

2020 ASUG Annual Conference Call for Proposals

ASUG will be accepting proposals for education sessions from Oct. 1, 2019, until Nov. 15, 2019. Please use this guide as reference on topics and suggestions.

Business Function(s)

Please select from the below list which business function topics will covered in your session.

- **Application Lifecycle Management**
- **Business Intelligence (BI) and Analytics**
 - Data Visualization and Dashboards
 - Data Warehousing
 - Reporting
- **Centers of Excellence (COE)**
 - Organizational Change Management
 - SAP Services and Support
- **Commerce**
- **Customer Service**
- **Database and Data Management**
 - Archiving and Information Lifecycle Management (ILM)
 - Data Governance
 - Enterprise Information Management (EIM)
 - Master Data Management (MDM)
- **Enterprise Architecture (EA)**
- **Enterprise Asset Management (EAM)**
 - Maintenance, Repair, and Operations (MRO)
 - Materials Management
 - Plant Maintenance
- **Experience Management (XM)**
- **Finance**
 - Accounting and FI/CO
 - Accounts Payable and Receivable
 - Audit and Internal Controls
 - Banking, Treasury, and Financial Risk Management
 - Business Planning and Consolidation (BPC)
 - Governance, Risk, and Compliance (GRC)
 - Real Estate Management
 - Travel and Expense (T&E)
- **Human Resources (HR)**
 - Learning and Development
 - Payroll
 - Performance, Goals, and Compensation
 - Recruiting and Onboarding

- Services Procurement and External Workforce
- Time and Attendance (T&A)
- Workforce Planning and Analytics
- **Information Security**
- **IT Operations**
 - Identity and Access Management
 - Systems Management
 - Testing/Software Quality Assurance (SQA)
 - User Experience and Design
 - Workflow and Business Process Management
- **Manufacturing and Production**
 - Environmental Health and Safety (EHS)
 - Materials Requirements and Planning
 - Product and Portfolio Management
 - Product Data Management
 - Production Planning and Scheduling
 - Quality Management
- **Marketing**
 - Configure, Price, Quote (CPQ)
 - Customer Relationship Management (CRM)
 - Lead Management
 - Sales Planning and Forecasting
- **Product Lifecycle Management (PLM)**
 - Environmental Health and Safety (EHS)
 - Product and Portfolio Management
 - Product Data Management
 - Quality Management
- **Sales**
 - Configure, Price, Quote (CPQ)
 - Customer Relationship Management (CRM)
 - Lead Management
 - Sales Planning and Forecasting
- **Sourcing and Procurement**
- **Supply Chain Management (SCM)**
 - Distribution and Transportation
 - Global Trade
 - Inventory and Warehouse Management
 - Supplier Management
 - Supply Chain Planning
 - Transportation Management
- **User Experience**

Industry

Please indicate the involvement of any industry included in this proposal:

- A. This session is industry-specific.
- B. This session features a customer story from a specific industry.
- C. This session is relevant to most/all industries.

If you selected A or B, please indicate which industries are covered in this session:

- Aerospace and Defense (A&D)
- Apparel, Footwear, and Fashion (AFF)
- Automotive
- Chemicals
- Consumer Products
- Engineering, Construction, and Operations (EC&O)
- Financial Services
- Government
- Health Care
- High Tech
- Higher Education and Research
- Industrial Manufacturing, Machinery, and Components (IM&C)
- K-12 Education
- Life Sciences
- Mill Products and Mining
- Oil and Gas (O&G)
- Professional Services
- Public Sector
- Rail
- Retail
- Sports and Entertainment
- Telecommunications
- Travel and Transportation
- Utilities
- Wholesale Distribution

Products and Hot Topics

SAP Products (Select all that apply.)

