



SAUG Melbourne Conference 2025

Agenda

Tuesday 18 November | The Langham Hotel

8:30am – 9:00am	Registration, coffee & tea Ballroom More information & registration
	Keynote Presentations Ballroom
9:00am – 9:10am	Opening & SAP Australian User Group Update George Papadopoulos, Chief Operating Officer, SAP Australian User Group
9:10am – 9:15am	Transition
9:15am – 9:35am Keynote 1	International Thought Leader Keynote: Making change stick – Anchoring Transformation. Is your major organizational transformational initiative truly sticking? This keynote cuts through the noise to tackle the number one challenge: cultural resistance to lasting change. Thi, former global CIO and change leader at organisations including Siemens, will use the Johnson & Scholes Cultural Web to quickly diagnose the unwritten rules (the Paradigm) that undermine strategic transformation. Learn how to strategically manipulate the Web's six elements (Stories, Rituals, Symbols, Power, Controls, and Structure) to embed new processes and behaviours. Through sharp, real-world success examples, discover how to engineer the culture to demand a new way of working. This isn't just change management—it's ensuring your strategic investment becomes the inescapable new reality. Make your transformation permanent. Thi Nguyen, VP of SAP Business Transformation Management, SAP Signavio (Singapore)
9:35am – 9:40am	Transition
9:40am – 10:00am Keynote 2	Expert Keynote: SAP Transformations – beyond the hype and buzz! Having moved to run IBM Australia's SAP Consulting business end of 2023, Allan has been advising many clients guiding them on their SAP Transformation journeys, right sizing critical systems, user adoption lead design and driving their Business Transformation goals whilst maximizing investments. In this keynote presentation, Allan will share his learnings over the last 24 months from the Australian Market and give you critical insights, trends and advice to take into account as your organisation plans their SAP Transformations. Allan Coulter, Modern ERP Thought Leader & SAP Service Line Lead ANZ, IBM Consulting Australia
10:00am – 10:05am	Transition
10:05am – 10:25am Keynote 3	Thought Leader Keynote: Unlocking real business value from AI Many organisations are grappling with the issues of when and where to bring AI into an organisation, what are the capabilities and how do we realise business value from AI? AI has reached a pivotal moment and it requires a shift in mindset and thinking to gain real benefits. Our thought leader presenter Rik, has been a Chief Architect, CTO, and author, leading digital transformations and specialising in Cyber Security, AI and the adoption of new and emerging technology. He will share his laser sharp focus on what trends you should be thinking about and doing now to realise value from emerging AI technologies. Rik Irons-Mclean, Sector Lead – Manufacturing and Energy, Microsoft ANZ
10:30am – 11:00am	Morning Break

Breakout Sessions (Business / Strategic = Green | Technical = Blue)

