

**ASUG**

**Next-Generation SAP Center of Excellence**

Virtual Conference | May 4–6, 2021

**Rethink. Renovate. Renew.  
Continuing to Drive Value from SAP**

**Agenda**

**ASUG**

**Next-Generation SAP Center of Excellence**

Virtual Conference

## **Event Themes**

**Foundations for the Next-Generation SAP Center of Excellence**

**Accelerating SAP Customer Innovation - Culture, Strategy, and Tools**

**Thrive after SAP S/4HANA Go-Live**

**SAP for Me - The New Digital Experience for SAP Customers**

**Application Lifecycle Management for SAP Solutions**

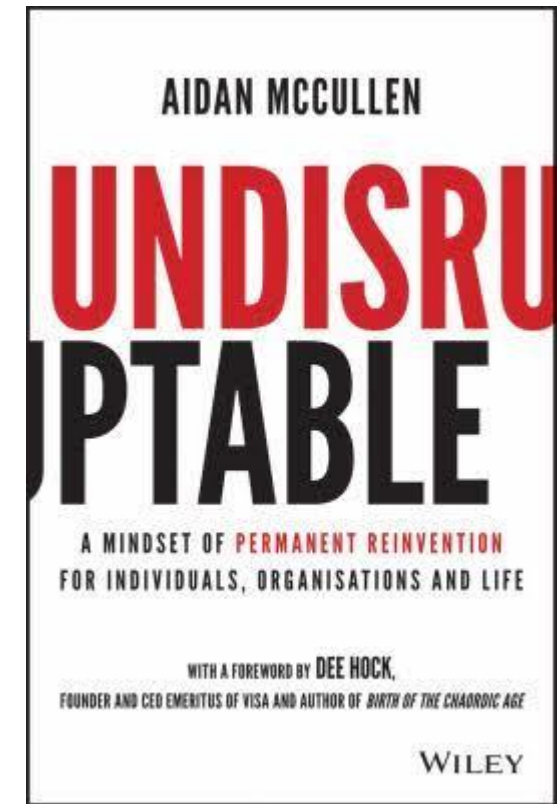
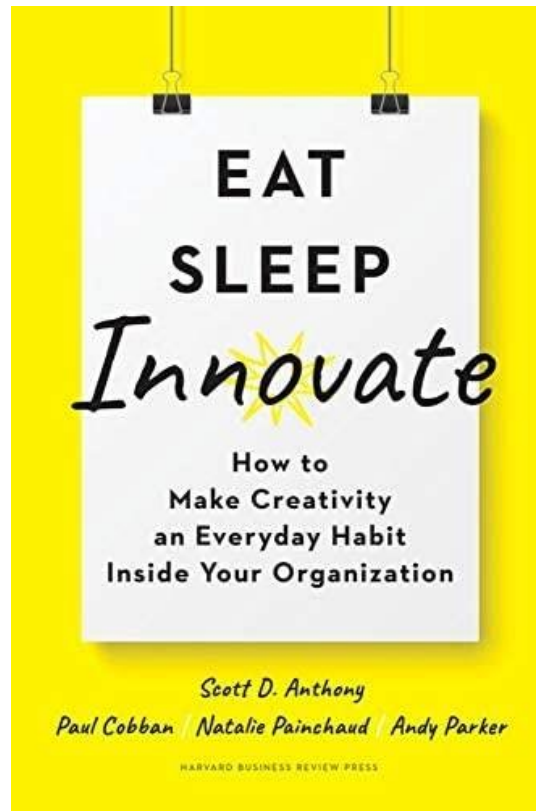
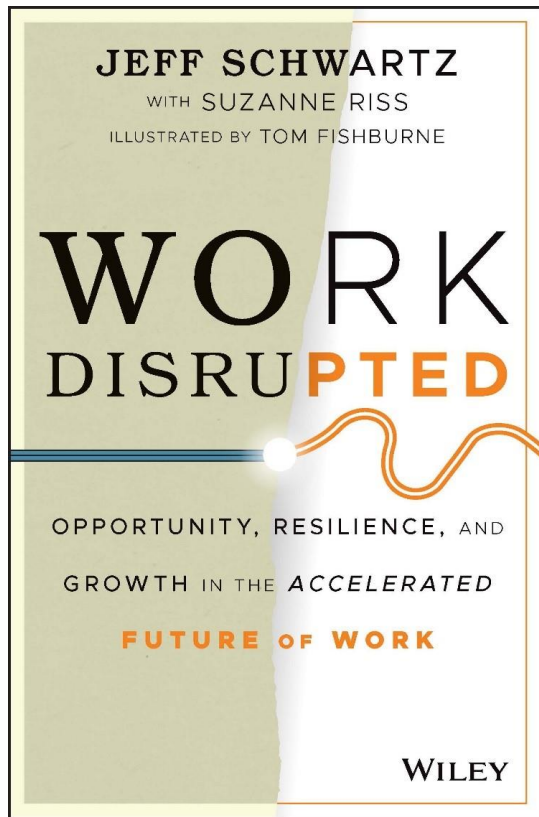
**Achieving Success with Enterprise Support and Delivering Continuous Value**

