

ASUG

March 26th –

Community Conversations

**Weaving the Future: Industry Reflections,
SAP Updates, and What's Ahead for Apparel,
Footwear, and Fashion**

ASUG

Today's Agenda:

- Welcome
- 2026 AFF Community Programming
- 2026 Announcements and SAP Insights
- Community Discussion
- What's Next?

Presenters



Oliver Stocks

VP

**Global Industry Advisory for
Fashion SAP America Inc.**



Scott Orton

Sr. Manager

**Service Delivery -
SAP OTC at Under Armour**

Focus Areas

- ASUG AFF
- ASUG/SAPPHIRE 2025 Feedback
- AFF In-person event – Co-Hosted by Tapestry
- SAP Fashion Dinner at NRF 2026
- SAP Industry Hot Topics

ASUG – Point of Contact for AFF

Scott Orton – Under Armour Volunteer

Oliver Stocks – SAP Liaison

SAP Community: Apparel, Footwear and Fashion (AFF)

- ✓ Regular Community Conversations
(every six to eight weeks)
- ✓ The evolution of “Task Forces”:
 - ✓ Supply Protection
 - ✓ AFS/FMS to S/4HANA for Fashion Migration Strategies
- ✓ Find us on ASUG.com:
[Apparel, Footwear, and Fashion Community - ASUG | ASUG](#)

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Supply Protection in SAP S/4HANA Fashion with Under Armour Inc. and Friends



Thanks for joining us!



Fashion Influence User Groups

Tactical Influence on S/4 Fashion and beyond...

2005



Fort Worth, TX

2006



Seattle, WA

2007



Richardson, TX

2008



Fort Wayne, IN

2009



Hudson, NH

2010



Beaverton, OR

2011



Burlington, VT

2012



St. Louis, MO

2013



San Francisco, CA

2014



Portland, OR

2015



St. Louis, MO

2016



ASUG Fall AFF Webinars

2017



Burlington, VT

2018



Portland, OR

2019



2020-2021

Online Meetings
Inception of
Think Tanks & Task
Forces

2022



Boston, MA

2025



NYC, NY

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ASUG AFF: In-person event co-hosted with Tapestry

- Week of 09/29/2025, NYC
- 09/29/2025, 4pm to 8pm: Meet and Greet SAP America at Hudson Yards
- 09/30/2025, 8am to 5pm: Full Day Agenda - Tapestry
- 10/01/2025, 8am to 1pm: Half Day Agenda - Tapestry



Tuesday, September 30th Agenda

Tuesday, September 30th

Start	Finish	Topic	Speaker(s)	Location
8:30 AM	9:00 AM	Continental Breakfast		Tapestry 23rd Floor, 10 Hudson Yards
9:00 AM	9:10 AM	Welcome & ASUG AFF Update	SAP Global Fashion Industry Advisory: Oliver Stocks	Tapestry 23rd Floor, 10 Hudson Yards
9:10 AM	9:35 AM	Tapestry - Keynote	Tapestry: Panel Discussion: Jagan Vuppala & Ramesh Gandham & Bob Walker	Tapestry 23rd Floor, 10 Hudson Yards
9:35 AM	10:35 AM	SAP Fashion Roadmap	SAP: Srinivas Sankar & Oliver Stocks	Tapestry 23rd Floor, 10 Hudson Yards
10:35 AM	10:50 AM	Break		Tapestry 23rd Floor, 10 Hudson Yards
10:50 AM	11:30 AM	SAP Supply Protection Workshop - Part 1	ASICS: Dave McKibbins & Under Armour: Scott Orton	Tapestry 23rd Floor, 10 Hudson Yards
11:30 AM	12:10 PM	SAP Supply Protection Workshop - Part 2	ASICS: Dave McKibbins & Under Armour: Scott Orton	Tapestry 23rd Floor, 10 Hudson Yards
12:10 PM	1:00 PM	Lunch Break		Tapestry 23rd Floor, 10 Hudson Yards
1:00 PM	1:45 PM	Customer Round Tables I	Each customer to present current state	Tapestry 23rd Floor, 10 Hudson Yards
1:45 PM	2:10 PM	Birkenstock's Journey: Green Field to S/4 Fashion	Birkenstock: Joshua Milos	Tapestry 23rd Floor, 10 Hudson Yards
2:10 PM	2:35 PM	Under Armour's Journey	Under Armour: Scott Orton	Tapestry 23rd Floor, 10 Hudson Yards
2:35 PM	3:00 PM	ASICS' Journey: FMS to S/4 Fashion	ASICS: Sebastiaan de Jong	Tapestry 23rd Floor, 10 Hudson Yards
3:00 PM	3:15 PM	Coffee Break		Tapestry 23rd Floor, 10 Hudson Yards
3:15 PM	3:45 PM	Fashion and Costing at Size Level	NIKE: Michael Giessner	Tapestry 23rd Floor, 10 Hudson Yards
3:45 PM	4:45 PM	SAP's Industry Cloud Strategy - Order Management OMS	SAP Head of Product OMS: Emilie Fournelle	Tapestry 23rd Floor, 10 Hudson Yards
4:45 PM	6:00 PM	Networking	Prepare for Dinner	Tapestry 23rd Floor, 10 Hudson Yards
7:00 PM	10:00 PM	Dinner at Local Restaurant	Il Punto: https://ilpuntorestaurant.com/	507 9th Avenue (Corner 38th Street)

