

BI & HANA 2018

FEBRUARY 26 – MARCH 1
THE BELLAGIO | LAS VEGAS

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JANUARY 19
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\$300
PER PERSON











The definitive conference for professionals who use and support SAP® data technologies, SAP Cloud Platform, business apps, and analytics

A collaboration of **SAP**insider and **SAP**

HANA2018.COM



MAIN CONFERENCE				
PRE-CONFERENCE WORKSHOPS	Monday, February 26	Tuesday, February 27	Wednesday, February 28	Thursday, March 1
Sunday, February 25				
8:00 AM-4:00 PM Registration	7:30 AM-6:45 PM Registration	8:00 AM-5:45 PM Registration	8:00 AM-5:30 PM Registration	8:00 AM-12:00 PM Registration
9:00 AM-12:00 PM Pre-Conference Workshops	7:45 AM-8:05 AM Conference Orientation Session	8:30 AM-9:30 AM Breakout Sessions	8:30 AM-9:30 AM Breakout Sessions	8:30 AM-9:30 AM Breakout Sessions
12:00 PM-1:00 PM Lunch	8:30 AM-10:15 AM Keynote	9:30 AM-10:30 AM Networking and Collaboration Break	9:30 AM-10:15 AM Refreshment Break	9:40 AM-10:40 AM Breakout Sessions
1:00 PM-4:00 PM Pre-Conference Workshops	10:15 AM-11:00 AM Refreshment Break	9:45 AM-10:15 AM Networking Sessions	9:35 AM-10:10 AM Speed Networking	10:40 AM-10:55 AM Refreshment Break
	11:00 AM-12:00 PM Breakout Sessions	10:30 AM-11:30 AM Breakout Sessions	10:15 AM-11:15 AM Breakout Sessions	10:55 AM-11:55 AM Breakout Sessions
	12:00 PM-1:00 PM Lunch	11:40 AM-12:40 PM Breakout Sessions	11:25 AM-12:25 PM Breakout Sessions	12:00 PM Conference Concludes
	1:00 PM-2:00 PM Breakout Sessions	12:40 PM-1:45 PM Lunch	12:25 PM-1:30 PM Lunch	
	2:10 PM-3:10 PM Breakout Sessions	1:45 PM-2:45 PM Breakout Sessions	1:30 PM-2:30 PM Breakout Sessions	
	3:10 PM-3:25 PM Refreshment Break	2:55 PM-3:55 PM Breakout Sessions	2:30 PM-3:15 PM Meet the Exhibitors	
	3:25 PM-4:25 PM Breakout Sessions	3:55 PM-4:45 PM Meet the Exhibitors	3:15 PM-4:15 PM Breakout Sessions	
	4:35 PM-5:35 PM Breakout Sessions	4:10 PM-4:45 PM Ask the Experts	4:25 PM-5:25 PM Breakout Sessions	
	5:35 PM-6:45 PM Welcome Reception	4:45 PM-5:45 PM Breakout Sessions		
	5:50 PM-6:35 PM Ask the Experts			

-  **1** Get up-to-date details, directly from SAP, on the SAP BusinessObjects™ BI and SAP HANA® functionality and road map plans
-  **2** Evaluate alternative deployment options and determine the best scenario for your SAP HANA and SAP BusinessObjects BI implementations and upgrades
-  **3** Hear invaluable firsthand experiences from top SAP customers on what went well, and what they might have done differently with their BI and SAP HANA projects
-  **4** Gain new skills for driving BI in your organization – from technical knowledge of each of SAP’s reporting, data warehousing, and analytics tools, to strategic best practices to maximize adoption
-  **5** Take advantage of one-on-one time with top SAP consultants who can answer your specific questions and provide detailed, experience-based guidance – worth the price of attendance alone
-  **6** Dig into SAP S/4HANA®, SAP Lumira®, SAP Leonardo, SAP Cloud Platform, SAP BW/4HANA, and the full portfolio of SAP’s established and new data and analytics solutions
-  **7** Learn best-practice guidelines to administer and monitor an SAP HANA system
-  **8** Take home useful checklists, proven guidelines, and new contacts to help guide your SAP strategy

Executives, vice presidents, directors, and managers:

- CIO
- COO
- Information Systems
- Chief Architect
- Data Scientist

Managers, analysts, and specialists of:

- Analytics
- SAP Systems
- SAP Security
- BW/SAP BusinessObjects Consultant
- Business Intelligence
- Data Management
- Information Management
- Business Systems Change Management
- ERP
- Reporting
- SAP Implementations
- SAP ERP
- SAP Services
- Developer
- IT
- UX

Information Technology (IT) teams:

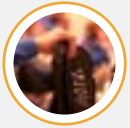
- Consultant
- Manager
- Architect
- BI Analyst
- BI Architect
- SAP Project Manager
- Integration Specialist
- IT Applications Manager
- Project Manager
- SAP Configuration Specialist
- SAP Developer
- Security and Authorization
- Solution Architect
- Systems Analyst
- Systems Administrator
- Systems Analyst
- Technical Analyst



80+ NEW SESSIONS COVERING THE HOTTEST TOPICS, INCLUDING:

New solutions and strategies to drive better, faster decision making and bottom line results