ASUG

Next-Generation SAP Center of Excellence

Virtual Conference

**Special Guest Keynotes – Jeffrey Schwartz, Scott D. Anthony, and Aidan McCullen**





# Next-Generation SAP Center of Excellence

## Virtual Conference

### Day 1: May 4, 2021

Session Time (EST)	Session Title
11:00–11:15 a.m.	<b>Introduction and ASUG Next-Generation Center of Excellence</b> Speaker: Paul Kurchina, ASUG
11:15–11:45 a.m.	<b>Work Disrupted: Choices in the Accelerated Future of Work</b> Speaker: Jeff Schwartz, Deloitte
11:45 a.m.–12:30 p.m.	<b>The Foundation for Successful Business Transformation: Why the Customer Center of Excellence Is More Relevant than Ever</b> Speaker: Andreas Heckmann, SAP
12:30–1:00 p.m.	<b>The Epicenter of SAP Excellence</b> Speaker: Stuart Browne, Resulting IT
1:00–1:45 p.m.	<b>Lunch and TED Style Talk on Sustainability “Chasing Zero”</b> Speaker: Vivek Bapat, SAP
1:45–2:15 p.m.	<b>Application Lifecycle Management for SAP Solutions</b> Speaker: Marc Thier, SAP
2:15–2:45 p.m.	<b>Living in an Agile and DevOps World</b> Speaker: James Senecal, Tricentis
2:45–3:00 p.m.	<b>Break</b>
3:00–3:30 p.m.	<b>Attacks on Mission-Critical Applications Are “The New Normal”</b> Speaker: Juan Perez-Etchegoyen, Onapsis
3:30–4:00 p.m.	<b>The Evolution of the Digital Experience for SAP Customers – SAP for Me</b> Speakers: Daniel Hilling-Smith and Juergen Jakowski, SAP
4:00–4:30 p.m.	<b>Hybrid Is the New Black: Rethink, Renovate, Renew Your CoE for the Cloud</b> Speaker: Doug Shuptar, SAP
4:30–5:00 p.m.	<b>Everyone Is Talking about Sustainability: How Will Your SAP CoE Help?</b> Speakers: Derek Prior, Former Gartner SAP Analyst, and Paul Kurchina, ASUG



