Time	Session	Company & Speaker
09:30	**SAP Migration Options and Conversions** This session focuses on real world examples of the strategies that customers are taking in terms of migrations to S/4HANA and the Public Cloud to drive transformation, and specific customer (anonymised) success stories and lessons learned Let's start by thinking about what drives change? Simplified this can be changes to business processes, technical change, SAP functional change or a combination of all of these. The objective is to ensure that your SAP platform and its performance is not a barrier to change. One option is to do nothing, which will inevitably see the rise and rise of technical debt and a bigger barrier to change that requires greater effort to overcome. The objective is to achieve a flexible, responsive and modernised IT platform which meets current and future business needs. Your Journey to SAP on Hyperscale and S/4HANA may have different starting positions and goals as well as considerations as well as to how success is best achieved. Given to extended SAP support for ECC, many customers are opting for a migration to Hyperscale and possibly Suite on HANA before considering and planning for an addition step to migrate to S/4HANA. For Business Warehouse (BW), there are three principle migration conversions based on in-place, remote and shell conversion but this can be delivered independently of ECC and other SAP applications helping Customers to define their Hyperscale best practices before integrating other SAP applications. Along with these best practices, there are some general migration and conversion recommendations which simplify, accelerate and lower risks and costs. These are: • Perform a refresh of Production to QA • Create a Sandbox • Complete multiple iterations of the dry run • Experiment with optimising migration processes during these repeated dry runs • Use the latest versions of the SAP tools and products • Don't be afraid to increase Hyperscale resources during migration to accelerate processes	**Claire Richards Centiq**

10:30	**Accelerated innovation with the New Digital Logistics Hub: SAP S/4 HANA transformation at Vodafone Germany** Vodafone, Germany's leading telecoms provider, aimed to drive its transformation by creating a New Digital Logistics Hub. In this session IBM will share how Vodafone used IBM® Rapid Move for SAP S/4HANA to move directly from SAP ERP to SAP S/4HANA® within time and budget, to unlock the data in over 41 million customer accounts and deliver: • 50% faster migration compared to traditional upgrade methodologies • 60% reduction in custom SAP code, reducing development complexity • 90% decrease in SAP data footprint—minimising storage needs	**Nenad Belosevic IBM**
11:10	**SAP Industry Cloud – what's it all about?** When SAP announced its 2020 Strategy Refresh earlier this year and introduced a new version of the Intelligent Enterprise Framework, "Industry Cloud" featured as a new component. But, SAP has a long history of providing Industry Solutions so what does this announcement really mean and what is the significance for our customers? This session will provide answers to these questions.	**Simon Carpenter SAP**
12:45	**Extending business processes beyond SAP** Attend this session to know how you can reshape your customer interactions, drive new innovation, and create operational efficiencies by better understanding your customers and their unique needs. Unveil how you can combine your most critical SAP data with all information you have in an enterprise data lake on AWS, and run tailored analysis that will enable you to succeed in your Market.	**Jonathan Lake, Patrick Leung & Robert Walmsley AWS**

13:25	**Using Cloud to speed up S/4HANA migration**	**Jonathan Beardsley OpenText**
	Moving to S/4HANA is a priority for lots of organisations with the deadline looming, but it's not a simple move. There are many steps along the way regardless of the choice of Greenfield or Brownfield migration. One often overlooked part of the migration is the development of a content management and migration strategy.	
	Unstructured content such as Word, PDF, scanned images etc offers critical value to SAP as most processes either start, are improved with direct access to, or end with the generation of content. But storing unstructured content in an ECC system can eventually have performance implications and moving GB's and TB's of unstructured content into S/4HANA can have major cost implications. In addition, when you move to SAP S/4HANA you want to ensure that you are gaining the most value from the SAP S/4HANA instance and this means using content effectively to drive intelligent decision making.	
	In this session they will describe with customer examples, the three key areas that you should look at to move, surround and extend your SAP S/4HANA Instance and develop a comprehensive Information Management Strategy.	
	If you are in the "move phase" you'll need to look at an archiving solution to identify and archive content from your legacy instances of SAP. Archiving of content and data, either to an on-premises solution or a cloud archive for SAP. This enables organisations to more rapidly decommission solutions, whilst ensuring that your important data is still accessible and can be easily plugged in to a new SAP S/4HANA instance. They will explore the ROI that can be gained by effectively managing the unstructured information with customers like Engie.	
	Once you have moved to SAP S/4HANA, in the "surround" phase they will talk about how customers such as Stericycle have adopted content management solutions to enable them to gain the value from SAP S/4HANA by embedding content in their key mega-processes that span the organisation and beyond to their suppliers and customers. They will also talk about the agility that such a solution enables in the rapid re-invention of processes to enable them to be more resilient and agile. Lastly they will also look at how content management, along with archiving ensures that your SAP S/4HANA appliance remains at a stable consistent size.	

	Finally they will talk about how customers such as 3M have expanded their user of SAP S/4HANA by adding capabilities to digitise content into SAP, generate content at the end of an SAP process. We will also look at how the current pandemic has accelerated adoption of Digital Workplace tools such as Microsoft Office 365 and Teams and the associated risks that these solutions bring with them when disconnected from the Digital Business that is run on SAP S/4HANA. We'll look at how content management for Office 365 can address these risks and provide the benefit of a single platform allowing remote workers to create and manage content within the context of their business processes and the structured world of SAP.	
14:05	**Discovering SAP Cloud Platform Services** What is SAP Cloud Platform How do we sell it (CPEA vs Subscription) Explain value of CPEA Introduce Discovery Centre Services Area Selected Services Consumption (Existing/New/Expiring) services Explain how this fits into the big picture of helping customers Introduce Estimator Q&A	**Paul Todd** **SAP**