SAUG Melbourne Conference 2026

Agenda

Tuesday 10 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 Executive Officer,** SAP Australian User Group
9:10am - 9:15am	Transition
9:15am - 9:35am **Keynote 1**	**International SAP Keynote:** Maximize Value and Control Costs Across Your SAP Cloud and AI Many organisations are rethinking SAP cloud and AI licensing in light of new subscription and consumption models, higher financial exposure, and increasing compliance demands. Falko, who is SAP's Global Head of Adoption Insights & Services will present SAP's Autonomous Enterprise approach and show how solutions like SAM4U, SAP for Me, and BTP Cockpit enable greater transparency, smarter governance, and sustainable cost optimisation across the SAP portfolio. **Falko Gruenke, Global Head of Adoption Insights & Services,** SAP SE (Germany)
9:35am - 9:40am	Transition
9:40am - 10:00am **Keynote 2**	**Expert Keynote:** What Is really inside your SAP system? – using Agentic AI to discover data, process and configuration risk before S/4HANA Every SAP transformation starts with assumptions about data quality, business processes, and system complexity. Unfortunately, many of those assumptions are wrong. Before organizations can modernize, migrate to S/4HANA, or deploy AI at scale, they need a clear understanding of what actually exists within their SAP landscape. This session will discuss how Agentic AI can rapidly analyze enterprise data, metadata, business processes, configuration, and system relationships to uncover hidden risks, data quality issues, undocumented process variations, and transformation challenges. You will see how organizations can accelerate SAP discovery, reduce migration risk, and establish a trusted foundation for business transformation and AI initiatives, enabling the delivery of Business-Ready Data that drives better decisions, faster execution, and more successful transformation outcomes. **James O'Donnell, Head of GTM for ANZ & SEA,** Syniti
10:00am - 10:05am	Transition
10:05am - 10:25am **Keynote 3**	**Customer Keynote:** The Defence ERP, Data and Analytics Transformation update The Department of Defence's ongoing ERP Transformation project is a large scale and wide ranging program, including a substantial uplift in Data and Analytics capability, to help ensure Australia's defence capability in the face of ever changing threats. This presentation will give an update on the state of the transformation including challenges, successes and future plans. **Colonel Adam Dobney, Acting Director General Business Integration Branch &** **Michael Dayaseela, Executive Director – ERP Data and Analytics,** Department of Defence
10:30am - 11:00am	**Morning Break**

