

SAP® MaxAttention™ Innovation Workshop

Data-Driven Path to Business Resilience and Sustainability

Virtual, Thursday, September 28, 2023

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| 06:00 a.m. GMT 08:00 a.m. CET 10:00 a.m. GST | 0:30 | Welcome & Introduction Manfred Neskudla, Vice President and Head of CoE EMEA, Customer Success, SAP Christian Baehr, Head of Data Warehousing and Data Management CoE EMEA, Customer Success, SAP |
| 06:30 a.m. GMT 08:30 a.m. CET 10:30 a.m. GST | 0:45 | Building a Solid Data-Driven Foundation <ul style="list-style-type: none">- Role of a robust Data Foundation in Business Resilience- Key Aspects that make an Organization Data-driven- Path to becoming Data-driven, leveraging the SAP Data Management Framework and SAP's Data and Analytics Advisory Methodology Marco van Horck, Head of SAP Data Lab, Intelligent Enterprise Institute, Customer Success, SAP |
| 09:15 a.m. CET | 00:15 | Break |
| 07:30 a.m. GMT 09:30 a.m. CET 11:30 a.m. GST | 0:45 | Cultivating a Data-Driven Culture: Adopting Data Management Best Practice <ul style="list-style-type: none">- Essential processes and practices in data management- Tools from SAP that support setup of an effective data management Robert Stam, Data Architect, Data Lab, Intelligent Enterprise Institute, SAP |
| 08:15 a.m. GMT 10:15 a.m. CET 12:15 p.m. GST | 0:45 | Unleashing the Power of Business Data with Business Data Fabric <ul style="list-style-type: none">- How SAP Datasphere, a Comprehensive Data Service built on the SAP Business Technology Platform (SAP BTP) enables Business Data Fabric for SAP and non-SAP Data- Understand how Self-Service Access to trusted Data breeds Agility and Accelerated, Accurate Decisions- Realize how a Simplified Data Landscape reduces Costs and Technical Debt while Maximizing current Investments Torsten Ammon, the SAP PM Head for Data and Analytics, Technology & Innovation, SAP |
| 11:00 a.m. CET | 0:15 | Break |
| 09:15 a.m. GMT 11:15 a.m. CET 1:15 p.m. GST | 0:45 | Advanced Exploration: Utilizing Data Products Beyond the Scope of Traditional Analytics <ul style="list-style-type: none">- Learn how Data Mesh Concept can be Embraced within Datasphere and How Data as a Product can be Realized- How Data Democratization Enabled by Data Mesh can be Achieved through Datasphere- Understand how Datasphere provides Centralized Data Governance to create distributed- Data Products through Interoperability, Consistency and Security- Use Case Demo Habeebuiddin Mohamed, Chief Solutions Architect, Data Warehousing and Data Management CoE EMEA, Customer Success, SAP Steffen Thibaut, Business Process Consultant, Data Warehousing and Data Management CoE EMEA, Customer Success, SAP |
| 10:00 a.m. GMT 12:00 p.m. CET 2:00 p.m. GST | 0:30 | How SAP Premium Engagements can help You in Journey of Data and Analytics <ul style="list-style-type: none">- Understand the PE Portfolio that can help Customers to Transition into SAP BTP for Data and Analytics- PE Business Scenario Peter Schmidt, Chief Solutions Architect, IT Planning Architects Team, Customer Success, SAP |
| 10:30 a.m. GMT 12:30 p.m. CET 2:30 p.m. GST | 0:15 | Closing Remarks Christian Baehr, Head of Data Warehousing and Data Management CoE EMEA, Customer Success, SAP |
| 12:45 p.m. CET | | End of Workshop |