# Next-Generation SAP Center of Excellence

## Virtual Conference

**Day 2: May 5, 2021**

Session Time (EST)	Session Title
10:00–10:45 a.m.	<b>Early Bird Live SAP Expert Q&amp;A: Application Lifecycle Management</b> Speakers: Marc Thier, Tim Steuer, John Krakowski, and Evan Stoddard, SAP
	<b>Early Bird Live SAP Expert Q&amp;A: SAP for Me - Overview and Future of Customer Collaboration with SAP</b> Speakers: Heike Ried and Oguzhan Genis, SAP
	<b>Early Bird Live SAP Expert Q&amp;A: Increase Business Efficiency and Optimize Your SAP ECC at No Additional Cost</b> Speakers: Kristen Scheffler, Olga Tregub, Sahail Shariff, Damian McCarthy, and Christoph Bechtloff, SAP
	<b>Early Bird Live SAP Expert Q&amp;A: The Customer SAP CoE in a Hybrid World</b> Speakers: Pedro Arrontes and Doug Shuptar, SAP



# Next-Generation SAP Center of Excellence

## Virtual Conference

### Day 2 : May 5, 2021

Session Time (EST)	Session Title
11:00–11:15 a.m.	<b>Accelerating SAP Customer Innovation – Culture, Strategy, and Tools</b> Speaker: Paul Kurchina, ASUG
11:15–11:45 a.m.	<b>Building a Culture of Innovation</b> Speaker: Scott D. Anthony, Author and Innosight
11:45 a.m.–12:15 p.m.	<b>Future-Proofing Your Business with SAP Business Technology Platform</b> Speaker: John Gibson, SAP
12:15–12:45 p.m.	<b>Supporting Your Hybrid Landscape with SAP Integration Suite</b> Speaker: Paul Medaille and Martin Bachmann, SAP
12:45–1:15 p.m.	<b>Lunch and Special Session</b>
1:15–1:45 p.m.	<b>Get Strategic with RISE with SAP: Focusing on Business Evolution and Value</b> Speaker: Nikhil Goray, Deloitte
1:45–2:15 p.m.	<b>DIY SAP S/4HANA Migrations: Automate and Accelerate Your Approach to Migrate to SAP S/4HANA and the Cloud</b> Speaker: Thomas Rosinski, SNP
2:15–2:30 p.m.	<b>Break</b>
2:30–3:00 p.m.	<b>Making the Leap to Build Skills and Knowledge for Your Successful Business Transformation</b> Speaker: Simone Saar, SAP
3:00–3:30 p.m.	<b>ERP Modernization</b> Speaker: Dinesh Vandayar, Google Cloud
3:30–4:10 p.m.	<b>Insights on Innovation from the Intelligent Enterprise Institute</b> Speaker: Stefan Schoepfel, SAP
4:10–5:15 p.m.	<b>The Innovation Show and Permanent Reinvention</b> Speakers: Aidan McCullen, Host of the Innovation Show, and Paul Kurchina, ASUG



# Next-Generation SAP Center of Excellence

Virtual Conference

Day 3: May 6, 2021

Session Time (EST)	Session Title
10:00–10:45 a.m.	<b>Early Bird Live SAP Expert Q&amp;A: RISE with SAP</b> Speaker: Matthew Donovan, SAP
	<b>Early Bird Live SAP Expert Q&amp;A: Integration Considerations for a Hybrid Cloud and On-Prem Application Landscape</b> Speaker: Martin Bachmann, Elijah Martinez, and Udo Paltzer, SAP
	<b>Early Bird Live SAP Expert Q&amp;A: The SAP Partner Ecosystem and SAP CoE</b> Speaker: Tom Roberts, SAP
	<b>Early Bird Live SAP Expert Q&amp;A: The Future of SAP Road Maps: Meet the SAP Road Map Explorer</b> Speakers: Isabel Rodrigues and Corinne Reisert, SAP