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Breakout Sessions

Breakouts 1	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
11:00am - 11:30am	**1A. Data volume management: the missing piece of your SAP strategy** A successful SAP transformation isn't just about moving to S/4HANA. It's about having the right Data Volume Management strategy. This session will explore why a holistic approach to SAP data management is essential for organisations looking to reduce complexity, manage costs, minimise risk and accelerate business value. It will demonstrate how SNP's Kyano platform supports the SAP data lifecycle and how a connected data strategy can reduce total cost of ownership, maintain compliance, accelerate transformation and build a leaner, more agile SAP landscape for future business needs. **Richard Hodges, Senior Account Executive & Antony Spradbery, Pre-Sales Lead, SNP ANZ**	**1B. Practical strategies for managing your ECC until the end of 2030 and beyond** This session will discuss various strategies for managing ECC systems over the next few years until the end of 2030 and potentially beyond. Real life customer examples around the globe will be shared, including some of the world's largest ECC installations with database sizes exceeding 100TB. **Kuen-Sang Lam, Senior Director – SAP on Oracle Cloud Infrastructure and Technology & Scott Livezy, SAP-on-Oracle Enterprise Tech Deployment Architect, North America Oracle**	**SAP Technology Session** **1C. The AI business case - your blueprint for measurable value** This session will explore why a well-constructed AI business case is far more than a financial justification — it is the strategic foundation that defines purpose, aligns stakeholders, and sets the baseline against which real value is measured. Drawing on hands-on advisory experience, Neel will walk through what a compelling AI business case should encompass, from articulating the problem and quantifying opportunity through to establishing the value metrics and milestones. If you are navigating the case for AI within your organisation, this session will give you a practical framework to move from aspiration to outcome. **Neel Plahe, Head of ANZ Value Advisory, 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. Finance led Transformation - delivering one of the most significant SAP S/4HANA Public Cloud programs in ANZ** Service Stream designs, constructs, installs, operates and maintains critical assets across Australia's essential infrastructure networks. With a vision for standardisation, scalability, organisational maturity and future growth, SAP S/4HANA Public Cloud was chosen as the future financial heart and backbone of the organisation. This session will explore the business drivers and key expected qualitative business benefits supporting the business case, the high-level vision, future roadmap and learnings from the design phase. **Stuart Downes, Group Financial Controller & Alex Proskurnya, Project Apollo – Finance Functional Lead, Service Stream**	**2B. Live Roundtable Discussion: What to do when SAP programs go off track** Transformation programs rarely fail because of one major issue. More often, things get complicated and problems linger until they become bigger problems. Join this unique interactive roundtable for anyone whose SAP transformation programs are struggling. It's an open, practical 'ask me anything' forum focused on the commercial, negotiation and delivery challenges that arise when programs start to go wrong. Bring your own questions or situations, raise topics for discussion, or simply listen as real scenarios are unpacked. Discover practical strategies for recovery during difficult periods. **Ashley Saltzman, International Negotiator, Commercial Escalation Specialist, ashleysaltzman.com**	**SAP Technology Session** **2C. Creating an AI-Ready Data Foundation** Master data needs to be clean, governed, and connected to leverage AI and Analytics in a reliable way. SAP provides a cloud-native, AI-powered MDM platform that unifies and harmonises data from SAP and non-SAP sources, enabling real-time entity resolution, cleansing, enrichment, and a 360° view of critical business objects. We will explore how users can govern master data at the source within SAP, while SAP Reltio consolidates and enriches data across the enterprise — creating a single, high-quality data layer that AI models and analytics can confidently consume. **Mike Denning, Senior Solutions Advisory Specialist & Alwan Ahimmat, Solution Specialist, SAP**
12:05pm -12:10pm	Transition Time		