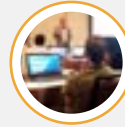
- » Implementation and migration best practices to ensure project success for all of your SAP BI and SAP HANA initiatives
- » Practical advice to drive your SAP BI and data warehousing investments, including business case development and ROI determination
- » Product updates, new releases, and business use cases for SAP's new and upgraded solutions, including SAP Lumira, SAP Analytics Cloud, SAP S/4HANA, SAP BW4/HANA, and SAP Data Hub
- » SAP HANA security, administration, and optimization best practices



EXCLUSIVE TAKE-HOME MATERIALS

Get copies of every session, plus tips, tricks, and recommendations to help you throughout the year. Walk away with:

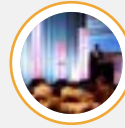
- » A checklist of practical tips on getting started with governance and socializing it throughout the organization
- » A BI strategy self-assessment and BI strategy e-book to drive your strategy when you return home
- » A use case form, a customer journey template, and a guide to database technologies and effective methods to use them on a data lake
- » A step-by-step guide on how to get started developing your own SDK extensions for SAP BusinessObjects Design Studio, including best practices for setting up your projects in Eclipse
- » A useful project plan, including screenshots and wire frames, to jump-start your dashboarding initiative
- » A checklist of steps to convert BEx workbooks to SAP Analysis for Microsoft Office, and a guide for using the report-to-report interface.
- » And many more!



3 NEW PRE-CONFERENCE WORKSHOPS

Jump-start your conference experience on February 25th and tap into special sessions, including:

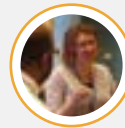
- A how-to guide for creating a global analytics hub
- An A-to-Z guide to planning, sizing, and staffing your SAP BW to SAP BW powered by SAP HANA migration project
- Big Data solutions demystified: From ingestion to actionable intelligence



PRODUCT ROAD MAP SESSIONS FROM SAP

Sessions showcasing SAP product innovations and road maps, such as:

- SAP HANA road map and vision: What's new and what's next?
- An introduction to SAP Leonardo and how it can drive your digital transformation
- SAP's business intelligence strategy: Latest functionality and future direction
- Live demo: Introduction to SAP Analytics Hub
- Discover the latest capabilities and future direction of SAP Lumira



EXPANDED NETWORKING OPPORTUNITIES

Learn from your peers and get access to focused networking events for like-minded colleagues to discuss hot topics or projects, including:

- Speed networking
- Ask the Experts
- Facilitated networking sessions
- Customer feedback sessions
- Interactive Q&As



DETAILED CASE STUDIES FROM LEADING ORGANIZATIONS

Firsthand experiences presented by:

- Newell Brands
- American Red Cross
- Cott Beverages
- Fairfax Water
- Sempra Energy
- Callaway Golf
- The Irvine Company

Customize your learning experience across 12 comprehensive tracks

Track 1 Strategy**Page 11**

Road maps, business cases, and guidelines to plan for and grow the ROI of your data warehousing, SAP HANA, reporting, and analytics investments

Track 2 SAP solution road maps**Page 14**

Product capabilities, planned enhancements, and use cases to help guide your strategy and investment decisions

Track 3 Dashboards and data visualization**Page 17**

Proven techniques and best practices to design and deliver easily consumable, interactive experiences

Track 4 SAP analytics**Page 19**

The latest tools and tactics to deliver user-friendly interactions that drive decisions and results

Track 5 Web and mobile reports**Page 22**

Detailed instruction to create easy to navigate reports for desktop and mobile consumption

Track 6 SAP HANA native reporting**Page 24**

Technical guidelines to deliver real-time reporting and analytics that fully leverage SAP HANA

Track 7 Implementations, migrations, and upgrades**Page 26**

Best practices and real-world lessons to ensure your critical SAP BusinessObjects BI and SAP HANA projects are on-time and on-budget

Track 8 SAP Cloud Platform**Page 29**

Key functionality and capabilities of SAP Cloud Platform and how they can be leveraged to drive digital transformation in your enterprise

Track 9 SAP S/4HANA**Page 30**

Tips to evaluate, build a business case, deploy, and optimize your SAP S/4HANA deployment

Track 10 Data management, modeling, and integration**Page 32**

Strategies and solutions to ensure high-quality data, optimized for speed and performance

Track 11 Security, administration, and performance optimization**Page 34**

Valuable tips and skills to architect and run secure, high-performing SAP HANA and BI environments

Track 12 Application design and development**Page 36**

SAP HANA, SAP Fiori®, and beyond: Best practices to design, develop, and deploy applications for customized, real-time user experiences



Customer Case Studies

Hear how leading companies tackle their projects and initiatives. Take away best practices and methodologies taught by the companies that use them, and learn how to better utilize your existing technology and plan for the future. Hear how your peers have shortened project times, cut costs, evaluated key criteria, and ultimately achieved success on massive, high-stakes initiatives.

- » Newell Brands
- » American Red Cross
- » Cott Beverages
- » Fairfax Water
- » Houston Independent School District
- » The Irvine Company
- » Callaway Golf



2 Conferences – 1 Location

BI & HANA 2018 is co-located with Basis & SAP Administration 2018. Registration for 1 event allows you to attend sessions at both events at no additional cost.



Exhibitor Meet and Greets

Compare and contrast market-leading solutions and see for yourself how SAP and third-party technologies fit into your IT infrastructure.