# Next-Generation SAP Center of Excellence

## Virtual Conference

**Day 3: May 6, 2021**

### Session Time (EST)

### Session Title

11:00–11:15 a.m.	<b>Thrive After SAP S/4HANA Go-Live</b> Speaker: Paul Kurchina, ASUG
11:15–11:45 a.m.	<b>Understand, Innovate and Transform Your Business Processes – SAP Business Process Intelligence</b> Speaker: Wassilios Lolas, SAP
11:45 a.m.–12:15 p.m.	<b>SAP S/4HANA and IT Infrastructure Transformations and Their Implications on SAP Center of Excellence</b> Speaker: Stefan Batzdorf, SAP
12:15–12:45 p.m.	<b>Life on the Leading Edge – Vistaprint SAP S/4HANA Innovation Journey</b> Speakers: Mukul Agrawal & Matt Therrien, Vistaprint     Jayne Gibbon and Jonathan Winger, SAP
12:45–1:15 p.m.	<b>Break</b>





# Next-Generation SAP Center of Excellence

## Virtual Conference

### Day 3: May 6, 2021

Session Time (EST)	Track 1 Application Lifecycle Management	Track 2 Enterprise Support	Track 3 SAP for Me	Track 4 Thrive After SAP S/4HANA Go Live
1:15–2:00 p.m.	<b>Implementing SAP S/4HANA and RISE for SAP with ALM</b> Speaker: Tim Steuer, SAP	<b>SAP Enterprise Support Enablement: Your Single Source for High-Impact Empowerment</b> Speaker: Ami Patel, SAP	<b>Keep Track of Your SAP Product Portfolio and Related Opportunities with SAP for Me</b> Speaker: Bertram Ganz, SAP	<b>You're Live on SAP S/4HANA. What's Next ?</b> Speaker: Rudi Hois, SAP
2:00–2:15 p.m.	<b>Break</b>			
2:15–3:00 p.m.	<b>Integrating SAP Solution Manager with ServiceNow</b> Speaker: Graham Henderson, Concorn	<b>Predictive and AI-Enabled Technologies as the Foundation for Next-Generation Support</b> Speaker: Jason Reynolds, SAP	<b>Get Your SAP Licenses Under Control with SAP for Me</b> Speakers: Lisa Crockett and Oguzhan Genis, SAP	<b>Design, Analyze, and Automate Business Processes – Driving Efficiency and Customer Excellence</b> Speaker: Bhagya Subbareddy, SAP
3:00–3:15 p.m.	<b>Break</b>			
3:15–4:00 p.m.	<b>Operating Hybrid Landscapes with SAP Cloud ALM or SAP Focused Run</b> Speakers: Tom Merta, Janko Budzisch, Stefan Lahr, SAP	<b>Process Excellence and the Next-Generation SAP Center of Excellence</b> Speaker: Pattabhi Peddinti, SAP	<b>Get the Most out of SAP Support and Self-Services with SAP for Me</b> Speakers: Stefan Vormbrock and Harald Hirsch, SAP	<b>3 Critical Skills to Build on Your SAP CoE to Support ML and AI in SAP S/4HANA</b> Speaker: Andreas Welsch, SAP

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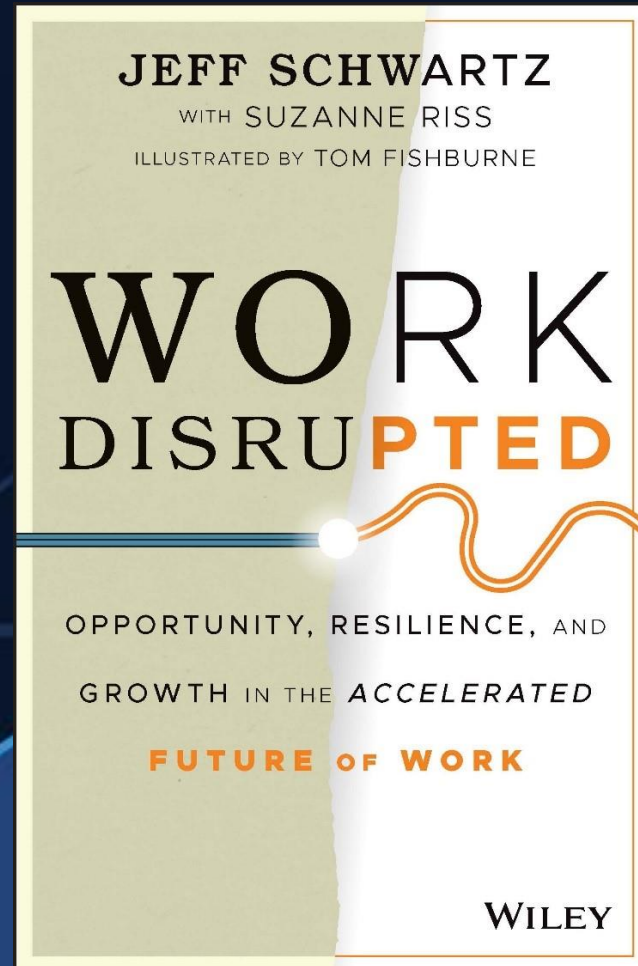
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**Jeff Schwartz**

