

SAP® MaxAttention™ Innovation Workshop

Intelligent Spend Management

Virtual, September 14-15, 2021

Agenda Day 1 September 14, 2021 – North Star Procurement Vision, Invoicing, Sourcing & Contracts, and Integration

8:00 a.m. PST 11:00 a.m. EST 5:00 p.m. CET	0:15	Welcome Session <ul style="list-style-type: none">- Opening- Introduction of the Workshop and Agenda Balaji Gaddam Rao, Vice President Global CoE NA, Customer Success, SAP
8:15 a.m. PST 11:15 a.m. EST 5:15 p.m. CET	0:45	Vision for Intelligent Spend and Business Network <ul style="list-style-type: none">- What is the Future Trend for Procurement?- Key Challenges and Customer Requirements- True North Star - Architecture - Globalization/Regional Achim Voermanek, Vice President Product Strategy, SAP Product Engineering, SAP
9:00 a.m. PST 12:00 p.m. EST 6:00 p.m. CET	0:45	Deep Dive into Procurement and Invoicing <ul style="list-style-type: none">- How does SAP support One Procurement?- SAP S/4HANA Central Procurement Concept- SAP Central Invoice Management Solution and Touchless Invoicing Frank Bade, Business Architect, SAP Procurement Strategy Group, SAP Product Engineering, SAP
9:45 a.m. PST 12:45 p.m. EST 6:45 p.m. CET	0:15	Break and Poll
10:00 a.m. PST 1:00 p.m. EST 7:00 p.m. CET	0:30	Deep Dive into Sourcing and Contract <ul style="list-style-type: none">- One Intelligent Source-to-Contract platform- Guided Sourcing, Vision & Roadmap Patricia Linss, SAP Procurement Solution Management and Product Management, Customer Success, SAP Aitor Lopez Fadrique, SAP Procurement Product Strategy Group, SAP Product Engineering, SAP
10:30 a.m. PST 1:30 p.m. EST 07:30 p.m. CET	0:30	SAP Ariba Supply Chain Collaboration <ul style="list-style-type: none">- Why Do Buyers Need Supply Chain Collaboration?- Planned Innovation and Roadmap for SCC- Lessons learned and Customer Examples Prashant Singhai, SAP Product Management -SAP Supply Chain Collaboration, SAP Product Engineering, SAP
11:00 a.m. PST 2:00 p.m. EST 8:00 p.m. CET	0:45	Intelligent Technology- Integration <ul style="list-style-type: none">- SAP Ariba Cloud Integration Gateway and the Value it holds- Why Move to CIG?- Product Roadmap and Customer Case Study Kalyan Valluri, Senior Director Product Management, Cloud Integration, SAP Product Engineering, SAP Satheesh Gannamraju, Director SAP Procurement Solution Management, SAP Product Engineering, SAP
11:45 a.m. PST 2:45 p.m. EST 8:45 p.m. CET	0:15	Closing Remarks <ul style="list-style-type: none">- Customer Feedback and Poll Results Sagar Deshmukh, Senior Director Procurement & Planning CoE NA, Customer Success, SAP Rajiv Palkhiwala, Chief Architect/Team Lead Procurement Team CoE NA, Customer Success, SAP
12:00 p.m. PST 3:00 p.m. EST 9:00 p.m. CET		End of Day 1

Agenda Day 2 September 15, 2021 – Intelligent Technologies in Procurement, Business Network, Customer Infosession and MaxAttention engagement