- Qualtrics
- SAP Analytics Cloud
- SAP Business One®
- SAP Conversational AI
- SAP Customer Experience (SAP C/4HANA®)
- SAP Data Hub

- SAP data warehousing (SAP Business Warehouse and SAP BW/4HANA)
- SAP ERP Central Component (SAP ECC)
- SAP Fiori®
- SAP HANA®
- SAP HANA® Enterprise Cloud
- SAP S/4HANA®
- SAP S/4HANA® Cloud
- SAP services and support
- SAP Solution Manager
- SAP® Ariba®
- SAP® BusinessObjects® BI platform
- SAP® Fieldglass®
- SAP® Leonardo
- SAP® SuccessFactors®

(If selecting SAP S/4HANA) Which stage of the SAP S/4HANA journey is the focus of this session?

- Preparation to move to SAP S/4HANA (business case and planning)
- The process of moving to SAP S/4HANA (implementation and go-live)
- Early-stage results of going live on SAP S/4HANA
- Mature-stage and next steps (maintenance, upgrades, and future projects)

Hot Topics (Select all that apply.)

- Artificial Intelligence (AI)
- Blockchain
- Change Management
- Cloud Strategy
- Conversational AI and Chatbots
- Cybersecurity
- Data Privacy
- Design Thinking
- DevOps
- Digital Transformation
- Digital Twin
- Diversity and Inclusion
- Edge Computing
- Enterprise SAP Strategies
- Experience Data and Operational Data (XO Data)
- Integration
- Intelligent Enterprise
- Internet of Things (IoT)

- Leadership and Professional Development
- Licensing
- Machine Learning
- Project Management
- Quantum Computing
- Robotic Process Automation (RPA)

**Which phase(s) of product implementation will likely be covered in this session?
(Select all that apply.)**

- Discovery
- Strategy
- Business Case and Use Case
- Project Planning and Road Mapping
- Execution
- Maintenance
- Improvement and Innovation
- Change Management and User Adoption

Other Details

Please provide some additional information to help us understand the goal(s) of your session.

Primary Focus:

- Best Practice Summary – Outline a successful standard process or model
- Customer Story – Explore the factors of success or failure from a real-life project
- Influence Programs – Customer involvement and feedback channels
- Lessons Learned – Share knowledge acquired from challenges overcome
- Return on Investment (ROI) – How to maximize the business benefits
- Road Map – Official SAP product road map
- Solution Overview – Highlight product functionality or enhancements
- Strategy – Determine the best approach to meet business needs

Intended Audience (Select all that apply.)

- Business
- Technical

Intended Audience Function (Select all that apply.)

- End User
- Nonmanagerial
- Managers (Managers, Directors)
- Executives (C-level, VPs)

Title and Abstract

The title and abstract are your chance to tell us why your proposal should be at the conference and what drives people to go to your session.

Title = **Topic + Motivation**

Keep the title short, interesting, and easy to read. Include any products and customer companies featured in the story being shared. (75-character limit)

Abstract = **Problem Statement + Approach + Results + Conclusions**

The abstract should be a high-level summary of what attendees can expect to be covered. Try to not repeat what audience members can already gain from reading the title, and highlight any other topics, products, and/or customers. (300-character limit)

Session Type

Note that most of our 2020 ASUG Annual Conference program consists of formal, 40-minute presentations, but we may consider your submission for our more interactive formats, should you indicate your interest below.

Format (Select all that apply.)

- Presentation (I'd like to present a standard breakout session.)
- Panel (I'd be willing to combine my session and/or speakers with others for a panel.)
- Discussion (I understand that this format does not include AV.)
- Product Feedback or Focus Group (I would be willing to facilitate a session for ASUG and/or SAP Influence programs.)

Speaker Information

At this time, you may include up to two speakers. If your session is selected, additional speakers can be added upon request beginning in February.

Contact Information:

- First Name
- Last Name
- Job Title
- Company
- Email
- Phone Number
- Relationship to SAP (SAP Customer, SAP Employee, SAP Partner, Independent Consultant, ASUG Employee)