

Your Chief Data Officers and Chief Analytics Officers Agenda

SAP SAPPHIRE**NOW** | **ASUG** ANNUAL
CONFERENCE



Welcome

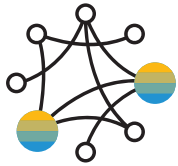
As CDOs and CAOs, we're chartered to deliver high-value business outcomes and inspiring insights through an enterprise data and analytics strategy, while ensuring accuracy, security, and privacy. The responsibilities run the gamut – we are touching and fueling the entire value chain while always dealing with leading-edge technologies and solutions. The role continues to grow as data-centric topics of cloud, real-time data, self-service analytics, IoT, experience management, data governance, compliance, and big data gain mindshare.

Please let me welcome you to SAPPHIRE NOW, May 7-9. During this conference, you will have the opportunity to discuss the latest trends surrounding the CDO and CAO functions, share knowledge and network with your peers, and find answers to your questions on outcome-driven data transformation.

I look forward to having these discussions in person with you during the events we have designed for you at SAPPHIRE NOW.

Rouven Morato Adam
Chief Data Officer
SAP





Uncover the Intelligence in SAP's Technology & Innovation Portfolio

Wednesday, May 8, 2019

12:00pm - 12:20pm

Best-Run Theater

See how SAP is infusing intelligent technologies into our applications to help customers become intelligent enterprises. Join Juergen Mueller, CTO and member of the SAP Executive Board, for an overview of the Technology & Innovation portfolio from SAP, highlighting how customers are benefiting today from SAP technology and how our strategic priorities will continue to help them in the future.

Speaker: Juergen Mueller, SAP CTO and Member of the SAP Executive Board

Location: Best-Run Theater



Accelerate Intelligent Business Decisions Using Smart Data

Wednesday, May 8, 2019

2:00pm - 2:20pm

Best-Run Theater

See how the exponential growth of unstructured data unlocks new opportunities to be innovative in business. Apply machine learning technology to make unstructured data intelligent, add the appropriate amount of data orchestration and data governance, and blend it with enterprise data to accelerate human decision-making with enriched, trustworthy data. Get complete visibility into your human, machine, and application-generated data, and securely discover, consume, and share meaningful data.

Speakers:

Franz Faerber, EVP Technology & Innovations Big Data

Paolo Masini, Head of Rolling Stock Technology and System Engineering, Trenitalia

Location: Best-Run Theater



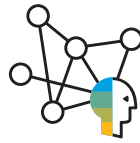
Exclusive CDO/CAO Breakfast

Tuesday, May 7, 2019

7:00am - 8:30am

Florida Ballroom, Hyatt Regency
9801 International Drive
Orlando, Florida 32819

Join SAP, Intel and Google for an exclusive breakfast on the opening day of SAPPHIRE NOW on Tuesday, May 7, from 7:00am to 8:30am and be among the first to hear about SAP's bold new vision for data management and analytics.



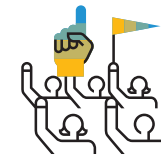
SAP HAVANA Nights

Tuesday, May 7, 2019

6:30pm - 9:00pm

Cuba Libre Restaurant
9101 International Drive
Orlando, Florida 32819

Join us on Tuesday, May 7, from 6:30pm to 9:00pm, at the iconic Cuba Libre Restaurant for a special Havana-themed networking evening, giving you the opportunity to relax, enjoy great food and beverages, and mingle with industry leaders, fellow customers and SAP product experts.



CDO/CAO Show Floor Tour

Wednesday, May 8, 2019

Tour Time: 12:15pm - 12:55pm

Tour Check-In Desk, adjacent to
Best-Run Theater

CDOs and CAOs will join SAP Global Chief Data Officer, Rouven Morato Adam, and Global Vice President, Data Innovation, Tina Rosario, for a guided tour of the SAPPHIRE NOW show floor. Attendees will view demonstrations of the most relevant SAP innovations and solutions that address their big business challenges, including SAP HANA Data Management Suite, SAP Leonardo, and the SAP Digital Boardroom.