8:00 a.m. PST 11:00 a.m. EST 5:00 p.m. CET	0:15	Welcome & Recap from Previous Day <ul style="list-style-type: none"> - Agenda - Customer Feedback Sagar Deshmukh, Senior Director Planning & Procurement CoE NA, Customer Success, SAP
8:15 a.m. PST 11:15 a.m. EST 5:15 p.m. CET	0:45	SAP Intelligent Technologies in Intelligent Spend Management <ul style="list-style-type: none"> - Intelligent Procurement: Technologies, Use Cases and Live Demos (incl. BTP Platform) - Procurement vision in Sustainability Roman Mayer, Product Manager Incubation Topics in Procurement, SAP Product Engineering, SAP Peter Wohlsen, Product Manager Incubation Topics in Procurement, SAP Product Engineering, SAP
9:00 a.m. PST 12:00 p.m. EST 6:00 p.m. CET	0:30	SAP Business Network <ul style="list-style-type: none"> - What is SAP Business Network? - Planned Innovations and Product Roadmap Vishnu Arcot, SAP Business Network, GTM Lead, Customer Success, SAP
9:30 a.m. PST 12:30 p.m. EST 6:30 p.m. CET	0:15	Break and Poll
09:45 a.m. PST 12:45 p.m. EST 06:45 p.m. CET	00:30	Services procurement with SAP Fieldglass <ul style="list-style-type: none"> - How SAP Fieldglass compliments SAP Ariba - Effectively and Actively Managing Services Spending - SAP Fieldglass Roadmap Amanda Slevar, Director, Solution Advisory SAP Services Procurement & External Workforce, Customer Success, SAP
10:15 a.m. PST 01:15 p.m. EST 07:15 p.m. CET	00:30	Customer Infosession - Transforming Procure-to-Pay Process @ Astellas <ul style="list-style-type: none"> - Business Challenges and Current Process Overview - Intelligent Spend Management Roadmap - Business Benefit Vinay Kinger, Senior Manager, SAP Application Management - Purchase 2 Pay, Astellas
10:45 a.m. PST 01:45 p.m. EST 07:45 p.m. CET	00:30	How can SAP MaxAttention help with ISM Strategy <ul style="list-style-type: none"> - SAP MaxAttention Portfolio - Customer Delivery Examples Rajiv Palkhiwala, Chief Architect/Team Lead Procurement Team CoE NA, Customer Success, SAP Sachidananda Shetty Giliyaru, Senior Architect Procurement Team CoE NA, Customer Success, SAP
11:15 a.m. PST 2:15 p.m. EST 8:15 p.m. CET	0:15	Closing Remarks <ul style="list-style-type: none"> - Customer Feedback - Poll Results Sagar Deshmukh, Senior Director Planning & Procurement CoE NA, Customer Success, SAP
11:30 p.m. PST 2:30 p.m. EST 8:30 p.m. CET		End of Day 2



SAP MaxAttention Innovation Workshop

Speaker Profile Consolidation

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Vishnu Arcot

SAP Business Network GTM Lead, Customer Success, SAP

Vishnu Arcot leads the go-to-market for SAP Business Network. He is passionate about helping customers transform their fragmented supply chains into unified, collaborative, and intelligent networks. Prior to SAP, Vishnu Charan Arcot served a stint as a strategy consultant at BCG for a number of years and he has an MBA from the MIT Sloan School of Management.



Frank Bade

Business Architect, SAP Procurement Strategy Group, SAP Product Engineering, SAP

Frank is a Business Architect and for the last 12 months part of the SAP Procurement Regional Strategy team based out of Walldorf, Germany. In his 19 years at SAP he gained experience in the area of Procurement and Finance both from a process and solutions perspective, spend some time as a Value Engineer and supports our customers around digital transformation, end-to-end processes and strategy / “North Star” discussions. There was a life before SAP as a software engineer in the area of shopfloor automation, air traffic control systems and early days of the internet protocols.

In his free time Frank loves paragliding, jogging, generally all type of outdoor activity, but also reading and travelling the world (again hopefully) with his wife.



Baber Farooq

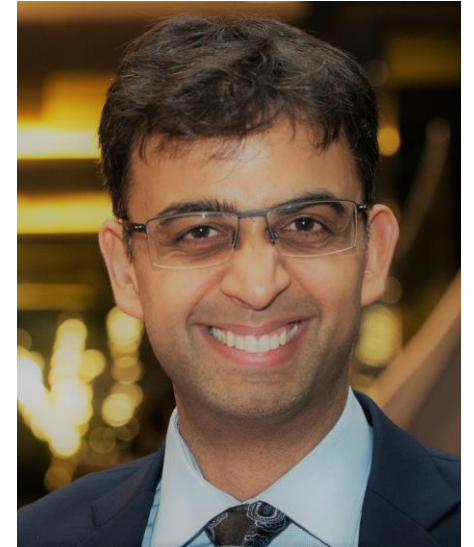
Senior Vice President & Head of Product Strategy, SAP Product Engineering, SAP

Baber Farooq is the Head of Product Strategy for the Intelligent Spend and Business Network group, leading a team focussed on delivering world class procurement solutions driving optimal procurement outcomes for customers today, and into the future.