Breakouts 1	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
11:00am – 11:30am	1A. Managing the SAP ECC Lifecycle through 2030 and beyond This session will dive into the practical considerations you must know for managing the SAP ECC Lifecycle moving forward, with a focus on business continuity and unlocking the power of AI with your ECC data. Gerhard Kuppler Vice President – Global SAP Alliances & Kuen-Sang Lam Senior Director – SAP on Oracle Cloud Infrastructure and Technology, Oracle Corporation	1B. Accelerate the adoption of Enterprise Architecture in your organisation In this session, we will explore how SAP's Integrated Tool Chain and SAP Reference Architecture content can streamline and accelerate the adoption of Enterprise Architecture practices. See how to navigate complex landscapes, align business goals with IT capabilities, and utilize accelerators such as Industry Starter Kits, and Delivery Kits. This hands-on overview will highlight how these assets can be accessed and applied within platforms like LeanIX to drive value and agility in EA initiatives. Swamy Bathina, Principal Enterprise Architect, Maria Goltz, Enterprise Architect & Martin Burger, Enterprise Architect, SAP Australia	1C. Delivering the Autonomous Enterprise: A Practical Guide to Adopting the SAP Business Suite This session explores the Autonomous Enterprise—SAP's vision for a fully integrated, intelligent application landscape that operates with minimal human intervention. We'll show how AI, modern applications, integrated end-to-end processes, and real-time analytics work together to automate decisions, optimize operations, and enable continuous learning across business functions. You'll learn practical ways to apply these capabilities within the SAP Business Suite and how they accelerate SAP's Flywheel for Success. Pierre Van Rooyen Domain Advisor BTP/BDC, SAP
11:30am–11:35am	Transition Time		
Breakouts 2	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
11:35am – 12:05pm	2A. Transform to grow – global S/4HANA implementation at Fuchs Lubricants FUCHS is a global Group that has developed, produced and sold lubricants and related specialties for 90 years and is the world's biggest independent manufacturer of lubricants. Craig, who is the Head of IT, Australasia & India South East Asia for Fuchs Lubricants will share updates on their global S/4HANA implementation (called Transform to Grow – T2G), including the successes, challenges, lessons learned and complexities around a large global transformation project. Craig Bassett, Head of IT, Australasia & India South East Asia, Fuchs Lubricants	2B. AI driven implementation & operations in SAP Cloud ALM AI is transforming the way projects are implemented and operated across the SAP landscape. In this session, discover how SAP Cloud ALM leverages AI to simplify project delivery, enhance operational efficiency, and accelerate time to value. In this session, we'll explore how AI-driven insights and automation can streamline requirement management, testing, monitoring, and root cause analysis thereby reducing manual effort and improving decision-making. Shruthi Jayaram Senior Product Specialist, Go-to-Market, Application Lifecycle Management, SAP	2C. Interactive Session: Reshape your Business with AI (Part 1) In the first part of this interactive session we will give an overview of SAP's Business AI strategy and the way it is transforming how users interact with SAP and automate critical business processes. We then move into our interactive section and ask you to bring any AI concept or idea but are not sure how to take it further or even if your idea has potential? Our AI experts will discuss your idea, show you how to build your business case and the next steps you need to help get your idea off the ground! Don't miss this insightful, practical and fun session. Lee Marshall, Head of AI (ANZ) & Neel Plahe, Head of Value Advisory, SAP Australia
12:05pm–12:10pm	Transition Time		

Breakouts 3	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
12:10pm – 12:40pm	3A. Redefine the Intelligent Enterprise: BTP, BDC & Databricks The evolution of SAP's cloud ecosystem through Business Technology Platform (BTP), Business Data Cloud (BDC), and SAP Databricks, is redefining how enterprises can build, extend, and innovate at scale. We'll unpack these technologies and show how, together, they form a powerful innovation fabric for the intelligent enterprise. You'll hear: <ul style="list-style-type: none"> The role of BTP, BDC and Databricks in the SAP landscape. When to use each technology Bringing it all together – how these technologies combine to enable connected innovation Panelists: Andrew Pym, Head of Strategy Data & AI, Phil Cooley, BTP Lead & SAP Champion, Alan Contreras, Director Performance Management, Dyflex Solutions	3B. SAUG Launchpad – Young Professionals SIG Kick off Meeting The SAUG Launchpad is a Special Interest Group (SIG) for Young Professionals who are starting their SAP career. The aim is to build a professional network, upskill and learn career building skills. Scott will also discuss the development of a Graduate Talent Portal for those job hunting and for organisations seeking talent to fill a role. With the pressure to find skilled people, this SIG will also be a space for organisations to uncover new talent. Join this session to learn more about this SIG, have your say in its future direction and scope of topics, learn how the Graduate Portal can assist your organisation, and build your own network. Dr Scott Bingley, Senior Lecturer of Information Systems, and Director of the SAP ACC, Victoria University	3C. Interactive Session: Reshape your Business with AI (Part 2) This session continues from our previous interactive session: Do you have an AI concept or idea that could possibly shape your business but not sure how to take it further or even if your idea has potential? Join us for this interactive session with our AI experts who will discuss your idea, show you how to build your business case justification and the next steps you need to help get your idea off the ground! Lee Marshall, Head of AI (ANZ) & Neel Plahe, Head of Value Advisory, SAP Australia
12:40pm – 1:30pm	Lunch Break		
Breakouts 4	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
1:30pm – 2:00pm	4A. AI & supply chain planning with SAP IBP As AI is continuing to evolve to meet supply chain needs, the question is does the business have the data platform for AI. We will look at SAP IBP and how it provides the unified platform of past and future supply chain data sets required for AI to "sense" and "respond" to changing events or operational circumstances that require significant changes in decisions. We will explore how CFOs and finance teams can use IBP to leverage AI for financial guidance and operational decisions and to ensure the business is ready for the evolving AI capabilities that SAP has in the pipeline. Dr David Paynter Academic Tutor/Lecturer – Supply Chain, Monash Business School	4B. SAP Commercialization updates – what you must know This session will address your questions on key commercialisation issues you must know about including Maintenance phase deadlines for cloud and on-prem, Compatibility Pack end of Use Rights, and ERP (ECC6) PCE Transition Option (2031-2033). John Dawson, Head of Customer Evolution ANZ, SAP	4C. Look Before You Leap – RISE with SAP BTP See how you can build a better value proposition with SAP BTP and lay the foundations for a better upgrade experience. Our experts, Jared & Greg will show you a practical approach which will look under the covers across Data Governance/Quality, Testing, pre-built migration tools, Integration, and Automation – the 5 things you need to know before you start! Jared Yabanci Solution Advisory – SAP Business Technology Platform, Business Data Cloud, SAP
2:00pm-2:05pm	Transition Time		