Panel Discussions

These sessions are informal, interactive get-togethers where SAP customers can ask panelists their most pressing questions. Each panel will be moderated by a subject-matter expert. You do not need to sign up in advance to attend, and there is no formal agenda. Just come with your list of questions in hand.



Ask the Experts Sessions

Sit down with leading experts who use and support SAP technologies for data and analytics to get detailed answers to your toughest questions. Draw on the real-world experiences from some of the industry's top technologists and tap into one-on-one time with experts and walk away with detailed answers to the questions that matter to you most.



Live Demos

Experience in real-time the features and functionality of a variety of SAP solutions for BI and SAP HANA and walk through the set-up, configuration, and uses of each.




Evening Reception

Have some fun after a day of intense learning, and attend the evening reception to relax, catch up with your co-workers and colleagues, and build your professional network. Plus, market-leading solution providers will be on hand to answer your questions and walk you through prerequisites, decision points, trade-offs, and timelines for your ongoing initiatives and upcoming projects.



Networking Opportunities

Connect with like-minded peers to discuss projects you're working on, successes you've achieved, hiccups you're experiencing, and more. Pick their brains and return to the office with detailed, user-tested technical instruction and strategic advice to put to use with your own SAP systems. Networking events include: Speed networking, evening reception, exhibitor meet and greet, interactive Q&A sessions, lunch networking by topic and industry, and customer feedback sessions.



This conference has been approved for 28.5 CPE credits
 Advance your career and keep your certification current. Earn credits by attending sessions offered at BI & HANA 2018, and Basis & SAP Administration 2018.

Morning Workshops

9:00AM - 12:00PM

An A-to-Z guide to planning, sizing, and staffing your SAP BW to SAP BW powered by SAP HANA migration project

Jesper Christensen and Rob Frye, COMERIT

Attend this comprehensive, 3-hour session to learn a step-by-step strategy for a successful SAP BW to SAP BW on SAP HANA migration using the database migration option (DMO) for Software Update Manager, as well as the classical OSDB migration. Learn best practices for planning your migration based on lessons learned in some of the world's largest migration projects, including staffing, scoping, milestone planning, and budgeting. Attend to take an in-depth look at:

- System sizing of the SAP HANA database and application servers
- Benefits and challenges of migrating to the cloud vs. on-premise
- Detailed migration plans for environments of any size, including system provisioning, preparation, upgrade and migration, post-processing, and go-live checks
- Project schedules used in real-world migrations
- Lessons learned during numerous migration projects, including the latest guidance for completing your migration using Software Update Manager-DMO with minimal downtime
- Valuable guidance in critical housekeeping steps designed to make the process easier and save your company money on licenses and hardware

Take home sample project schedules and staffing plans used in real-world migration projects, and an overview of crucial pre-migration and post-migration tasks.

Building a business case and road map for your SAP S/4HANA implementation

Dr. Heiko Hecht, IBIS America and Windie Wilson, SAP

Attend this 3-hour workshop to learn — via lecture, real-world examples, and demos — how to build a successful business case and a road map for your SAP S/4HANA project using SAP's top programs, assessments, accelerators, and tools. By attending this in-depth session, you will:

- Learn how to establish your SAP S/4HANA road map, how to validate the best deployment approach for your organization, and how to determine the different roles and responsibilities in your SAP S/4HANA project
- Review common project pitfalls and diversions, such as scope creep, poor blueprint, and budget overflow; and learn how to mitigate the risk in your SAP projects by identifying your true system and process health
- Examine SAP's top programs, such as value assurance (VA) and digital transformation engagement (DTE), and see how they align with assessments, tools, and accelerators, such as business scenario recommendation (BSR) and solution transformation assessment and realignment (STAR)
- Step through demos of the SAP system transformation via the STAR process, including system scans, process driven workshops, cost-benefit-risk analysis, road maps, and output examples and deliverables
- Understand how to establish your SAP S/4HANA road map and how to validate the best deployment approach for your organization
- Gather best practices on how to calculate and simulate potential performance improvements and database space savings
- Discover where SAP S/4HANA will have a real impact on your current real-life SAP usage, such as simplifications, process/performance improvements and better analytics

Morning Workshops (cont.)

9:00AM - 12:00PM

Big Data solutions demystified: From ingestion to actionable intelligence

Amit Satoor, SAP

Attend this 3-hour workshop to gain a comprehensive understanding of SAP data warehousing solutions and to learn — via lecture, real-world examples, and demos — how to run a successful Big Data innovation project using SAP and open source technologies, products, and best practices. By attending this in-depth session, you will:

- Learn how to identify and scope the right use cases focused on business outcomes, how to validate the best solution architecture for your project, and how to determine when to use cloud and/or on-premise options
- Review common project pitfalls and diversions — such as uber architectures, scope creep, over-engineering, and budget overflow — that fail to deliver measurable business value
- Learn about various technologies, products, and services from SAP, open source, and technology partners — such as in-memory processing across distributed architecture, graph, streaming and machine learning — and see how they can be incorporated into an open and flexible architecture
- Step through in-depth demos of the SAP Data Hub and SAP Vora to manage and process data across on-premise and cloud environments, including data discovery, pipeline processing, data modeling, and road maps
- Understand how to establish your modern data framework that encompasses data warehouses, data marts, and data lakes
- Understand various cutting-edge use cases and case studies to simulate potential new innovative ideas
- Discover where Big Data will have a real impact on your current real-life SAP landscape, for SAP S/4HANA, SAP BW/4HANA, and various other business analytics scenarios