Baber has extensive procurement knowledge, and since joining SAP Ariba in 2006 has worked with customers across the globe, understanding their challenges, procurement transformation goals and their view of success. This customer facing background provides Baber unique insights into procurement organisations and supports the development of a customer centric procurement roadmap for SAP.

Baber joined SAP Ariba in 2006 in the United States. Since then he has held various director-level roles in overseeing procurement transformations across the world. Prior to taking on his current role, he served as the General Manager, Customer Value Organisation – APJ and Greater China

Baber holds a Masters and Bachelor's degrees in engineering from Carnegie Mellon University. Prior to joining SAP Ariba, he was part of the Engineering Design and Construction team for the city of Miami, Florida. He presently lives in Melbourne, Australia with his wife, daughter, son and Rottweiler.



Balaji Gaddam

Vice President Global CoE NA, Customer Success, SAP

Balaji is heading the Global Center of Expertise (COE), North America. Balaji is responsible for delivering SAP MaxAttention engineering services for Design, Deployment and Operations of SAP solutions. SAP MaxAttention CoE team brings deep product expertise to support accelerated adoption of SAP solutions leveraging best practices and comprehensive solution validation methodology. In addition to proactive services, COE is also responsible to quickly resolve any critical issues to ensure uninterrupted business operations.

Balaji brings ~21 years of deep SAP product expertise with focus on Digital Supply Chain Planning, Execution and Procurement. Balaji joined SAP in 1999 and worked in SAP Product Development in Walldorf, Germany for 5 years, focusing on SCM product development. Balaji created SC transformation road map for multiple industries focusing on innovation, growth and operational efficiency. He is the author of SAP Press Book 'Capable to Match with SAP APO' and a regular contributor for SCM Experts Magazine. Balaji is frequently invited as guest speaker at universities and speaks about how intelligent technologies (ML/IoT/Blockchain/Big Data) are impacting the Supply Chain market.

Balaji is based out of SAP Newtown Square office.



Satheesh Gannamraju

Director SAP Procurement Solution Management, SAP Product Engineering, SAP

Satheesh Gannamraju is currently Senior Director, Product Strategy and Management at SAP. Satheesh is responsible for Source-to-Pay (S2P) integration solution strategy, driving adoption to deliver Intelligent and Integrated Enterprise vision across trading partners.

Satheesh spent over 12 years at SAP working in various technology platform areas such as integration, cloud platform services, analytics and spent many more years in the industry on integration, data and analytics various heterogeneous application systems (ERP, CRM, Procurement, Supply Chain) in on-premise, cloud and hybrid environment.

Satheesh holds bachelor of engineering in Computer Science and an MBA from University of California. He resides in San Francisco bay area.



Vinay Kinger

Senior Manager for SAP Application Management - Purchase 2 Pay, Astellas Pharma USA

Vinay has over 12 years of cross-functional experience in supply chain consulting. He has extensive knowledge in implementing procurement solutions and processes across the SAP and other ERP applications. His experience spans several industry sectors like Foodservice, CPG, Telecom, Healthcare, Life science & Retail. Before joining Astellas, he has worked in Kraft Heinz, Infosys Ltd, Mondelez International, Karl Storz Endoscopy.

He has done a bachelor's in engineering from Punjab Technical University. In his spare time, he enjoys playing Chess, and other hobbies are running, singing, and meditation.



Patricia Linss

SAP Procurement Solution Management and Product Management, Customer Success, SAP

Based out of Zurich, Patricia is part of the Roadmap & Influence team, supporting customers in the adoption of latest innovations in the Source to Contract area.

