

## SAUG Executive Council Meeting | Thursday 26<sup>th</sup> March

TIME	SESSION TOPIC	SESSION SPEAKER/S
8:30am	<b>Registration, welcome tea &amp; coffee</b>	
8:50am – 9:00am	<b>SAUG Executive Council Meeting – Welcome &amp; Update</b>	<b>Peter McLure</b> Chief Information Officer, MMG SAUG Executive Council Steering Committee
9:00am – 9:45am	<b>Digital transformation and analytics</b> Origin has been a leading pioneer in adopting innovation and new technologies. As well as being one of the first organisations in this region to implement HANA Enterprise Cloud, Origin is on a transformational journey moving all key applications into the cloud. Olaf will discuss insights from this journey, digital and cloud transformation and the key role of analytics.	<b>Olaf Pietschner</b> General Manager Business Transformation & Technology Origin Energy
9:45am – 10:30am	<b>Customer Engagement Intelligence (CEI)</b> In response to customers and prospects that are increasingly connected, networked and informed, along with changing buying cycles, market conditions and the need to become agile and flexible, SAP has introduced SAP Customer Engagement Intelligence.  For both B2B & B2C applications and based on the SAP HANA platform, this solution brings together a number of existing and new customer solutions including audience discovery, targeting, sentiment analysis, account intelligence and predictive analytics which combine to give an integrated real time view of customers and prospects for sales and marketing. Tobias, who is the global product owner will discuss how this solution gives powerful insights and can increase customer profitability, optimise customer	<b>Tobias Hoppe-Boeken</b> Chief Product Owner SAP Customer Engagement Intelligence SAP AG

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	value, uncover sales opportunities, refine strategies and ensure the right resources are allocated to the best customers.	
10:30am – 11:00am	<b>Morning Break</b>	
11:00am – 12:00pm	<p><b>SAP Executive Update – Innovation at the speed of change</b></p> <ul style="list-style-type: none"> <li>○ The brave new world of flexibility, speed to market and agility – how SAP will play a role</li> <li>○ Product roadmaps, directions, S/4 HANA</li> <li>○ Cloud for Customer &amp; Hybris</li> <li>○ Q&amp;A</li> </ul>	<p><b>Adaire Fox-Martin</b> President of SAP Asia Pacific Japan (APJ)</p> <p><b>Simon Dale</b> Head of HANA Enterprise Cloud, Asia Pacific Japan</p> <p><b>Graham Jackson</b> Senior Vice President APJ &amp; China, Hybris</p>
12:00pm – 12:55pm	<p><b>Open Forum</b></p> <ul style="list-style-type: none"> <li>○ SAP responses to issues raised at September 2014 meeting</li> <li>○ New issues for tabling with SAP at April SUGEN meeting</li> <li>○ Open discussion</li> </ul>	<p><b>Matthew Perry</b> SAUG Executive Council Steering Committee / CIO – DuluxGroup Limited</p> <p><b>Grahame Reynolds</b> SUGEN Executive Committee / Senior Business Analyst Qenos</p>
12:55pm – 1:00pm	<b>SAP Executive Council Meeting – close</b>	<p><b>Matthew Perry</b> SAUG Executive Council Steering Committee / CIO – DuluxGroup Limited</p>
1:00pm – 2:00pm	<b>Networking Lunch (Sydney &amp; Melbourne)</b>	