May 4

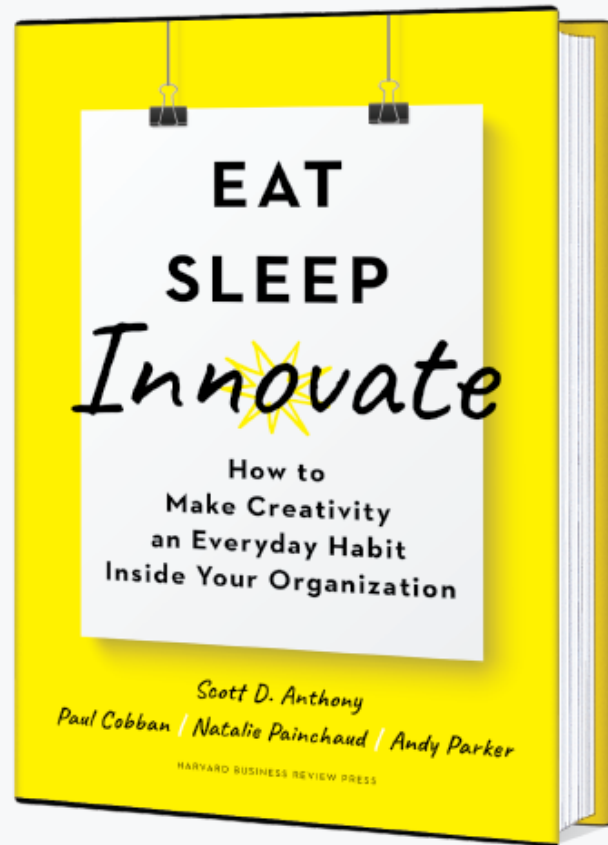
Work Disrupted: Choices  
in the Accelerated Future  
of Work



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**Struggling to  
create a truly  
innovative culture?**



There's a *better* way.  
And it all starts with the  
power of *habit*.

**Scott D. Anthony**

May 5

Building a Culture of  
Innovation



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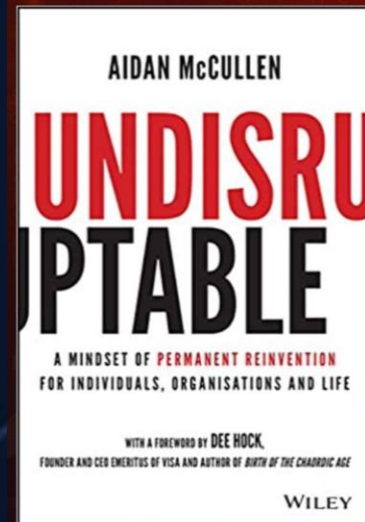
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**Aidan McCullen**

May 5

Undisruptable: A Mindset  
of Permanent Reinvention  
for Individuals,  
Organizations, and Life

## the INNOVATION show



**Undisruptable:  
A Mindset of Permanent  
Reinvention for Individuals,  
Organisations and Life with  
Aidan McCullen**



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