Previous to this role, she was a senior PreSales Solution Consultant with the focus on the Strategic Sourcing Suite of SAP Ariba and joined SAP in 2018. Prior to joining SAP, Patricia was working as a software solutions consultant for strategic sourcing and source to contract running global implementations and deployments for a variety of different clients from different industries across the world. Her experience goes back to 2008 when she first started in this area.



Aitor López

SAP Procurement Product Strategy Group, SAP Product Engineering, SAP

Based out of Madrid, Aitor is part of the Roadmap & Influence team, supporting customers in the adoption of latest innovations in the Source to Contract area.

Previous to this role, he spent more than 10 years in Consulting, helping customers of all sizes and in many industries to deploy the SAP Ariba solution to better manage their spent. Overall, has an experience of more than 15 years in the Procurement space, with a deep understanding of processes and systems.

Roman Mayer

Product Manager Incubation Topics in Procurement, SAP Product Engineering, SAP

Roman is a Product Manager driving innovation topics from roll-in to productization within SAP Sourcing & Procurement. Before joining SAP, he worked as an Inhouse Consultant in purchasing/logistics for a large pharmaceutical company. In his 15 years at SAP, he held various roles from development in SAP Supplier Relationship Management, leading a cross-continent Backoffice Team supporting customer ramp-up projects, Area Engineering Lead for User Experience and Head of Innovations. Customer feedback is most important for him and in this context, he discusses ideas and requirements with many customers to shape the products in SAP Sourcing & Procurement.

Roman spends his free time as much as possible outdoors on his mountain bike and alternatively on his wakeboard. He also loves travelling the world and visiting concerts.



Rajiv Palkhiwala

Chief Solution Architect, Global COE IDG, Customer Success, SAP

Rajiv is part of SAP MaxAttention Global Center of Expertise (CoE), North America team based out of SAP Newtown Square office. SAP MaxAttention CoE team brings deep product expertise to support accelerated adoption of SAP solutions leveraging best practices and comprehensive solution validation methodology.

Rajiv bring ~20 years of deep SAP product experience especially in the procurement space. He started his career as implementation consultant in 1999 before joining SAP MaxAttention team in 2006. He is responsible for Procurement & Master Data Governance team in North America. His team supports SAP MaxAttention customer for all Procurement and Master Data Governance application (SAP S/4HANA Procurement, Central Procurement, Material Management, Inventory Management, SAP Ariba, SAP FieldGlass, and SAP Master Data Governance) related needs. He is also responsible for and owner of “Innovation Adoption and Build Deployment Room NA” which oversees the delivery of all the innovation and SAP S/4HANA transition engagements for SAP MaxAttention customers. This deployment room is responsible for supporting the SAP MaxAttention customers and SAP Premium Engagement team in planning, scope and execution of the SAP MaxAttention services during the different phases of the project.



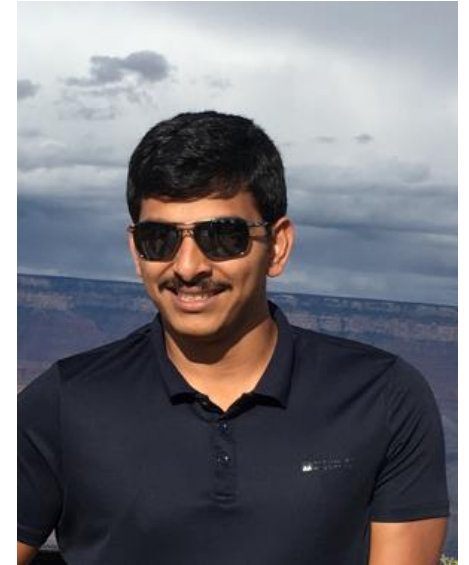
Sachidananda Shetty Giliyaru

Senior Architect Procurement Team CoE NA, Customer Success, SAP

Sachi is Senior Architect with Center of Expertise (COE), North America. Sachi is responsible for delivering SAP MaxAttention engineering services for Design, Deployment and Operations of SAP Sourcing and Procurement solutions including SAP S/4HANA, SAP Ariba and SAP Fieldglass.