Note: A self-guided tour agenda is also provided on page 9 for attendees who plan to explore on their own.

Please e-mail gration.dmello@sap.com to register.

Tuesday

SAPPHIRE NOW Suggested Agenda: Tuesday, May 7, 2019

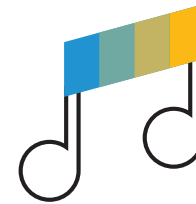
Time	Session ID	Title	Location
9:00am–10:30am		SAP Opening Keynote <i>Bill McDermott & Guests, CEO of SAP SE</i> <i>Jennifer Morgan & Guest</i> <i>President, Cloud Business Group and Member of the SAP Executive Board</i> <i>Adaire Fox-Martin & Guest</i> <i>President, Global Customer Operations and Member of the SAP Executive Board</i>	General Session Theatre
11:00am–11:40am	ASUG83172	How Mega-Trends Are Changing Your Industry	TBD
12:00pm–12:20pm	PL86614	Innovate Confidently with a Business Data Platform and In-Memory Computing	Platform and Intelligent Technologies PL801
12:00pm–12:40pm	ASUG83880	Unboxing SAP Cloud Platform	310H
12:00pm–12:40pm	ASUG84185	Overview of SAP Data Hub	310F
1:00pm–1:40pm	ASUG84047	SAP Data Hub: Turning Disparate Data into Valuable Assets for Digital Innovation	310G
1:30pm–1:50pm	PL86856	Convert Data into Decisions with SAP HANA and SAP Analytics Cloud	Platform and Intelligent Technologies PL800
2:00pm–2:40pm	ASUG83699	Dynamic Context-Aware Data Protection to Secure the Intelligent Enterprise	322
2:00pm–2:40pm	ASUG85953	Data Orchestration and Machine Learning Across Diverse Landscapes	Roundtable 3 (220E)
2:30pm–2:50pm	DI86109	Monitor Risk and Compliance Activities Against Corporate Objectives	Digital Core DI301
2:30pm–3:30pm		New Cloud Innovations Tour <i>Please e-mail gration.dmello@sap.com to register</i>	Tour Meeting Point, adjacent to Best-Run Theater
3:00pm–3:40pm	ASUG87068	Interactive Influence: Influence Data Orchestration Techniques	ASUG HUB - Influence B
4:30pm–6:00pm		ASUG Keynote <i>Bear Grylls, Outdoor Adventurist, Author, and TV Host</i> <i>Soledad O'Brien, Award-Winning Journalist, Documentarian, Entrepreneur and Philanthropist</i> <i>Geoff Scott, CEO, ASUG</i> <i>Mark LeClair, Chairman, ASUG Board of Directors</i>	General Session Theatre