Breakouts 5	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
2:05pm – 2:35pm	<p>5A. Lactadom – Domain Migration and SAP Continuity at Lactalis Lactalis Group is the world's largest fresh dairy company with over 250 production sites across 94 countries. Caroline will give an overview of its "Lactadom" domain migration strategy and will share the success and challenges of maintaining seamless business operations and SAP system integrity throughout the transition.</p> <p>Caroline Efron, IT Program Manager, Lactalis</p>	<p>5B. Look Who's Speaking! Rapid innovation and transformation require new ways of working and leadership. Diverse ways of thinking, diverse voices, new models of leadership and a willingness of all to have their say and speak up are needed to ensure success. But in the midst of the work carried out within our organisations, how do we develop a culture of speaking up and how is this changing with the increased use of emerging technology? This presentation will explore the nature of speaking up and how this is changing with the use of AI. Who is doing the talking, man or machine?</p> <p>Dave Hartwich Service Delivery Manager, Data and AI Systems, AGL & SAUG SIG Lead</p>	<p>5C. Unlocking the Power of SAP Analytics Cloud & Business Data Cloud We will explore the Business Data Catalogue (BDC) and its role in driving data-driven decisions. We'll dive into the architecture of SAP Analytics Cloud (SAC), showcasing how Intelligent Application—standard content within SAC—can accelerate value. Learn how to harness SAC's intelligent features like Just Ask, Smart Insights, AI Commentary, and collaboration tools to empower users across your organisation. Whether you're new to SAC or looking to deepen your understanding, this session will equip you with practical knowledge to make the most of your analytics journey.</p> <p>Alwan Ahimmat Solution Advisor (Analytics), SAP</p>
2:35m-2:40pm	Transition Time		
Breakouts 6	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
2:40pm – 3:10pm	<p>6A. Delivering value from SAP cloud applications at JR Simplot Simplot is a multi Billion USD Global Food and Agricultural business known in Australia for brands such as John West, Bird's Eye and Chiko. This session will explore how they used SAP's modular cloud applications—SuccessFactors, Concur, Ariba, Integrated Business Planning (IBP), SAP Analytics Cloud (SAC), Business Technology Platform (BTP) and Central Finance to deliver tangible value well ahead of the core SAP ERP go-live. Adam will share the challenges and learnings from connecting these tools to non SAP ERPs and the surprising change and engagement upside of leading out with the cloud SAP solutions.</p> <p>Adam Ridgewell Senior Director ERP JR Simplot Company</p>	<p>6B. SAUG Business Technology (BTP) SIG Meeting All are invited to this in-person meeting of the popular SAUG BTP Special Interest Group (SIG). Meet a diverse range of customers, partners and SAP BTP Experts to build your network, learn from other customer's experiences and take away some serious knowledge. The discussion will feature:</p> <ul style="list-style-type: none"> • SAP BTP General Update • Customer Experiences and updates roundtable • Expert Insight • Q&A <p>Host: Cathy McGurk, Head of Solution Engineering, SAP</p>	<p>6C. Reimagining Enterprise Innovation with SAP Build In today's fast-paced digital landscape, innovation demands agility, scalability, and simplicity. This session explores how SAP Build empowers users to reimagine application development on SAP Business Technology Platform (BTP). Learn how low-code/no-code tools, seamless integration capabilities, and AI-powered automation are transforming the way organisations build and extend enterprise applications. Discover how SAP Build enables rapid prototyping, collaborative development, and continuous innovation—bridging the gap between business needs and technical execution.</p> <p>Deloy Tran Solution Architect, SAP</p>
3:10pm – 3:40pm	Afternoon Break		