Afternoon Workshops

1:00PM - 4:00PM

Visual storytelling: How to make your data visualizations more intelligent, actionable, and useful

Mico Yuk, BI Brainz

This non-technical, collaborative session will provide the foundation needed to make your data visualizations more intelligent, actionable, and useful! Whether you are a beginner or a dashboard veteran, this fun-filled session will take you through the fundamentals of storytelling to understanding how to add smart context and visual cues to enhance user adoption. By working in teams with your peers in hands-on exercises, you will get an opportunity to apply these techniques directly to various dashboards. Attendees will learn:

- How to create a simple, 4-part visual storyboard in minutes, not weeks
- Why visual storytelling is more effective than traditional reporting
- The 3 most important story elements that 98% of dashboards are missing today and how to implement them
- Effective techniques to make visuals more intelligent and actionable
- Your personal visual literacy score, by taking a short quiz
- Specific steps to take your data visualization journey to the next level

BYOD Hands-On: Experience advanced data analytics on SAP HANA, express edition

Dr. Jordan Cao, SAP

With SAP HANA's advanced in-memory computing power and flexible data modeling, you can build applications that deliver real-time insights on any type of data. Now with SAP HANA, express edition, you can jumpstart your innovation journey free-of-charge with limited memory use up to 32GB, from your laptop or in the cloud, anytime and anywhere. In this 3-hour session, you will:

- Create an SAP HANA, express edition, instance in the cloud
- Understand the various SAP HANA, express edition, package options and their differences
- Understand how to upload data to your own SAP HANA, express edition
- Use SAP Web IDE for SAP HANA to build data models on your personal SAP HANA, express edition, instance
- Build a simple analytic dashboard on your SAP HANA, express edition, instance
- Build a simple Web application to leverage these advanced models

Please make sure to bring a laptop with a minimum of 16GB RAM to participate in this session.

Afternoon Workshops (cont.)

1:00PM - 4:00PM

A how-to guide for creating a global analytics hub

Jonathan Haun and Marshall Kelley, Protiviti

Learn how to create a global analytics hub, using several important SAP solutions in a complicated technology environment. Imagine bringing 15 different ERP systems into one unified analytics data mart, using SAP Data Services and SAP HANA. Attendees will also gain insights on how to recognize and respond to operating models and budget issues, and how to turn uncooperative business leaders into supportive business partners. Additionally, this session will examine how attendees can overcome undocumented business processes in a complex global environment, delivering a cohesive reporting system using the appropriate tools for their businesses' needs. You will learn how to:

- Recognize and respond to evolving project dynamics and regional uncertainty in a global-scale initiative
- Examine how an organization can successfully navigate a project that represents both the regional operating perspectives and the centralized information hub perspective to ensure accuracy, usability, and sustainability
- Adapt a project plan to seamlessly incorporate emerging technologies that are introduced over a project's lifespan
- Analyze how to best overcome unanticipated organizational challenges
- Review lessons learned from managing user expectations across regions with differing levels of existing reporting within an organization

On-premise vs. cloud: A step-by-step guide to develop and execute your SAP S/4HANA migration project

Bret Applegate and Sadi Fieldsend, itelligence

Attend this session to learn the difference between the various cloud concepts as they relate to SAP. Learn how a solid cloud strategy can help your IT organization achieve its goals. Gain an understanding of the key considerations that must be weighed when determining if your organization can benefit from a cloud strategy. Learn the road map options available for transforming your SAP environment into the new age of SAP S/4HANA, and obtain insight on the key considerations for deciding between SAP S/4HANA on premise or in the cloud. Hear about the tools and processes used to transform your existing SAP ERP environment to the latest SAP S/4HANA release, while moving to the cloud in a single step. By attending, you will:

- Learn the difference between on-premise and managed cloud (private and public) to determine which is best for your organization
- Learn how to evaluate your organization's "cloud readiness"
- Develop a cloud strategy to understand "considerations" around hybrid clouds and consider SAP's cloud-first approach
- Understand the road map options for moving to SAP S/4HANA in the cloud, including greenfield and one-step upgrade/migration
- Gather tips on putting together a successful SAP S/4HANA migration strategy
- Discover tools and strategies for moving to the cloud and migrating to SAP S/4HANA in one step
- Gain understanding of SAP S/4HANA cloud integration topics

Make the transition to an insight-driven organization — Valuable techniques to launch, embed, and scale analytics across your enterprise

Penny Silvia, Deloitte

New advances in tools and technology can access and analyze billions of pieces of data points in less than a second, but how do you turn that power and speed into value in the hands of your user community and organization? Attend this session to:

- » Understand the benefits of becoming an insight-driven organization, such as gaining lasting competitive advantage from your existing data assets
- » Get proven strategies and tactics you can use to shift your user community to embrace the power of analytics
- » Learn effective techniques to overcome barriers to adoption, such as data understanding, tool preferences, reluctance to “own” the solution, and historical reliance on IT
- » Identify the challenge points for your organization, such as user acceptance, and create plans to address and/or mitigate the challenges before they arise

Creating a Business Intelligence Center of Excellence: A step-by-step approach for success

Chris Hickman, Protiviti

Establishing a Business Intelligence (BI) Center of Excellence (COE) is a proven approach to achieve a strategic, cohesive, enterprise-wide BI environment. This session will provide attendees with a framework to establish a successful COE, an internal group that provides services and oversight to the various development groups within an organization. Attendees will:

- » Learn how establishing a COE will allow you to guide BI initiatives, control costs, improve delivery times and quality, and much more
- » Identify critical short-, medium-, and long-term goals, and a timeframe for implementation
- » Understand key ingredients needed for long-term success, including strategies to engage key stakeholders and secure the appropriate mix of skill sets for the group

Take home a comprehensive checklist of steps necessary to build an effective BI Center of Excellence that delivers measurable results.

