

SAUG Executive Council | Agenda

International Convention Centre, Sydney | Mon 26 Aug 2019

8:00am – 9:00am	Registration opens
9:00am – 9:15am	SAUG National Summit 2019 Welcome SAP Australian User Group <i>(Preferred seating)</i>
9:15am – 10:00am	<p>International: SAP Keynote Presentation: Customer Success – listen, act, communicate & celebrate! SAP is dramatically transforming the way it engages with customers throughout the entire lifecycle. Martin Mrugal who is the head of SAP’s global customer success organization called Customer First will share the outcomes of his SAPPHIRENOW experiences with customers and will share feedback about the changes underway and insights for 2020–At this session you will learn more about how we are able to bring the customer first vision to life by creating the best customer experience in the software industry – embedded in the intelligent enterprise.</p> <p>Martin Mrugal Global Head of Customer First, SAP SE</p>
10:00am –10:30am	<p>International: Keynote Presentation: The key pillars of success in becoming a customer centred Intelligent Enterprise Geraldine McBride, CEO of MyWave AI, is a Scientist by background, spending a decade with IBM and more than 17 years with SAP rising to President & CEO of Asia Pacific Japan and North America. Geraldine founded MyWave AI focused on Intelligent Personalisation for enterprises and she will share her unique insights and experiences to answer the question “What are the key Pillars of Success in becoming a Customer Centred Intelligent Enterprise?” Hear the answers through live examples and how you can apply this to your business.</p> <p>Geraldine McBride CEO & Director, MyWave AI</p>
10:30am – 11:10am	Morning tea
11:10am –11:20am	SAUG Executive Council Welcome & Update
11:20am –11:50am	<p>Customer Keynote Presentation: Honda Australia’s biggest Transformation in 30 years with SAP S/4HANA Honda Australia embarked on a large scale transformation journey; replacing ageing and siloed legacy systems with SAP S/4HANA to create a unified digital platform to better support its dealer network and entire business operations. Carolyn will discuss why Honda took this path, the scope, expected and realised benefits, challenges and future plans including increasing eCommerce capabilities.</p> <p>Carolyn McMahon Managing Director, Honda Australia</p>

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11:50am – 12:20pm	<p>Customer Keynote Presentation: Rethinking and transforming to become the intelligent enterprise This presentation will discuss how a large organisation is becoming an intelligent enterprise by transforming digitally, moving to a mobile mindset and incorporating greater flexibility and real time capability in its operations. With SAP and S/4HANA as the strategic IT core, it will look at information capture, advanced analytics and UX Design, as well as utilising this platform to tackle other processes.</p> <p>Speaker tbc</p>
12:20pm – 12:50pm	<p>Partner Keynote Presentation: Topic TBC</p> <p>AWS Platinum Sponsor session – Speaker tbc</p>
12:50pm – 1:50pm	Executive Council Networking Lunch
1:50pm – 2:20pm	<p>Customer Keynote Presentation: Global Digital Transformation with S/4HANA This global organization operating throughout Australia and Europe, set upon its Digital Transformation journey to ultimately operate more efficiently and standardize global processes and practices. The presentation will share key insights and experiences from the journey. In particular there will discussion around how manual shared services processes were changed to a single global instance of SAP S/4HANA in a high growth environment, including benefits achieved and lessons learned.</p> <p>Speaker tbc</p>
2:20pm – 3:15pm	<p>International Keynote Presentation: Debunking myths of AI and Machine Learning</p> <p>Ray Wang Advisor, Author, Founder, Chairman and Principal Analyst, Constellation Research (USA)</p>
3:15pm – 3:45pm	Afternoon tea
3:45pm – 4:15pm	<p>International: SAP Keynote Presentation: How is SAP transforming the way it engages with customers? Martin is SAP’s Global Head of Customer Success and he will give in-depth insights into how SAP transforming the customer experience. He will discuss the Customer First initiative at SAP that includes the overall cultural and mindset shift as well as prescriptive programs such as developing a customer single point of contact from SAP, ensuring successes and lessons from global projects are incorporated into other customers engagements for consistency and maximized and value and what is being done to ensure sufficient skills are available to meet the demands of large scale SAP projects in the local region.</p> <p>Martin Mrugal Global Head of Customer First, SAP SE</p>

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4:15pm – 5:00pm	<p>SAP Q & A session</p> <p>This is your opportunity to ask senior local and global SAP executives, your most pressing questions. There will be a survey going to all Executive Council members to select the top questions and there will be time during the session for questions from the floor.</p> <p>SAP Executive Panel:</p> <ul style="list-style-type: none"> • Martin Mrugal, Global Head of Customer First, SAP SE • Rachel Barger, COO, SAP APJ • Dr Uwe Grigoleit, Global SVP & GM SAP S/4HANA, SAP AG • Damien Bueno, President & Managing Director, SAP ANZ <p>Facilitator:</p> <ul style="list-style-type: none"> • Matthew Perry, Chairperson SAP Australian User Group & Member of SEC Steering Committee
5:00pm	Close SEC Steering Committee
5:00pm – 7:00pm	Executive Council Networking drinks