Wednesday, October 1st Agenda

Wednesday, October 1st

Start	Finish	Topic	Speaker(s)	Room
8:30 AM	9:00 AM	Continental Breakfast		Tapestry 23rd Floor, 10 Hudson Yards
9:00 AM	9:30 AM	Customer Round Tables II	Each customer to present current state	Tapestry 23rd Floor, 10 Hudson Yards
9:30 AM	10:30 AM	Business AI	SAP: Sandra ten Brink, AI Principal Strategist	Tapestry 23rd Floor, 10 Hudson Yards
10:30 AM	10:45 AM	Coffee Break		Tapestry 23rd Floor, 10 Hudson Yards
10:45 AM	11:45 AM	Tricentis, Signavio, LeaniX, WalkMe	SAP: Kacie Caldwell, Architect Advisor	Tapestry 23rd Floor, 10 Hudson Yards
11:45 AM	12:00 PM	Miscellaneous Topics	Wrap-up & Next steps: Oliver Stocks	Tapestry 23rd Floor, 10 Hudson Yards
12:00 PM	1:00 PM	Lunch Break & Departure		Tapestry 23rd Floor, 10 Hudson Yards

Attendee Introduction and Influence Council



SAP & ASUG AFF Fall 2025 Customer Round Table

People Introduction, Company Introduction &

Business Update



Current Landscape Summary



Future Landscape Summary



What can you share with other AFF members?

What do you need from other AFF members?



Each AFF member should introduce themselves, company and landscape for 3 - 5 minutes.

Companies with multiple attendees should nominate 1 individual to present for all their attendees.

Fashion Partners at the ASUG AFF Event in NYC – Fall 2025

Incture[®]



ASUG AFF – Family Picture



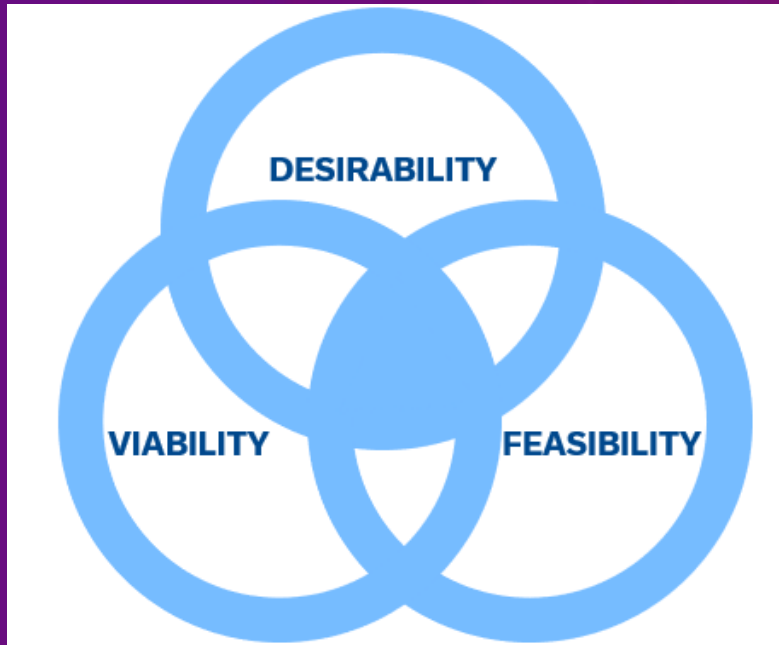
Welcome ASUG
Fall Fashion
Community

SAP Continuous Influence for Retail and Fashion

Product Management Retail and Fashion, SAP



“How does SAP select what Improvement Request to develop?”