SAPPHIRE NOW Suggested Agenda: Wednesday, May 8, 2019

Time	Session ID	Title	Location
9:00am–10:30am		SAP Opening Keynote <i>Hasso Plattner, Chairman of the Supervisory Board SAP SE</i> <i>Jared Smith, Co-Founder, Qualtrics</i>	General Session Theatre
11:00am–11:20am	BR88404	Transform Your Business with the Power of Machine Learning	Best-Run Theater
11:00am–11:20am	PL86749	Provide Instant Answers to Business Questions in Seconds	Platform and Intelligent Technologies PL802
11:00am–11:40am	DI86031	Revolutionize Decision-Making Through Real-Time Performance Insights	Digital Core DI323
12:00pm–12:40pm	ASUG85944	Overview of SAP Leonardo	310F
12:00pm–12:40pm	PL86926	Feed a Data-Hungry Organization in a Hurry Interactive Session	Platform and Intelligent Technologies PL852
12:15pm–12:55pm		CDO and CAO Guided Show Floor Tour <i>Please e-mail gration.dmello@sap.com to register</i>	Tour Meeting Point, adjacent to Best-Run Theater
12:30pm–12:50pm	BR89667	Unlock the Intelligent Enterprise Through the Internet of Things	Best-Run Theater
12:30pm–12:50pm	DI86564	Scale Machine Learning Projects Through Advanced Data Intelligence	Theater 3
1:30pm–2:30pm		Platform & Intelligent Technologies Tour <i>Please e-mail gration.dmello@sap.com to register</i>	Tour Meeting Point, adjacent to Best-Run Theater
2:00pm–2:20pm	BR89671	Accelerate Intelligent Business Decisions Using Smart Data	Best-Run Theater
2:30pm–2:50pm	BR88403	Experience the Power of Intelligence in SAP HANA and SAP Analytics Cloud	Best-Run Theater
3:00pm–3:40pm	ASUG8244	How to Apply Digital Skills at Any Level Within the Organization	331B
3:30pm–3:50pm	BR88400	Create Business Value Through Intelligent Technologies	Best-Run Theater
4:00pm–4:40pm	ASUG82318	Data Governance Considerations With SAP S/4HANA	310G
4:00pm–4:40pm	ASUG82354	Data Protection and Privacy Success Stories with SAP S/4HANA	Roundtable 1 (220D)
4:00pm–4:40pm	DI86028	Augment Decision-Making with Cloud-Based Business Insights	Digital Core DI305
4:00pm–4:40pm	ASUG82450	Road Map: Everything You Need to Successfully Transform Your Business with SAP S/4HANA	S220ABC
4:30pm–4:50pm	E86833	Streamlining Data Flows with Data Hub Service and Data Management	Theater 4
4:30pm–4:50pm	E86816	My Data Kinda Sucks: Building an Action Plan for Data Quality Improvement	Industries IN821

SAPPHIRE NOW Suggested Agenda: Thursday, May 9, 2019

Time	Session ID	Title	Location
9:00am–10:30am		SAP Keynote <i>Alicia Tillman, Chief Marketing Officer</i> <i>Sandra Bullock, Actress</i> <i>Shirley Chen, Founder and CEO, Narrativ</i> <i>Jasmine Crowe, Founder and CEO, Goodr Co.</i> <i>Vanessa Liu, Vice President, SAP.iO</i>	General Session Theatre
11:00am–11:20am	E86810	The Connected Enterprise: Know Your Customers Better	Theater 1
11:00am–11:20am	E86847	Building a Bridge Between Data and Intelligence	Theater 4
11:00am–11:40am	PL86596	Consider the Importance of a Data-Driven Experience for Your Business	Platform and Intelligent Technologies PL801
11:30am–11:50am	E86824	Why Is Your SAP Data Management Strategy Failing?	Network and Spend Management NE512
12:00pm–12:40pm	ASUG82943	Six and a Half Things to Make Your Next-Generation Data Warehouse Successful	319
12:30pm–12:50pm	PL86550	Improve Master Data Quality to Achieve Business Information Excellence	Platform and Intelligent Technologies PL801
1:00pm–1:20pm	E86838	Transform Data Management: Intel Optane DC Persistent Memory and SAP HANA	Theater 1
1:00pm–1:40pm	ASUG83238	SAP's Strategy for Big Data and Enterprise Information Management	310G
1:00pm–1:40pm	ASUG83419	General Data Protection Regulation Challenges and Opportunities: How to Manage Data Protection	322
2:00pm–2:40pm	ASUG87067	Interactive Influence: Start Your Journey to the Intelligent Enterprise with SAP Analytics Cloud	ASUG HUB - Influence A
3:00pm–3:40pm	ASUG83211	SAP Leonardo Industry Innovation Kits: Innovation Made Just for You	310F
3:00pm–3:40pm	ASUG84279	Simplify Data Protection and Privacy Programs with SAP Data Privacy Governance	310G
3:30pm–3:50pm	PE90865	Standardize Master Data Management Across Disparate Systems	Theater 4
4:30pm–4:50pm	DI86040	Lay a Foundation for Data-Driven Intelligence with a True Digital Platform	Digital Core DI305



