

Call for Presentations | **Session Proposal Guide**

ASUG Annual Conference, May 7-9, 2019

1. ***Topic:** *(Select up to 5)*
 - Application Lifecycle Management (SAP Solution Manager)
 - Business Intelligence and Analytics
 - Customer Experience
 - Enterprise Architecture
 - Enterprise Asset Management
 - Finance
 - Human Resources
 - Information and Data Management
 - Integration and Infrastructure
 - Product Lifecycle Management
 - Security
 - Supply Chain & Procurement
 - Services & Support
 - Small and Mid-size Businesses
 - User Experience
 - Industry | Aerospace and Defense
 - Industry | Agribusiness
 - Industry | Apparel, Footwear, and Fashion
 - Industry | Automotive
 - Industry | Banking and Insurance
 - Industry | Chemicals
 - Industry | Consumer Products
 - Industry | Engineering, Construction, and Operations
 - Industry | Healthcare
 - Industry | High Tech
 - Industry | Industrial Machinery and Components
 - Industry | Life Sciences
 - Industry | Media and Entertainment
 - Industry | Mill Products & Mining
 - Industry | Oil and Gas
 - Industry | Professional Services
 - Industry | Public Sector and Higher Education
 - Industry | Retail
 - Industry | Telecommunications
 - Industry | Travel and Transportation
 - Industry | Utilities
 - Industry | Wholesale Distribution

- **Subtopic:** Provide a more detailed understanding of your session's topic(s). *Select all* subtopics (within the primary Topics you selected on the previous page) that best fit your session.

**Example: Topic = Enterprise Architecture;
Subtopic = EA: Integration Architecture.*

Technology Topics

ALM: Application Lifecycle Management

BI: Business Intelligence and Analytics

BITI: Business Integration, Technology & Infrastructure

EA: Enterprise Architecture

EIM: Enterprise Information Management

SEC: Security

UX: User Experience

2. **Technology Subtopics**

- ALM: SAP Cloud Application Lifecycle Management
- ALM: SAP Solution Manager
- BI: Analytics
- BI: Data Warehousing
- BI: Platform
- BI: Reporting
- BI: Visualization and Dashboards
- BITI: Archiving and Information Lifecycle Management
- BITI: Development Technologies
- BITI: Integration Technologies
- BITI: Mobile Technologies
- BITI: Software Quality Assurance
- BITI: Systems Management
- BITI: Workflow and Business Process Management
- EA: Business Process Architecture
- EA: Enterprise Architecture
- EA: Integration Architecture
- EIM: Data Governance
- EIM: Data Management
- EIM: Archiving and Information Lifecycle Management
- SEC: Application Security
- SEC: Data Protection
- SEC: Identity and Access Management
- UX: Design & Strategy
- UX: Technologies

Business Process Topics

CX: Customer Experience

EAM: Enterprise Asset Management

FIN: Finance

HR: Human Resources

PLM: Product Lifecycle Management

SCM: Supply Chain Management

S&S: Services and Support

3. Business Process Subtopics

- CX: Commerce
- CX: Configure, Price, and Quote
- CX: Customer Data
- CX: Marketing
- CX: Sales
- CX: Service
- EAM: Maintenance, Repair, and Operations
- EAM: Plant Maintenance
- FIN: Accounting & Financial Close
- FIN: Enterprise Risk & Compliance
- FIN: Financial Operations
- FIN: Planning & Analysis
- FIN: Treasury & Financial Risk Management
- HR: Core HR and Payroll
- HR: Workforce Management
- PLM: Product and Portfolio Management
- PLM: Environmental Health and Safety
- PLM: Product Data Management
- PLM: Quality Management
- SCM: Accounts Payable
- SCM: Distribution and Transportation
- SCM: Global Trade Services
- SCM: Inventory and Warehouse Management
- SCM: Manufacturing
- SCM: Procurement
- SCM: Supplier Relationship Management
- SCM: Supply Chain Planning
- SCM: Supply Network Collaboration
- S&S: People: Training, Change Management, and User Enablement
- S&S: Process: Centers of Excellence, Projects, Global Implementations

4. *Session Title

75-character limit – spaces included

Best Practices:

- Keep it short, interesting, and easy to read.
- Include any products and customers featured.
- A good formula to use is TOPIC + MOTIVATION

5. *Session Abstract

The abstract should be a high-level summary of what attendees can expect to be covered. This is the description that will be published in the session catalog.

