Business Summit Agenda Overview

Time			
08:30	Door opening & networking breakfast	Explore startups, showcases & partner booth		
10:00	Welcome: **Michael Locher-Tjoa,** Managing Director SAP Switzerland Inc.		
10:30	**Executive Keynote: Explore the Future of Intelligence, Luka Mucic, CFO & Member of the Executive Board of SAP SE**		
11:00	**Guest Keynote: Breaking the Sound Barrier: The Shazam Story, Chris Barton, Founder Shazam**		

Time	Intelligent Enterprise Theater	Business Transformation Theater	Thought Leader Theater	Live Theater — SAP's Intelligent Processes	Live Theater — SAP's Cloud Solutions	Live Theater — SAP's Core (S4HC)	Live Theater — SAP's C/4 HANA	Next Practices Roundtables	Intelligent Enterprise Truck
12:30	**Experience how DAIMANI is delivering excellence in VIP Hospitality** Max Mueller, Daimani Martina Kaiser, SAP	**Vifor Pharma – How to transform a Swiss logistic provider into a global Pharma Biotech** Etienne Jornod, Vifor Pharma	**Augmented Reality – a world without screen** Petra Ehmann, Google	Conversational AI in eCommerce	Quickly transform digital data into predictive, customer-centric insights	Intelligent R2R (Record-to-Report) - Advanced Entity Close	SAP C/4HANA - Experience the 4th Generation CRM Software Suite!	**Service is the new marketing!** Manuel Grenacher, SAP SE	**Enterprise Transformation from the CHRO Perspective with SAP SuccessFactors** Yvonne Bender. SAP
				Chatbot in 15 minutes	Analytics Hub. Simplify access to all analytics	Intelligent R2R (Record-to-Report) - Group Close	SAP Marketing Cloud: Create customer experiences at the right moment - across all channels!		
				ML: Image-based search in your product catalog by Computer Vision and Machine Learning	Well-being at work - Looking for a digital coach and platform for more	Intelligent R2R (Record-to-Report) - Embedded Analytics	SAP Sales Cloud: The Mobile CRM Solution for Your Field Sales Staff		
13:30	**How Customer Experience can help to digitalize a beer community** Martin Gruber, Netconomy	**Business Transformation with Crowd Services** Manuel Grenacher, SAP SE	**5 Things that most Executives get wrong about Digital Transformation** Dr. Michael Wade, IMD	RPA: Intelligent Robotic Process Automation in S/4HANA	Future HR: Start Where Your Heart Beats	Intelligent O2C (Order-to-Cash) - Intelligent Order Management	SAP Service Cloud: Personalized Customer Interaction at an Omnichannel Call Center	**What does successful interaction between CRM and SCM in digital business models look like?** Prof. Dr. -Ing. Herbert Ruile, Verein Netzwerk Logistik	**Immersive Experience of SAP C/4HANA - the 4th Generation CRM Software Suite!** Nicolas Sapieha, SAP
				ML in Travel Expense Management: a Long Island Iced Tea Isn't an Iced Tea	Digital Manufacturing Cloud for Execution: Introduction	Intelligent O2C (Order-to-Cash) - Self-Driving Order to Cash	SAP Commerce Cloud: Create Customer Experiences for B2B Transactions that Rival the Best Consumer Websites		
				ML: Smart Invoice Matching Based on SAP Leonardo	Paychecks can't buy passion	Intelligent P2P (Procure-to-Pay)	SAP Sales Cloud: Planning, Sales Funnel Management, and Incentives for Sales Department		
14:30	**SBB Train Station Cockpit: Management of Mobility Hubs with Big Data** Philip Lombriser, SBB Koray Yersel, Q_PERIOR	**A.T. Kearney: BSH Scaling Digital Business Models in Corporate Environments** Dr. Sebastian Schömann, A.T. Kearney Mario Pieper, BSH	**Augmenting Human Intelligence – On the Symbiosis of Man and Machine** Pascal Kaufmann, Starmind	RPA: Intelligent Robotic Process Automation in S/4HANA (Repetition)	SAP Global Tax Management	Intelligent F2F (Forecast-to-Fulfill) - Material Planning	SAP Sales Cloud: Simple Configuration, Pricing and Automated Offering of Complex Products	**Strategic transformation of business processes - but how?** David Statna, Horváth & Partner AG	**Success through personalized customer approach - A Recipe for the consumer products industry** Edda Schneider, SAP
				ML: Intelligent Sourcing in Procurement: Propose Material for Contract	Cloud for Real Estate	Intelligent F2F (Forecast-to-Fulfill) - Capacity Planning	SAP Customer Data Cloud: Turn unknown online visitors into known and loyal customers		
				ML creates catalog items	Experience SAP Ariba live	Intelligent F2F (Forecast-to-Fulfill) - Production Execution	SAP C/4HANA - Experience the 4th Generation CRM Software Suite!		
15:30	**Intelligent Supply Chains with SupplyCycle, by McLaren & Deloitte** Mike Phillips, McLaren Andrew Wright, Deloitte	**McKinsey: The make-or-break of advanced analytics transformations** Dr. Stefan Schorsch, McKinsey	**From Startup to market leader The Digitec-Galaxus story** Johannes Cramer, Digitec-Galaxus	Digital Assistant in SAP S/4HANA	Talent Management: Holistically Manage Your Workforce	Asset Management	SAP Service Cloud: Efficient Field Service Processes Integrated Seamlessly with Your ERP or CRM	**How new technologies and innovations offer chances to women** Petra Ehmann, Google Leona Tscherter, SAP	**Finance Transformation as the Basis for Intelligent Enterprise Management** Christian Straub, SAP
				ML: Deep Learning in action for the end user	Future HR: Start Where Your Heart Beats	Win business buy-in for innovations and optimizations with SAP Pathfinder	SAP C/4HANA: How Artificial Intelligence and Machine Learning Make This Suite Unique		
				ML: Image detection as part of a larger process	Travel & Expense Management in the Cloud	Data Migration Services	Qualtrics - Experience Management: Experience the latest SAP acquisition live		

