you can include that information later in the form. The abstract should be a brief, clear description of the story you are going to tell. If co-presenting with a customer, be sure to include the company name.*
  
6. **\*Primary Presentation Focus: (Select One)**
  - a. Best Practice Summary - Outline a Successful Standard Process or Model
  - b. Customer Story - Explore the Factors of Success or Failure from a Real-Life Project
  - c. Lessons Learned - Share Knowledge Acquired from Challenges Overcome
  - d. Return on Investment (ROI) - How to Maximize the Business Benefits from a Project
  - e. Road Map - Official SAP Product Road Map
  - f. Solution or Product Overview
  - g. Strategy - Determine the Best Approach to Meet Business Needs
  
7. **Audience Type (Select All That Apply)**
  - a. Business
  - b. Technical
  
8. **Audience Experience Level (Select All That Apply)**
  - a. Beginner
  - b. Intermediate
  - c. Advanced
  
9. **\*Which phase(s) of implementation are covered in this presentation? (Select All That Apply)**
  - a. Discovery
  - b. Strategy & Road Mapping
  - c. Project Planning
  - d. Business Case & Use Case
  - e. Ramp Up
  - f. Execution
  - g. Maintenance
  - h. Improvement & Innovation

**10. Industries (Limit 3)**

*Please note, this meta data helps us better categorize your abstract. We use it to consider for other tracks, and it may be used to highlight your session in the session catalog.*

- a. Aerospace & Defense
- b. Automotive
- c. Banking
- d. Chemicals
- e. Consumer Products
- f. Defense and Security
- g. Engineering, Construction and Operations
- h. Healthcare
- i. Higher Education and Research
- j. High Tech
- k. Industrial Machinery and Components
- l. Insurance
- m. Life Sciences
- n. Media
- o. Mill Products
- p. Mining
- q. Oil and Gas
- r. Professional Services
- s. Public Sector
- t. Retail
- u. Sports and Entertainment
- v. Telecommunications
- w. Travel and Transportation
- x. Utilities
- y. Wholesale Distribution

**11. Lines of Business (Limit 5)**

*Please note, this meta data helps us better categorize your abstract. We use it to consider for other tracks, and it may be used to highlight your session in the session catalog.*

- a. Asset Management
- b. Commerce
- c. Finance
- d. Human Resources
- e. Manufacturing
- f. Marketing
- g. R&D/Engineering
- h. Sales

- i. SAP S/4 HANA
- j. Service
- k. Sourcing and Procurement
- l. Supply Chain
- m. Sustainability

**12. Technology Hot Topics (Limit 2)**

*Please note, this meta data helps us better categorize your abstract. We use it to consider for other tracks, and it may be used to highlight your session in the session catalog.*

- a. Analytics
- b. Blockchain
- c. Data and Database Management
- d. Machine Learning
- e. Partner Solutions
- f. SAP Cloud Platform
- g. SAP HANA Platform
- h. SAP Leonardo/Internet of Things
- i. SAP S/4 HANA
- j. Security Software
- k. User Experience

**13. Business Applications (Limit 2)**

*Please note, this meta data helps us better categorize your abstract. We use it to consider for other tracks, and it may be used to highlight your session in the session catalog.*

- a. Cloud
- b. Digital Supply Chain
- c. Internet of Things
- d. SAP Ariba Solutions
- e. SAP Concur Solutions
- f. SAP Data Network
- g. SAP Education and Training
- h. SAP Fieldglass Solutions
- i. SAP HANA Enterprise Cloud
- j. SAP Hybris Solutions
- k. SAP Jam
- l. SAP S/4 HANA
- m. SAP S/4 HANA Cloud
- n. SAP SuccessFactors Solutions

**14. Small and Midsize Enterprises (Select All That Apply)**

- a. SME Customer Story
- b. Specific to SMEs
- c. Relevant to SMEs
- d. Covers SAP Business One
- e. Covers SAP Business ByDesign

**15. \*ASUG Tracks (Limit 4)**

*Please note, this is how you can have other tracks consider your session.*

- a. Business Integration Technology & Infrastructure (BITI)
- b. Business Intelligence, BW, SAP HANA (BI/BW), SAP Analytics Cloud, Big Data
- c. Configure, Price and Quote (CPQ)
- d. Customer Management
- e. Enterprise Architecture (EA)
- f. Enterprise Asset Management (EAM)
- g. Enterprise Information Management (EIM)
- h. Financial
- i. Human Resources (HR)
- j. Product Lifecycle Management (PLM)
- k. SAP Solution Manager
- l. Services and Support
- m. Small and Medium Enterprises
- n. Supply Chain Management (SCM)
- o. User Experience (UX)
- p. Aerospace and Defense
- q. Apparel, Footwear, and Fashion
- r. Chemicals
- s. Consumer Products
- t. Mill Products & Mining
- u. Oil and Gas
- v. Public Sector
- w. Retail
- x. Utilities
- y. Wholesale Distribution

**16. Consider for other opportunities: (Select All That Apply)**

- a. ASUG Webcasts
- b. ASUG Chapters and Regional Events
- c. ASUG Signature Events and Eventful Conferences

**17. What else do you want us to know?**

*Please note, this section is not published, but the more details you provide, the better we understand your proposal, so please use this space to provide any additional pertinent information that you would like the team to know during the review process.*

18. **\*Speaker information:**

*Please note, the following information is required for all speakers on the session.*

- a. **\*Relationship to ASUG**
  - i. ASUG Customer
  - ii. ASUG Partner
  - iii. ASUG Employee
  - iv. SAP Employee
- b. **\*First Name**
- c. **\*Last Name**
- d. **\*Company**
- e. **\*Email**
- f. **\*Mobile**