300-character limit – spaces included

Best Practices:

- A good formula to use is PROBLEM STATEMENT + APPROACH + RESULTS + CONCLUSIONS.
- Highlight topics, products, and/or customers not included in the title.

6. Expanded Session Details:

The expanded session details section is for any additional information that could help our Content Committee while considering your submission.

This section will *not* be published with the session abstract.

Unlimited character count for this section

Best Practices:

- Go into more detail
- Provide a short agenda overview
- Include any pertinent information not included in the abstract above

7. ***Session Format:**

Select all formats in which your session may be facilitated. Most of our program consists of formal, 40-minute presentations, but we may consider your submission for our more interactive formats if you indicate your interest below.

(Complimentary registration is limited to formal presentations. Discounted registration is offered for other formats. [More details and FAQs.](#))

- Presentation (40 min)
- Presentation (20 min)
- Discussion (40 min, no A/V)
- Discussion (20 min, no A/V)
- Panel (willing to combine my session with others as part of a panel)
- Influence (40 min, Design Thinking, no A/V)

8. ***Do you anticipate any additional A/V requirements?** *(Select up to two)*

- No, all I need is the standard setup (projector, microphones, flip chart).
- Yes, I will need a reliable internet connection for a demo.
- Yes, I need reliable internet connection for a demo.
- N/A - no A/V needed for this session.

9. ***Primary Focus:** *(Select one)*

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

10. **Audience Function** *(Select all that apply)*

- Business
- Technical

11. **Audience Type** *(Select all that apply)*

- End User
- Support/Administration
- Management
- Executive

12. ***Which phase(s) of implementation are relevant?** *(Select all that apply)*

- Discovery
- Strategy and Road Mapping
- Project Planning
- Business Case and Use Case
- Ramp Up
- Execution
- Maintenance
- Improvement and Innovation

13. **Hot Topics:** *(Select all that apply)*

- Analytics
- Big Data
- Blockchain
- Cloud
- Digital Transformation
- Intelligent Enterprise
- Internet of Things
- Machine Learning
- SAP S/4HANA®
- SAP S/4HANA® Cloud
- SAP® Ariba® Solutions
- SAP Business ByDesign®
- SAP Business One®
- SAP® C/4HANA
- SAP Cloud Platform
- SAP® Concur® Solutions
- SAP Data Hub
- SAP ERP Central Component
- SAP® Fieldglass® Solutions
- SAP® Hybris® Solutions
- SAP® Leonardo
- SAP® SuccessFactors® Solutions

14. **Consider this session for other opportunities:** *(Select all that apply)*

- Events close to my local area
- Events outside my local area (willing to travel)
- Blog or article contributions
- Webcasts
- Interviews with press/media/analyst

15. **Speaker Information:** *up to two speakers per session*

Complimentary Registration Eligibility (from our [Terms and Conditions](#))

- *Presentations* involving at least one customer speaker: *up to 2 comps*
- *Presentations* without a customer speaker: *one comp*
- All other speakers are eligible for *discounted registration*

- First Name
- Last Name
- Job Title
- Company
- Phone Number
- Email
- Relationship to SAP:
 - SAP Customer
 - SAP Partner
 - SAP Employee
 - ASUG Employee
- Role on this session:
 - Lead Speaker
 - Supporting Speaker

16. **Submitter information:**

- First Name
- Last Name
- Job Title
- Company
- Phone Number
- Email
- Relationship to SAP:
 - SAP Customer
 - SAP Partner
 - SAP Employee
 - ASUG Employee
- Confirm your involvement on this session:
 - Lead speaker
 - Supporting speaker
 - Submitter only
 - Submitter and coordinator: I am not a speaker and should be included on any speaker communication