We appreciate our customers' support to help us improving our products.

Votes help us to prioritize Improvement Requests, but other important selection criteria have to be considered as well:

DESIRABILITY

- How many customers voted for this?
- How many customers will benefit from it?

VIABILITY

- Is this Improvement Request globally relevant?
- Is this in alignment with SAP's strategy for the product?

FEASIBILITY

- Is the development effort realistic?
- Is this request workable within the product's architecture?

Planned SAP Continuous Influence Session for Retail and Fashion

Products planned to be covered by the new Customer Influence Session for Retail and Fashion:

- SAP S/4HANA Retail for Merchandise Management, Private Cloud
- SAP S/4HANA for Fashion and Vertical Business, Private Cloud
- SAP S/4HANA Cloud Public Edition, retail, fashion, and vertical business

Categories:

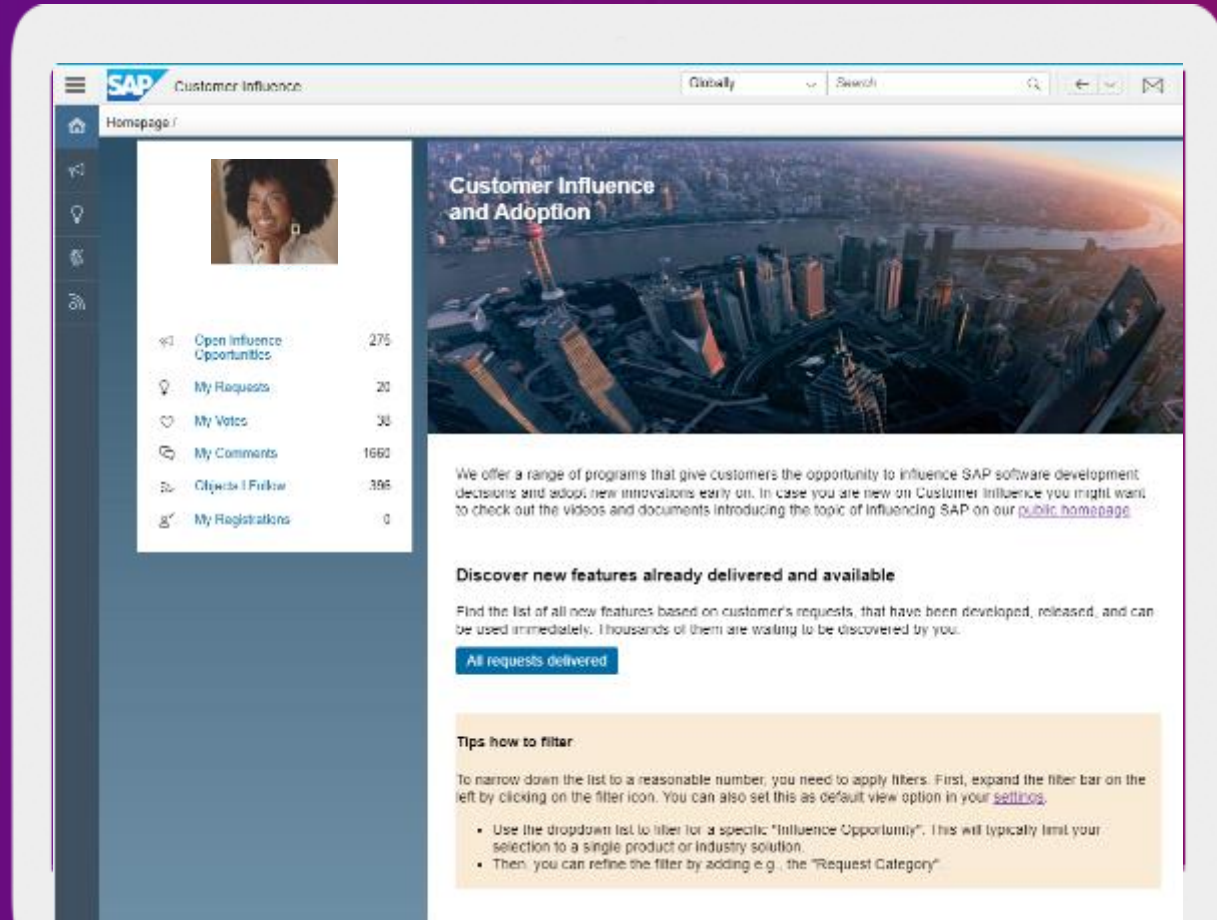
- Clean Core / Extensibility
- Data products for Business Data Cloud incl. Analytics and AI
- Fashion Retail Processes
- Fashion Wholesale
- Fashion Manufacturing
- Supply Assignment
- Demand and Supply Segmentation