The modern analytics platform: How to innovate and differentiate your business intelligence

Karthik Palanisamy, itelligence

Companies can struggle to gain insights on all their data assets, the speed of those insights, and data management, when using a traditional analytics platform. This can lead to missed opportunities, ineffective marketing, lost customer base, loss in production, and a lack of insight. Explore how a modern analytics platform puts the right data in the right place to maximize performance and minimize cost, and how to leverage the analytics platform to make smarter decisions. You will learn how to:

- » Generate new models faster that can be easily scaled to create more bandwidth for your resources and reduce your costs
- » Leverage SAP Vora to gain insights on all data assets — structured and unstructured
- » Maximize your data assets by unifying and processing in real-time using SAP HANA as a logical data warehouse
- » Decentralize the storage of data, but centralize the management and administration by using a modern analytics platform

Demystifying SAP HANA: Understand your options and how to determine the best path for your organization

Don Loden, Protiviti

Attend this session to explore the many types of SAP HANA including SAP S/4HANA, SAP BW on SAP HANA, SAP BW/4HANA, and SAP HANA as an analytics platform. Understand key business use cases, architectural considerations, and distinct resource skillsets to consider when determining your short- and long-term strategy. You will:

- » Examine strategies to determine which SAP HANA variant is right for your organization
- » Discuss real-world use cases and see live demonstrations of these solutions to help determine where and when these options make sense and the impacts these solutions have on complex global organizations
- » Take away insights to help your organization continue on the journey to SAP HANA

When, where, how, and IF your organization should make the move to SAP HANA-enabled solutions

Penny Silvia, Deloitte

We've all been hearing about the power and capabilities of SAP HANA-enabled solutions, such as SAP S/4HANA and SAP BW/4HANA. With mainstream maintenance and support programs for SAP Business Suite scheduled to end in 2025, you may want to know: How do you determine the value proposition, road map, and timeline for YOUR organization to make this move? Hint: There is no hard and fast rule or absolute “right” answer — but there are options and there is an answer that is going to be right for YOU. Attend this session to examine:

- » The decision points of where and how to start if you want to adopt SAP HANA-enabled solutions
- » How to assess the impacts, both positive and potentially negative, to your existing processes
- » What to do until you're ready to take the best advantage of SAP HANA-enabled tools
- » Why not to wait until 2025 to make your decision
- » Do you really HAVE to do this?

SAP's business intelligence strategy and vision: New innovations, disruption, and transformation

Jayne Landry, SAP

Digital disruption is battering the world of analytics, upending old ways of working while introducing great new business opportunities. Attend this session and explore new trends in analytics, including? and new approaches required to exploit them. You will:

- » Hear how you can safely navigate the new technologies and opportunities, and successfully reimagine your organization for the future
- » Take a fast-paced look at the big trends in Big Data, analytics, and BI, including topics such as “modern” self-service BI, predictive and cognitive analytics, Hadoop and Spark, and the “death” of Business Intelligence Competency Centers

BI governance revisited: How to implement a strategy that drives BI success and agility

Michael Welter, *Think Big Analytics*

What is governance, and why is it so important to your BI deployment? How do you impose governance on an existing deployment? Implementing governance in an existing environment won't be easy, but it is critical to the success of your BI organization. Attend this session to get answers to these questions, and learn methods you can utilize to navigate the technical and political challenges of BI governance, including:

- » Key elements of a successful strategy that supports the overall corporate mission and ensures consistency without stifling agility
- » Practical deployment advice, such as who to include in the process, key duties of the individuals, and useful guidelines to consider in your BI reporting
- » Critical components of a successful strategy, such as data governance, reporting standards, and security

Take home a checklist of practical tips on getting started with governance, and socializing it throughout the organization.

Building blocks of a rock-solid BI strategy that benefits business and IT alike

Pat Saporito, *SAP*

In this session, you will learn critical success factors to develop and deliver a forward-looking BI strategy and road map for your organization. Learn the key components of a BI and analytics road map — including stakeholder and management buy-in, research initiatives, and implementation approach — and get recommendations to help you:

- » Assess your BI maturity and define your desired future state
- » Create a prioritized road map for the enterprise of short-, medium-, and long-term projects that aligns with strategic business goals and delivers measurable results
- » Leverage a repeatable framework for building an analytics strategy that engages and brings together the priorities of both CIOs and business executives to address organizational challenges

Take home a BI strategy self-assessment and BI strategy e-book to drive your strategy when you return home.

Finding and training data scientists — It may be easier than you think!