	Keynote Sessions Ballroom
3:40pm – 4:00pm Keynote 4	<p>International Thought Leader Keynote: Allright – keeping humans in the loop</p> <p>There is a lot of focus on how AI can create efficiencies or optimise processes but what about people? Our international guest Andreas is a physicist, competitive tennis player across Europe and early AI adopter and expert. He will explore why "AI in the Loop" is about inevitability and "Human in the Loop" is about control, and will share fascinating insights into how humans can work creatively with AI so that together we can Achieve.</p> <p>Andreas Breitrueck, Senior Director Product Management, SAP Signavio Process AI (Germany)</p>
4:00pm–4:05pm	Transition Time
4:05pm – 4:25pm Keynote 5	<p>Expert Keynote: Unlocking real value and making a difference with SAP</p> <p>From breweries in Barbados, pharmaceuticals in the Philippines, optical technology in Germany, and mining in Australia, Adam and Ajay have been bridging business and technology since the last century. As part of SAP Customer Innovation Services, they are passionate about helping companies. Whether its unlocking real business value from AI that drives measurable outcomes, handling your unique processes and moving to the cloud with clean-core extensions, through to rethinking your SAP strategy, Adam and Ajay will show you how to make a difference with SAP.</p> <p>Adam Sivell, Customer Officer, SAP Customer Innovation Services & Ajay Tikare, Director Custom Innovation Services, Head of Custom AI Solution Acceleration, SAP Labs India</p>
4:25pm–4:30pm	Transition Time
4:30pm – 4:50pm Keynote 6	<p>Thought Leader Keynote: Agents or Double Agents? Can we trust our 007 colleagues?</p> <p>Agentic AI systems can autonomously pursue goals and execute multi-step tasks without constant human oversight. Agents are fundamentally redefining work roles by both augmenting and potentially replacing employees, according to various industry publications. On the one hand, they act as powerful digital co-pilots, taking over repetitive, data-heavy, and complex workflows—like lead scoring, document review, and campaign optimization—thereby freeing human employees to focus on higher-value strategic, creative, and empathetic work. However, should you trust what agents are producing? Are there biases? Can they produce better results than humans? In this presentation we'll explore different scenarios and validate if our agents can be trusted.</p> <p>Dr Nicholas Nicoloudis, AI & Innovation Leader</p>
4:50pm–4:55pm	Transition Time
4:55pm – 5:00pm	<p>Close</p> <p>George Papadopoulos, Chief Operating Officer, SAP Australian User Group</p>
5:00pm – 6:00pm	Networking Function

Please Note:

- The speakers and topics on this agenda are subject to change
- Customer case studies will vary and depend totally on speakers from SAUG member organisations who are willing and able to present.
- If you are interested in presenting at SAUG Events please contact: michael.kovacevic@saug.com.au