Planned minimum # of votes to qualify request for a review: 5

Get started on the Customer Influence website

The **SAP Customer Influence website** gathers all existing influencing opportunities in one single entry channel:

- To participate, first **create your user account** to logon and activate single-sign-on for easy access (Get started with instructions [here](#)).
- Define your “**area(s) of interest**” [here](#) by clicking the **follow** button. You will receive regular email **updates** and **notifications** on topics within the chosen area(s). You can edit your choices anytime.
- Check on ‘Open Influence Opportunities’ and select SAP Continuous Influencing sessions by using the filter by type, by industry, by product, LOB..., or use free text search bar on top of screen. **Alternatively:** find the CIS session on the overview site [here](#).
- Get active by **voting** for or commenting on the improvement request(s) from which your company would benefit or start **submitting your own improvement requests**.




FASHION → <https://influence.sap.com/sap/ino/#/campaign/3906>

Developments around CAR not part of SAP Product Strategy

OAA to CAR does not support aATP (SUP) logic

Request ID: 357717, Category: Fashion Retail Processes

Vote: 

Follow: 

Status: **Not Planned**

Decision: **Product strategy - will not be developed**

Submitted on: Oct 1, 2025

Changed on: Nov 10, 2025

Author: [Scott Orton](#)

Co-Author: [Sebastiaan DeJong](#)

[Michael Giessner](#)

[Remko Boon](#)

Coach: [Mughillain Kuppusamy](#)

[DETAILS](#) [ATTACHMENTS](#) [COMMENTS \(1\)](#) [VOTES \(8\)](#) [RELATED REQUESTS](#) [PEOPLE](#) [ACTIVITY LOG](#)

Description:

OAA to CAR does not support aATP (SUP) logic (ecom protection cannot be included without making Tier3 developments(= not clean core), i.e. in our case add segment to ATP call to know which protection can be used by ecom))

Tags:

[supply protection](#) [S/4HANA for Fashion and Vertical Business](#)

Categories for RetailFashion:

Fashion Retail Processes 

Release:

S/4HANA 2025 FPS2 (Private Cloud)

Decision Details

Decision Maker:

[Rahul Pradhan](#)

Decision Date:

2025-11-09

Decision Reason:

Product strategy - will not be developed


Comment (limited to 500 chars):

The topic of support for aATP (Supplier Protection) will not be developed on OAA in CAR. The topic is on the roadmap for SAP Order Management for sourcing and availability (SAP OMSA).

Reference:

Example of outstanding requirements Gathering

Full Supply Demand Overview (SDO) showing matching of all open demand and supply
Request ID: 357714, Category: Fashion Wholesale

Vote:  Status: **Need More Info** Submitted on: Oct 1, 2025 Author: Scott Orton
Follow:  Decision: [Click for more details](#) Changed on: Oct 31, 2025 Co-Author: Oliver Stocks
Sebastiaan DeJong
Remko Boon
Coach: Srinivas Sankar

DETAILS ATTACHMENTS COMMENTS VOTES (10) RELATED REQUESTS PEOPLE ACTIVITY LOG

Description:

Temporary Assignment function is developed by fashion team and based on ARUN logic (articles need to be ARUN relevant). It also is limited to show only open confirmed orders.

A full insight in all Supply / demand is relevant for all business.

It is independent of using ARUN and it should include all open demand (independent on unconfirmed/confirmed/allocated/on-delivery) and matched with all open supply.