Gregory Truman, *Deloitte*

Filling data scientist positions is a challenging process that often ends in failure. This session explores some novel possibilities for recruiting that can significantly advance the success rate in filling data scientist positions. Attendees will:

- » Understand the data scientist's primary skill competencies, which lay the groundwork for setting up recruiting processes and designing training programs for the data scientist role
- » Find out where to recruit data scientists, including a relatively novel and untapped source — the ABD (all but dissertation)
- » Learn how to put together a BI professional's training and development program that leverages outside resources from vendors, universities, professional associations, and massive online open courses (MOOCs)

Choosing the right SAP BI solution for your needs

Blair Wheadon, *SAP*

Examine each of the solutions in the latest SAP BusinessObjects BI portfolio — including new releases and updates — and evaluate their capabilities and suitability to meet your specific reporting and dashboarding requirements. Attendees will walk through the tool selection process and learn:

- » Which solutions are, and which are not, appropriate for certain reporting and analytics scenarios, such as high-level management KPIs or detailed drill-down analyses
- » Use cases for SAP analytics solutions based on user profiles, product capabilities, and data sources
- » When it makes sense to use multiple tools in conjunction with one another, and how to prioritize which tool to use when you can only choose one

PANEL DISCUSSION SAP HANA implementation best practices — Lessons learned, useful tips, and expert recommendations from customers who have been there

Moderator: Don Loden, *Protiviti*

Panelists: Vijay Subramani, *Dole Packaged Foods* and Heather Sinkwitz, *Mobile Mini*

Whether you are evaluating SAP HANA, planning to implement, or on the deployment path, you cannot afford to miss this opportunity to hear directly from BI professionals and customers who have deployed SAP HANA and experienced the process from planning through execution and roll out. This insightful discussion will:

- » Explore some of the known challenges to making the transition to SAP HANA — for both business and IT — and get practical recommendations to avoid them
- » Consider various paths to SAP HANA and how to determine the best path and develop the business case to support it
- » Discuss key elements of a successful SAP HANA adoption strategy
- » Provide expert advice on how to leverage SAP HANA most effectively to enable real value to the end business consumer
- » Examine technical prerequisites and strategies to keep in mind

An inside look at the keys to a successful SAP HANA implementation

This is your opportunity to meet with members of the SAP Chief Customer Office, SAP HANA Ambassador Team, and hear about their lessons learned and key best practices for SAP HANA use cases. The SAP HANA Ambassador team has helped more than 750 customers go live and become successful with their SAP HANA use cases. This session will help you understand the keys to success when starting your SAP HANA implementation. You will explore:

- » SAP HANA enablement and training, including useful resources and links
- » Revision and lifecycle management for SAP HANA and SAP S/4HANA
- » Keys to successful SAP HANA and SAP S/4HANA implementations

Take home a comprehensive checklist of all the available resources to help make you successful with your

PANEL DISCUSSION SAP HANA customer journeys — Innovative business use cases that have delivered business ROI

Line of business leaders are under pressure to deliver superior business results. Leveraging SAP HANA for the right use cases can unlock high value and the potential to drive business results to new highs.

Attend this panel discussion, hosted by the SAP Chief Customer Office, SAP HANA Ambassador Program, and hear from customers who have implemented unique and innovative business use cases using SAP HANA as a platform.

This session will be informative for organizations that are deciding on their SAP HANA use case, or are already starting on their innovation journey. Questions this session can help answer include:

- » How did these customers work with their business to identify use cases?
- » What were the immediate benefits from their innovative implementation?
- » What's next on these customers' innovation road maps?

SAP HANA road map and vision: What's new and what's next?*Ryan Champlin, SAP America*

Attend this session and delve into SAP HANA, an in-memory data management and application platform with advanced analytical processing and rapid application development capabilities. Learn how you can use SAP HANA as a foundation for all your data needs to accelerate business processes, deliver more business insight, and simplify your IT landscape. Attend this session to learn about:

- » How SAP HANA can enable new innovations while optimizing your business processes
- » SAP HANA's most recent and planned innovations
- » Flexible deployment options of SAP HANA in the cloud, on-premise, and on your desktop

LIVE DEMO Introduction to SAP Analytics Hub*Adrian Westmoreland, SAP*

Attend this session to discover the new SAP Analytics Hub solution, a software as a service (SaaS) offering that boosts your analytics adoption. SAP Analytics Hub centralizes the access of analytics scattered around multiple systems. You will:

- » Take a guided tour to see firsthand how both IT and business users benefit from new functionality, including how they can search and access assets, publish items, and moderate the content
- » Step through 2 real-world examples of how the solution was successfully used to implement a central catalog of analytics that reduced report and KPI redundancy and increased user engagement
- » Explore planned features and future directions

Get business value out of Big Data with distributed computing engines in SAP Vora*Amit Satoor, SAP*

The ability to use Big Data stored in Hadoop for deeper insight presents new opportunities for innovation and competitive advantage. The challenge lies in refining and combining Big Data with enterprise data in a way that is both simple and powerful. Attend this session to get an overview of new product capabilities in SAP Vora, and learn:

- » How SAP Vora can refine Big Data using multiple computation engines, such as time series, graph, and SQL to process unstructured data
- » How integration with machine learning drives intelligent insights
- » How SAP Vora can be used in conjunction with other SAP products to provide end-to-end solutions for your organization's Big Data use cases