Time			
16:30	Startup Battle & Closing		
17:00	**Live-Concert with Jontsch & Friends**		
18:00	Campus Night – open end		

Inspiring Live-Scenarios & Showcases / Partner Area

Startup Exhibition

Expert Summit Agenda Overview

Time		
08:30	Door opening & networking breakfast | Explore startups, showcases & partner booths	
10:00	**Welcome: Michael Locher-Tjoa,** Managing Director SAP Switzerland Inc.	
10:30	**SAP Keynote: From Vision to Solution – The Intelligent Enterprise, Sindhu Gangadharan, Head of Intelligent Enterprise Suite**	
11:00	**Customer Keynote: Intelligent customer interactions require an intelligent enterprise architecture, Dr. Martin Petry, CIO Hilti**	

Time	SAP Innovations Theater	Intelligent Enterprise Theater	Learn 1 Theater	Learn 2 Theater	Live Theater — SAP's Intelligent Processes	Live Theater — SAP's Cloud Solutions	Live Theater — SAP's Core (S4HC)	Live Theater — SAP's C/4 HANA	Next Practices Roundtables	Intelligent Enterprise Truck
12:30	**Machine Learning and Robotic Process Automation - The Intelligent Enterprise Is becoming reality!** Sean Kask, SAP	**Machine Learning @ University of Utrecht with Cash Application & Beyond** Colin Blair, University of Utrecht	**Migros Is Gearing Up for the Future: Perishables Logistics with SAP EWM** Manuel Mellinger, Migros Wolfgang Brunner, IGZ	**Modern Analytics at Ypsomed with SAP BW/4HANA – Realtime & Mixed Scenarios** Adrian Egger, Ypsomed Christoph Federer, NOVO Business Consultants	Conversational AI in eCommerce	Quickly transform digital data into predictive, customer-centric insights	Intelligent R2R (Record-to-Report) - Advanced Entity Close	SAP C/4HANA - Experience the 4th Generation CRM Software Suite!	**Success with Customer Experience: INDEX Captures Full Customer Potential with a 360° View** Jan-Erik Jung, INDEX-Werke Michael Benz, Sybit GmbH	**Digitalization and innovation with SAP Leonardo** Jan Lemmens, SAP Volker Hein, SAP
					Chatbot in 15 minutes	Analytics Hub. Simplify access to all analytics	Intelligent R2R (Record-to-Report) - Group Close	SAP Marketing Cloud: Create customer experiences at the right moment - across all channels!		
					ML: Image-based search in your product catalog by Computer Vision and Machine Learning	Future HR: Start Where Your Heart Beats	Intelligent R2R (Record-to-Report) - Embedded Analytics	SAP Sales Cloud: The Mobile CRM Solution for Your Field Sales Staff		
13:30	**The Digital Platform for the Intelligent Enterprise** Dirk Häusserman, SAP	**Supply Chain Traceability in the Pharmaceutical Industry @ Novartis** Amit Deshpande, Novartis	**Extensive revision and expansion of the customer portal at Ammann Group** Patrick Knobel, Amman	**The foundation of future Global Treasury at Mondelez with SAP S/4 HANA Finance** Karsten Kohl, BearingPoint AG	RPA: Intelligent Robotic Process Automation in S/4HANA	Wanna win the war for talents? Increase your employer brand with employee well-being and satisfaction.	Intelligent O2C (Order-to-Cash) - Intelligent Order Management	SAP Service Cloud: Personalized Customer Interaction at an Omnichannel Call Center	**Multi-Dimension Business Transformation- An Example from veratron AG** Samuel Hitz, oneresource ag	**Machine Learning in the Intelligent Enterprise** Sean Kask, SAP