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Breakouts 3	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
12:10pm - 12:40pm	**3A. AI-powered Forecasting at Sigma Healthcare - can AI see the next demand shift before you do?** In wholesale pharmaceutical distribution, demand can shift quickly while product availability and service remain critical. Sigma Healthcare, with over 1200 pharmacies and owner of iconic brands including Chemist Warehouse and Amcal, will share how it is evolving demand planning with AI-powered extreme gradient boosting to uncover demand patterns that traditional forecasting can miss. Hear how smarter forecasts help planners act earlier, reduce surprises and keep critical healthcare products available when customers need them. **Marcus Williams, Demand Planning & Systems Manager/ Ibrahim Imtiaz, SAP Planning & Process Specialist, Sigma Healthcare & Hemant Biradar, Principal Presales Solutions Advisor, SAP**	**3B. Enhancing subcontractor onboarding and compliance at Linfox with SAP BTP** Linfox is Asia Pacific's largest privately owned logistics company, working with more than 1,000 external users who must maintain critical compliance documentation including business documents, vehicles, and drivers. This session will show how Linfox enhanced its subcontractor onboarding and compliance experience using SAP BTP. FOXLink replaces a legacy platform with a modern, secure digital experience, while giving Linfox administrators improved visibility, control, and compliance management. We will explore the business drivers, the digital experience and simplifying a complex compliance process at scale. **Michael Stephenson, National Manager - Heavy Vehicle Planning, Access & Partnerships, Linfox / Georgina Mifsud , SAP BTP Functional Consultant & Phil Cooley, Head of SAP BTP, Dyflex Solutions**	**SAP Technology Session** **3C. From clean core to clean agents - architecting trusted AI** Enterprise AI is moving from answering questions to taking action across processes, data and systems. That changes the architecture problem. It is no longer enough to select a model, build an agent or establish an AI policy: organisations must understand what each agent can access, which actions it may take, how it is governed at runtime, who owns its outcomes and how it is improved or retired. This session introduces "clean agents", a practical architecture lens for making enterprise agents discoverable, context-grounded, authorised, observable, reversible and accountable. Attendees will leave with a concise set of questions they can use before allowing an AI agent to act in a business-critical process. **Ching Ooi, Principal Enterprise Architect & Martin Burger, Enterprise Architect, SAP**
12:40pm - 1:30pm	Lunch Break		
Breakouts 4	**Stream A / Ballroom**	**Stream B / Yarra Room**	**Stream C / Flinders Room**
1:30pm - 2:00pm	**4A. The Heidelberg Materials S/4 transition – an update** Heidelberg Materials Australia is in the midst of a migration to S/4HANA with a go-live date of April 2027. It has been a bit of a rollercoaster ride and in this session, Paul will share what went well and why and what went not-so-well and why, in order to help other organisations when they make the transition. He will also share insights into the many tiny things that crop up when moving to S4, many of which you would just not expect. **Paul Hardy** **Senior ABAP/Integration Specialist** **Heidelberg Materials Australia**	**4B. Take control of SAP Adoption** Discover how SAM4U, SAP's free Software Asset Management solution, helps organisations gain transparency into SAP usage, optimize licenses, reduce costs, and keep their core clean. Learn how SAP Adoption Insights & Services transforms usage data into actionable outcomes. Takeaways: • Turn usage data into measurable business outcomes. • SAP usage & licensing visibility • The benefits of SAM4U as an SAP BTP application. **Wilson Yang, APAC Head of Adoption Insights & Services & Monique Nankervis, Senior Regional Manager, Adoption Insights & Services (ANZ, India, Japan & Korea), SAP SE**	**SAP Technology Session** **4C. Governing the agentic enterprise - from discovery to business** Enterprises are deploying AI agents faster than they can govern them — and most don't yet know what value is delivered. Drawing on real ANZ customer engagements, Brett Jones makes the case that AI governance isn't a compliance cost: it's the competitive differentiator. He will show what a practical governance model looks like using SAP LeanIX and SAP Signavio. **Brett Jones, Solution Advisor Director, SAP Signavio & SAP LeanIX**
2:00pm - 2:05pm	Transition Time		