Concert Night

SAP and TCS Present

Lady Gaga

Live Thursday, May 9, 2019

from 8:00 pm to 10:30 pm

Singer | Songwriter | Actress | Record Producer

Grammy and Golden Globe winner and Academy Award-nominated Lady Gaga is a one-of-a kind artist and performer. She has amassed an outstanding 33 million global album sales and 229 million in song consumption, making her one of the best-selling musicians of all time.

Lady Gaga most recently starred alongside Bradley Cooper in the Warner Brothers remake of the classic film, *A Star is Born*, released October 2018. On top of her recognition for her role as Ally, Lady Gaga was also nominated for a 2019 GRAMMY for Best Pop Solo Performance for “Joanne (Where Do You Think You’re Goin’?)” from her latest studio album, *Joanne*.

Watch her perform Live at our **Concert Night** on **Thursday, May 9, 2019**.

SAPPHIRE NOW Must See

Exhibit Areas Open

Tuesday, May 7: 10:30am–4:30pm

Wednesday, May 8 : 10:30am–6:00pm

Thursday, May 9 : 10:30am–5:30pm

The Must See areas on the show floor are listed by location number, but feel free to visit in the order most convenient for you, at your own pace. Specialists at each area will be happy to explain how their solutions can help you, the CDO or CAO, do better and achieve more for your organization.

Name	Description	Location
SAP S/4HANA Cloud Integration and Extension	Build future-proof extensions with greater ease. Simplify your projects from beginning to end utilizing the SAP Cloud SDK to determine solution capabilities. Enable the ability to deliver an integrated, adaptable digital core that meets your business needs.	DI314
See How SAP Transforms Data into Business	An SAP Runs SAP showcase	DI320
Evolve Operations with Real-Time Analytics from SAP Digital Boardroom	Immerse yourself completely in your data and experience your business in a new way. Pull trusted data from across the business to gain a real-time view of your operation by using SAP Digital Boardroom. Consider the advantages of industry-specific, prebuilt content and the ways embedded machine-learning capabilities transform decision-making.	PL817
SAP Analytics Cloud	Put the power of intelligent decision-making into the hands of everyone in your organization. Explore end-to-end scenarios that combine and analyze data from every part of the organization by using the SAP Analytics Cloud solution to support collaborative enterprise planning and business intelligence augmented with machine learning.	PL818
Augmented Analytics	Gain actionable insights and accelerate innovation with advanced analytics. Take advantage of machine learning to analyze patterns, simulate what-if scenarios, explore key influencers, and intuitively ask questions with natural language processing without the skill of a data scientist. Find out how the SAP Analytics Cloud solution can help.	PL819
SAP Leonardo Intelligent Technologies	See how customers are building intelligent enterprises with machine learning, analytics, blockchain, conversational AI, robotic process automation, and the IoT. Optimize processes and resources to deliver business outcomes with SAP Leonardo intelligent technologies, services, and industry expertise. Understand why our slogan is "Built for all industries. Tailored for yours."	PL826