Matching must happen as per ATP logic and in fact it must 'visualize' which supply was used during BOP/ATP to confirm orders. This also means the remaining supply is then equal to free ATP ("A"-tab).

Updates on supply during the day (e.g. delays) will then show which orders will get impacted as their confirmations are out-of-date and the next BOP will change those. In that sense it shows a prognoses of what BOP will most likely do in the next run.

Detailed matching of supply will also be able to show e.g. which container is used to fulfill which orders, which give logistics valuable information on setting priorities in inbound shipments.

It will visualize the whole orderbook and supply situation and as the data is stored in a table, it is of huge value for business reporting (BI).

Refresh of this data is frequently required (minimum every hour) and ideally via 'delta' mechanisms to prevent unnecessary system load.

Decision Details

Decision Maker:

[Srinivas Sankar](#)

Decision Date:

2025-10-30

Decision Reason:

Comment (limited to 500 chars):

Mail Sent to Authors

Reference:

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SAP Booth at Javits Center, NYC January 2026

NRF '26 RETAIL'S
BIG SHOW
JANUARY 11-13 | NYC



Hall access →



NRF 2026 | Experience Area



The Club Shop – An SAP Retail Experience



NRF 2026 | Customer Presence

Customer Theater

- Sessions to cover topics including Private Cloud for Fashion, Business AI and Business Transformation
- Fashion Customer Stories from Life Is Good and Marc O'Polo

NRF 2026: Retail's Big Show
SAP Customer Theater at Booth #4223

Transforming retail: Building the new fashion platform for Marc O'Polo

January 11, 2026 3:00 p.m.–3:20 p.m. ET



Selina Meirandres
SAP PL & Group Manager
Operational Excellence
Marc O'Polo



Sven Grasse
Managing Partner
GF-Partners



Dominik Terme
Director Data & IT
Marc O'Polo



Oliver Stocks
Vice President
Global Fashion Advisory
SAP



Marc O'Polo

Visit sap.com/nrf for more details



NRF 2026: Retail's Big Show
SAP Customer Theater at Booth #4223

Modernizing for growth: Life is Good's cloud transformation with SAP

January 12, 2026 10:30 a.m.–10:50 a.m. ET



David Lemaire
Vice President of IT
Life Is Good



Samuel Castonguay
Solutions Director
Syntax



Oliver Stocks
Vice President, Global Fashion Advisory
SAP



Visit sap.com/nrf for more details

SAP Fashion Dinner | NRF 2026



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Standing up with SUP: Supply Protection in an Omni-Channel World (IND1420)

Speakers:



Scott Orton – Sr. Manager, Service Delivery, SAP OTC
Under Armour, Inc.



Oliver Stocks – VP, Global Fashion Industry Advisory
SAP America, Inc.

ASUG

SAP Sapphire

& ASUG Annual Conference
ORLANDO

Fashion Industry Hot Topics

Supply Protection

- Next steps with SAP –
 - Customer Influence Portal
 - Reporting/visibility (Supply Demand Overview)
 - Mass maintenance tools
 - Others?
- How to get started?
 - Release 2023
 - Business considerations and setup

AI Use Cases

- Success stories and use cases?
 - Business cases v. IT cases
- How to get there with your current release

Public Cloud vs. CAR

- Interest in using CAR for more than POSDTA?
 - OAA – aATP development focused on OMSA,
→ not planned for CAR
 - OPP vs. OPPS (pricing and promotions)
- Differentiators between CAR vs. Public Cloud?
- POSDTA vs. OSTA (Omnichannel Sales Transfer and Audit)

ASUG

**2026 Announcements and SAP
Insights**

What Are Your Thoughts



ASUG

Future ASUG Event

ASUG Tech Connect

2026

November 2-4

Fort Worth, Texas



Special Early Bird Rate for ASUG Members

Join SAP practitioners from across the ASUG community to deepen technical expertise, explore what's next, and turn insights into action. Plan ahead, secure your spot, and move your SAP strategy forward in 2026 and beyond.

Register by March 31 for the best value:

- **Lowest rate available: \$899**
- **First access** to reserve Hands-On Labs
- **Early booking** for Expert 1:1 Appointments
- **Especially valuable for:** SAP BTP and AI leaders and practitioners



ASUG

Engage with Your Community

AFF Community on ASUG:



AFF Community on LinkedIn:



On Behalf of the AFF Community

Thank you!