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Breakouts 5	Stream A / Ballroom	Stream B / Yarra Room	Stream C / Flinders Room
2:05pm - 2:35pm	**5A. Customer: Planning Transformation at Bulla Dairy** Formed over 115 years ago, Bulla is Australia's largest and oldest family dairy company and has been transforming its planning operations to better serve its business. This session will discuss: • Why Bulla invested in SAP IBP as part of its broader SAP strategy • Lessons learned from planning transformation in a manufacturing business • Change management, stakeholder engagement and user adoption insights • Early benefits realised and the future vision for integrated planning • Practical advice for organisations considering or implementing SAP IBP **Sean Davies** **Head of ICT** **Bulla Dairy Foods**	**5B. Legacy to legendary: modernize your CRM without disruption** This session will help you understand the SAP Customer Evolution approach for transforming your SAP CRM into a modern customer experience foundation. It starts by bringing your proven system into a modern SAP Private Cloud environment and safeguarding maintenance after 2027. Then you will see how to add AI services to this future-proof managed landscape while modernizing and transforming to SAP CX solutions at your individual pace. **Torsten Zang** **Senior Director, SAP Customer Evolution** **SAP SE (Germany)**	SAP Technology Session **5C. Intelligent to autonomous – navigating SAP's AI strategy for real business impact** This session offers a practical, decision-maker-focused framework for building an effective SAP AI adoption strategy. From foundational AI capabilities to agentic AI and predictive intelligence, this session equips attendees to move from intent to action confidently and responsibly. We will discuss: the shift from Intelligent Enterprise to Autonomous Enterprise, the SAP AI Adoption Spectrum: Joule, Premium AI, AI Units, and agentic autonomous operations, predictive AI in practice: rapid predictive insights and a practical adoption framework: balancing innovation, value, and responsible AI governance. **Swamy Bathina, Enterprise Architect, SAP Global Enterprise Architecture Excellence & Governance & Souvik Chowdhury, Senior Enterprise Architect, SAP**
2:35m - 2:40pm	Transition Time		
Breakouts 6	**Stream A / Ballroom**	**Stream B / Yarra Room**	**Stream C / Flinders Room**
2:40pm - 3:10pm	**6A. Burra Foods journey to SAP IBP Demand Planning** Founded in 1893, the Korumburra dairy in Victoria, grew through dairy mergers, and in 1991 was acquired and rebranded Burra Foods, evolving into a global dairy ingredients exporter, adopting SAP S/4Hana & APO. Today, APO is being retired for ePPDS and IBP, with a focus on MVP and Agile sprints. This session will discuss: Agile & parallel adoption of technology, team challenges including communication, ownership & upskilling and monthly sprints to transition. **Scott Rouse, ICT Manager, Burra Foods / Dr David Paynter, IBP Project Lead & Dr Milagros Fernandez Barrio, Monash University Business School**	**6B. The Disruption Budget — a different way of thinking about transformation** Your SAP transformation may be fully funded but can your organisation actually afford the disruption. We meticulously budget for technology, implementation partners and delivery, yet rarely account for the organisational capacity transformation consumes. This session introduces the Disruption Budget — a different way of thinking about transformation capacity and the hidden costs. A program can be financially healthy while the organisation is stretched. A Disruption Budget tells us whether the organisation can survive the journey. **Judith O'Callaghan, Program Director and Enterprise Transformation Advisor, Northpoint Integrity Services**	SAP Technology Session **6C. Reimagining enterprise innovation with Joule Studio 2.0** Joule Studio 2.0 introduces a new way to think about enterprise development, where users can describe what they want to achieve in natural language and AI helps turn that intent into intelligent, business-ready experiences. Rather than assembling components or writing code to define every step, developers and business experts can focus on the outcome, while AI helps translate business intent into agents, applications, and workflows grounded in enterprise context. **Deloy Tran** **Solution Advisor, SAP**
3:10pm - 3:40pm	Afternoon Break		

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	Keynote Sessions | Ballroom
3:40pm - 4:00pm **Keynote 4**	**SAP International Keynote: The path to the Autonomous Suite:** From out of the box agents and the Business AI platform, to migration agents & Joule4 consultants. The path to the autonomous suite has tools and agents both for the path as well as the destination. But how does this all come together? Varun Thamba, SAP's Global VP and Head of AI GTM, and a leading, globally recognised AI thought leader, will show you how to plan for this journey no matter where you are today, and how to enable open yet governed innovation for your enterprise. **Varun Thamba, Global VP & Head of AI GTM, SAP SE (Singapore)**
4:00pm-4:05pm	Transition Time
4:05pm - 4:25pm **Keynote 5**	**Transformation Discussion Panel** Our esteemed panelists, representing diverse sectors, experiences and perspectives will discuss the challenges and successes of recent transformation projects, what they see for the future and will give practical lessons learned and takeaway tips. *Host:* **Adrian Stagg, Chief Information Officer, McGrathNicol & Chair SAUG Executive Council** *Panelists:* **Belinda Duffy, First Assistant Secretary (Enterprise Systems and Services Division), Department of Finance** **Renu Garde, Corporate Solutions Architect, Linfox** **Andrew Ritchie, Head of IT Enterprise Solutions, Officeworks** **Judith O'Callaghan, Program Director and Enterprise Transformation Advisor, Northpoint Integrity Services**
4:25pm - 4:30pm	**Close** **George Papadopoulos, Chief Executive Officer, SAP Australian User Group**
4:30pm - 5:30pm	**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
- To explore the great sponsorship opportunities, please contact Vivien Dirksen