Must See

Name	Description	Location
Data to Intelligence in the Cloud	Enable fast, confident decision-making to realize your evolution into an intelligent enterprise. Explore how the SAP Analytics Cloud solution and the SAP HANA business data platform work together to consolidate all data and analytics capabilities.	PL827
Enterprise Information Management	Access, govern, and orchestrate your data to deliver the trusted data foundation required for sound decision-making and business innovation. Study the advantages of using SAP solutions for data integration, data governance, data quality, data preparation, and master data management.	PL830
SAP Data Hub and Data Intelligence	Apply machine learning at scale by discovering, refining, governing, and orchestrating your data across your distributed data landscape. Check out how a unified machine learning solution from SAP integrates the SAP Data Hub solution with machine learning capabilities and the best innovations that open-source technology offers.	PL831
Cloud Data Management	Find the single source of truth for all data, including transactional and analytical as well as structured and unstructured, across cloud and on-premise environments. Discover how to make all data available to people, algorithms, and data-driven applications with online access.	PL832
SAP HANA and Live Intelligence	Process multimodal data in real time to improve business functions, and empower everyone with data by democratizing in-memory computing. Address your unique data challenges with the SAP HANA business data platform to use sophisticated built-in advanced analytics engines for spatial, machine-learning, graph, text, and streaming data.	PL834
SAP HANA Business Data Platform	Harness the power of in-memory computing to become an intelligent enterprise. Run applications across multicloud, hybrid, and on-premise environments with confidence. Discover innovations and enhancements that open up new possibilities for your business, and revolutionize the way you run your organization with the SAP HANA business data platform.	PL835
Integration and Process Management	Support your transformation projects with a broad set of integration technologies for on-premise, cloud, and hybrid landscapes. Achieve complete data-based transparency into as-is processes to help ensure efficient performance.	PL838
Extend Applications for Agility	Become a more agile business by quickly meeting the needs of your employees, business users, and customers. Extend and personalize your technology investments, such as SAP S/4HANA, SAP SuccessFactors and SAP Customer Experience solutions, and third-party applications, with SAP Cloud Platform.	PL840
Integration for Business Optimization	Understand the best integration strategies for cloud-based applications, and explore prebuilt packages that help simplify integration across disparate business systems. Assess the many integration options available from SAP Cloud Platform.	PL841

Must See

Name	Description	Location
Integration for Business Optimization	Understand the best integration strategies for cloud-based applications, and explore prebuilt packages that help simplify integration across disparate business systems. Assess the many integration options available from SAP Cloud Platform.	PL841
Multi-Cloud Data Protection	Be confident that your data is safe and secure when moving your on-premise system to the cloud. Take a firsthand look at how an innovative software-as-a-service solution, SAP Data Custodian, can provide end-to-end visibility and control of your data in a multicloud environment.	PL843
Data Governance	Help ensure that your enterprise data can be used with confidence across your entire organization. Optimize decision-making, planning, employee performance, and compliance by managing the availability, usability, integrity, and security of your enterprise data. Learn about the latest data governance best practices, policies, and procedures	PL857
Data Architecture	Align your data environment with your organizational goals. Apply standards to enterprise data and decide which data is collected and how it is stored, arranged, and integrated. Use data modeling to create cross-data designs and explore the latest data tiering and aging procedures for managing data streams, including streams for Big Data use cases.	PL858
Data Intelligence	Analyze data from multiple sources to find the data that's most useful to your enterprise. Gain a competitive advantage by using that data to expand your services, products, or knowledge. Interpret your data to support better decision-making processes, optimize operations, and create new value streams.	PL861
Experience Management Takes Off with X-Data and O-Data	See how Experience Management takes data to new heights in this immersive airline experience. Bring together experience (X) data and operational (O) data to help your company make decisions that make all stakeholders happy. Help turn your customers into fanatics, products into obsessions, employees into ambassadors, and brands into religions.	QU900
Hybrid Solutions	Forecast critical situations before they occur with intelligent technologies such as AI, machine learning, and predictive analytics. Extend your landscape from a traditional on-premise strategy to a multi-cloud strategy. Explore a comprehensive landscape and security architecture that supports flexibility and scalability.	SE723
SAP HANA Enterprise Cloud	Support your transformation to an intelligent enterprise with fully scalable and secure services that accelerate your evolution on the path to cloud readiness. Get to know SAP HANA Enterprise Cloud and gain firsthand impressions of the comprehensive services and offerings to see what best fits your organization's needs.	SE732



Useful Links



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