Sachi brings ~16 years of deep SAP product expertise with focus on Sourcing and Procurement. Sachi joined SAP in 2005 and worked in SAP Product Development and Support as developer, Lead and Architect before moving to COE.

Sachi is based out of SAP Newtown Square office.



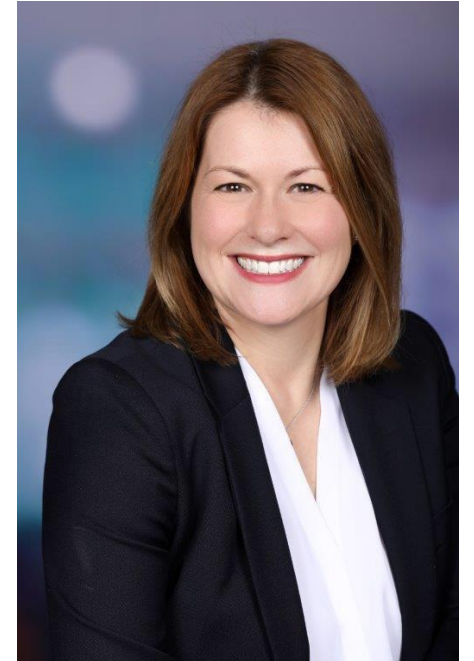
Amanda Slevar

Director, Solution Advisory SAP Services Procurement & External Workforce, Customer Success, SAP

Amanda brings over 15 years of experience in the contingent labor and services procurement space to SAP including account management, implementation, and presales. She joined SAP Fieldglass in 2013 and has had number of roles within our account services and sales organizations, supporting global customers.

Most recently, Amanda spent the last 3 years as Director of the North American Solution Advisory team for Fieldglass where she's helped drive and promote innovative ways to demonstrate value to our prospects and customers.

Amanda is a graduate of the State University of New York at Geneseo and earned an MBA from Canisius College. She lives in Buffalo NY with her husband Brian, son Max (4) and golden retriever Gatsby.



Kalyan Valluri

Senior Director Product Management, Cloud Integration, SAP Product Engineering, SAP

Kalyan is a Product Manager for SAP Ariba Cloud Integration Gateway (CIG). Kalyan is responsible for managing product innovations and features on CIG to deliver standard Out of the Box 'SAP Managed integrations' across various SAP ISBN solutions.

Kalyan comes with ~20 years of SAP consulting experience in multiple SAP ERP & SAP Ariba solutions with key focus on Procurement and Supply Chain. Kalyan worked with multiple customers in Consumer Electronics, Heavy Equipment, Defense, Hi-Tech, Utilities and Food processing industries globally helping adopt SAP Procurement solutions leveraging SAP best practices. Prior to SAP consulting, Kalyan worked in various functional domain roles in Manufacturing, Purchasing & Quality Assurance.

Kalyan is based out of SAP Plano Office, TX



Peter Wohlsen

Product Manager Incubation Topics in Procurement, SAP Product Engineering, SAP

Peter is a Product Manager leading the Sustainability topic as part of the Incubation Team in SAP Procurement. Previously at SAP, he worked on the Supplier Risk product helping to build the control-based due diligence workflow to evaluate and mitigate risk in supplier engagements.

Peter champions the design process focusing on end user adoption and success. He especially seeks collaboration with customers to develop easy-to-use tools that achieve scalable impact across sustainability dimensions. Integrating sustainability data throughout workflows expands users' abilities beyond risk mitigation to pro-active optimization supporting overall sustainability commitments of the organization. His understanding of the need for holistic integration of sustainability data to influence decisions across procurement and focus on collaborative problem-solving began during his many years as a category manager, purchaser, and coordinator at the world's largest member-operated food cooperative.

Peter enjoys running as a way to see the world – whether that is the many streets and coastlines of New York City (where he is based) or in locations around the world. Someday when business travel resumes, please join him on a morning run when he comes to town.