					ML in Travel Expense Management: a Long Island Iced Tea Isn't an Iced Tea	Digital Manufacturing Cloud for Execution: Introduction	Intelligent O2C (Order-to-Cash) - Self-Driving Order to Cash	SAP Commerce Cloud: Create Customer Experiences for B2B Transactions that Rival the Best Consumer Websites		
					ML: Smart Invoice Matching Based on SAP Leonardo	Paychecks can't buy passion	Intelligent P2P (Procure-to-Pay)	SAP Sales Cloud: Planning, Sales Funnel Management, and Incentives for Sales Department		
14:30	**SAP C/4HANA: Strategy, Use Cases, and Customer Examples** Sven Feurer, SAP Manuel Grenacher, SAP	**Examples of intelligent customer interaction using digital service innovation at Hilti** Dr. Martin Nemetz, Hilti	**Budget and Forecast Automation with SAP Analytics Cloud** Michael May, Sybit & Peers AG	**S/4HANA Brownfield Transformation at the SV Group** Jörg Knaus, Swisscom Heinz Giezendanner, SV Group	RPA: Intelligent Robotic Process Automation in S/4HANA (Repetition)	SAP Global Tax Management	Intelligent F2F (Forecast-to-Fulfill) - Material Planning	SAP Sales Cloud: Simple Configuration, Pricing and Automated Offering of Complex Products	**Business Analytics Platform - The base for Insights in the Intelligent Enterprise** Adrian Bourcevet, CubeServ AG	**Embedding Machine Learning in business processes** Edda Schneider, SAP
					ML: Intelligent Sourcing in Procurement: Propose Material for Contract	Cloud for Real Estate	Intelligent F2F (Forecast-to-Fulfill) - Capacity Planning	SAP Customer Data Cloud: Turn unknown online visitors into known and loyal customers		
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15:30	**SAP S/4HANA Customer Panel - Strategy and Live Experience** Moderator: Keywan Nadjmabadi, SAP	**Credit Suisse and Qualtrics: supporting redesign with the voice of the customer** Luca Biagini, Credit Suisse	**SAP Ariba Snap: Now for SMEs** Martin Arnold, SAP Ariba	**Optimized flow of goods with SAP Leonardo, itelligence logisitcs bridge and track & trace scenarios** Marco Emmenegger, itelligence Wolfgang Möller, itelligence	Digital Assistant in SAP S/4HANA	Future HR: Start Where Your Heart Beats	Asset Management	SAP Service Cloud: Efficient Field Service Processes Integrated Seamlessly with Your ERP or CRM	**IBM S/4HANA BLUEFIELD™ Transformation powered by SNP** Devraj Bardhan, IBM	**Why Data Management is so strategic** Michael Probst, SAP
					ML: Deep Learning in action for the end user	SAP Fieldglass procure-to-pay lifecycle: Efficiently and effectively management	Win business buy-in for innovations and optimizations with SAP Pathfinder	SAP C/4HANA: How Artificial Intelligence and Machine Learning Make This Suite Unique		
					ML: Image detection as part of a larger process	Travel & Expense Management in the Cloud	Data Migration Services	Qualtrics - Experience Management : Experience the latest SAP acquisition live		

Time		
16:30	Startup Battle & Closing	
17:00	**Special Guest: From loser team to winner team, Patrick Fischer, Headcoach of the Swiss Icehockey Nationalteam**	
17:45	Networking Apéro	

Inspiring Live-Scenarios / Showcases / Partner Area

Startup Exhibition

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