LIVE DEMO What's new with SAP BusinessObjects Web Intelligence 4.2 SP05*Gregory Botticchio, SAP*

Learn about and functionality delivered in SAP BusinessObjects Web Intelligence 4.2 SP05 and how they can be leveraged to empower end users to create their own reports and to enhance and simplify SAP BusinessObjects Web Intelligence reports. You will:

- » Learn how to use some of the new innovations, such as geomaps, shared elements, comments, and SAP HANA direct access
- » Step through live demonstrations to see new capabilities
- » Get answers to your questions about future enhancements and how SAP BusinessObjects Web Intelligence fits into SAP's overall SAP BusinessObjects BI strategy and road map

SAP Predictive Analytics and machine learning: What's new, what's new, and road map details*Richard Mooney, SAP*

Attend this session to explore the fundamentals of SAP Predictive Analytics, learn what's new in the latest update, and get road map details, including:

- » How data scientists, business analysts, and business users can use machine learning capabilities in SAP Predictive Analytics to solve complex business problems and perform automated predictive analytics on large volumes of structured and unstructured data
- » Where SAP Predictive Analytics may have the biggest impact on your organization's bottom line, including tips to ensure that optimal ROI is realized
- » Detailed insight on current product features, and how each can add value, integration scenarios, and planned functionality

Introducing SAP Business Planning and Consolidation, version for SAP BW/4HANA*Kirk Anderson, SAP*

This session introduces the latest release of SAP Business Planning and Consolidation for the SAP BW/4HANA platform. Attend to learn about the latest features available in this release, the future road map, use cases, and potential migration opportunities. You will:

- » Learn how to maximize planning and consolidation opportunities on SAP's new data warehouse
- » See how the simplified SAP BW/4HANA architecture can drive better finance transformation and better success
- » Watch a demo of the new solution and its next-generation interface



Discover the latest capabilities and future direction of SAP Lumira

Patrick Sims, SAP

SAP Lumira and SAP BusinessObjects Design Studio have come together under a single name, SAP Lumira. Attend this session to learn about the new features delivered in the combined solution, and to:

- » Gain insight into the new user experience, including simplified and enhanced visualizations, enhanced filters, and improved input controls
- » Explore use cases for the combined solution, and how it enables access to departmental data while also allowing for the ability to upscale to enterprise-level analytic applications
- » Take a look at the road map for SAP Lumira moving forward

An introduction to SAP Leonardo and how it can drive your digital transformation

Matt Spohn, SAP

Becoming a digital business requires business model and business process changes that no single technology can deliver. Attend this session to find out how SAP Leonardo brings a collection of capabilities, solutions, and services together to provide a digital innovation system — built to not only drive innovation as companies explore digital transformation, but also to scale that innovation and allow businesses to truly transform. Join this session to:

- » Hear how you can use SAP Leonardo to accelerate the time from which a business recognizes the need for digital transformation to having an active, working digital transformation solution
- » Learn about the components and technologies that make up SAP Leonardo
- » Get an understanding of how SAP Leonardo can help you to leverage your existing investments and extend their value

Harness the power of IoT and Big Data with SAP Predictive Analytics

Chandran Saravana, SAP

Learn how to collect, analyze, predict, and act on information using SAP Predictive Analytics with IoT and Big Data. Explore the impact of IoT and Big Data on the enterprise and learn how to leverage SAP Predictive Analytics to transform business and realize bottom-line results. Attendees will:

- » Explore the core workflows, such as the predictive modeler, data manager, and scoring
- » Examine the predictive analytics lifecycle, including roles and processes needed to effectively leverage SAP Predictive Analytics
- » Learn how to identify the right entry point for IoT and Big Data in your organization

LIVE DEMO Introduction to SAP Digital Boardroom

Jacob Stark, SAP

Explore how SAP Digital Boardroom contextualizes the boardroom experience across people, places, and devices into a real-time enterprise experience. Examine key features and functionality, and learn:

- » How the solution integrates with SAP S/4HANA lines of business data, as well as with other applications and data sources, to provide a single source of truth about a company's business metrics
- » Core use cases of SAP Digital Boardroom, such as real-time business insight and decision making to act in dynamic markets
- » The key differentiating features which drive the use cases

SAP's business intelligence strategy and vision: New innovations, disruption, and transformation

Jayne Landry, SAP

Digital disruption is battering the world of analytics, upending old ways of working while introducing great new business opportunities. Attend this session and explore new trends in analytics, including? and new approaches required to exploit them. You will:

- » Hear how you can safely navigate the new technologies and opportunities, and successfully reimagine your organization for the future
- » Take a fast-paced look at the big trends in Big Data, analytics, and BI, including topics such as "modern" self-service BI, predictive and cognitive analytics, Hadoop and Spark, and the "death" of Business Intelligence Competency Centers

Deliver information excellence for a digital enterprise: SAP solutions for enterprise information management

Kristin McMahon, SAP

In a digital business, the speed of decisions is instantaneous, as everything and everyone is connected live. This means that every organization needs real-time access to data that can be trusted, and to have the flexibility to prepare for the unique needs of every department and user. Attend this session to explore the SAP solutions for enterprise information management (EIM) portfolio and how they offer customers a foundation for a digital business. Join this session to:

- » Define of a digital enterprise, from an EIM standpoint
- » Find out how organizations moving to a digital framework should think about their EIM environment
- » Learn how SAP solutions for EIM can be leveraged to manage information as an enterprise asset, and enable trusted data discovery and information excellence
- » Understand the role of causal users and agile data preparation in a digital enterprise

LIVE DEMO SAP Analytics Cloud: Leverage the integrated capabilities of BI, predictive, and planning to empower day-to-day work

Jacob Stark, SAP

Step through a detailed use case example of a sales analyst to find out how SAP Analytics Cloud can enable users to seamlessly transition between different analytics needs. Walk through each step to see how the analyst uses the solution to:

- » Explore the historical sales data of a product that's heavily affected by seasonality
- » Run a time series forecast on this data using the predictive capabilities in SAP Analytics Cloud
- » Incorporate the results of the time series analysis in the planning process

Better, faster, and smarter analytics: Hybrid analytics for cloud and on-premise

Adrian Westmoreland, SAP

When you are accessing content or blending data from both on-premise and/or cloud, hybrid analytics should provide a seamless experience. Attend this session to explore SAP's approach to hybrid analytics and come away with a solid understanding around:

- » Market forces for analytics and how hybrid scenarios can be leveraged to support them
- » SAP's analytics strategy
- » SAP solutions for hybrid analytics, including use cases, data foundation capabilities, and SAP Analytics Hub

Data visualization hack: Learn 3 steps to transform any data into action!*Mico Yuk, BI Brainz*

Still struggling to take action on your data? If so, you have to check out this new hack for creating S.M.A.R.T. measurements. This fun session will give you a simple technique to make your data more actionable in minutes. You can then take your transformed metrics and convert them into compelling data visualizations and reports that are easy to use. In this session, you will explore:

- » How to apply the “WHW” technique to any measurement to make it actionable
- » Why most data visualizations fail to derive results
- » How to quickly identify which data cannot be made actionable to avoid wasting time
- » A peek into how to take your measurements and turn them into a compelling data story

SAP BusinessObjects Design Studio on SAP BusinessObjects BI platform: Tips to maximize your effectiveness*Bruce Labbate, Protiviti*

Most businesses see SAP BusinessObjects Design Studio as a strong, flexible dashboard tool that requires investment in SAP HANA or SAP BW to run effectively. However, it also runs well on the BI platform using traditional universes, making it a great option for enterprises with an existing SAP BusinessObjects practice who haven't yet invested in SAP HANA. In this session, see how you can quickly ramp up and maximize performance of SAP BusinessObjects Design Studio on the BI platform, including:

- » How to set-up and configure SAP BusinessObjects Design Studio on your existing SAP BusinessObjects infrastructure
- » Tips and tricks to accelerate development and create a more flexible interface for your users
- » Examples of interactive, responsive dashboards running on SAP data through SAP BusinessObjects universes
- » How best to design your universes to accommodate SAP BusinessObjects Design Studio's methods of retrieving and manipulating data

CASE STUDY How Newell Brands leveraged SAP BusinessObjects Design Studio to create a service-level dashboard that integrates with SAP BusinessObjects Web Intelligence reports*Chen Tiryaki and Daylin Alvarez, Newell Brands*

Learn how Newell Brands, an S&P 200 company with over \$16 billion in sales in 2016, designed and built a service-level dashboard using SAP BusinessObjects Design Studio integrated with SAP BusinessObjects Web Intelligence. Understand functionality utilized that allows drill down interactively from a high-level overview dashboard to a detail-level dashboard, while filtering data based on user preferences. Attend to explore:

- » Technical architecture of the overall solution, including enhancements on the backend to ensure optimal performance
- » Code developed in JavaScript to integrate SAP BusinessObjects Design Studio with SAP BusinessObjects Web Intelligence
- » How interactive features were incorporated, such as cascading global filters and crosstab options, and how they interact with each other

Step through a demo of the final dashboard, and take home a useful checklist of best practices based on Newell Brands' challenges and lessons learned building this dashboard.

Discover the latest capabilities and future direction of SAP Lumira*Patrick Sims, SAP*

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- » Take a look at the road map for SAP Lumira moving forward

CUSTOMER FEEDBACK SESSION SAP BusinessObjects BI 4.2 platform*Gregory Botticchio and Christian Ah-Soon, SAP*

The recent 4.2 release of the SAP BusinessObjects Business Intelligence (BI) suite is being adopted at an unprecedented pace. The platform that powers those analytic innovations is constantly evolving, and SAP is now planning the future releases. If you'd like to influence the direction of the BI launchpad, scheduling, and administration, this is your chance to do so! Attend this session to:

- » Discuss your company's usage, where you see possible gaps, and how SAP BusinessObjects BI platform can bridge them
- » Provide feedback directly to SAP on your satisfaction and concerns with both the current offering and the future direction that SAP has charted for this platform
- » Get answers to your questions about future enhancements and how SAP BusinessObjects BI platform fits into SAP's overall SAP BusinessObjects BI strategy

CASE STUDY American Red Cross' transition from a static reporting environment to modern, sleek BI applications and dashboards based on SAP Lumira, designer edition*Robert Shoemake, American Red Cross*

Attend this session to learn how American Red Cross went from dull, manual, and static reports to modern, data-driven, and insight-delivering solutions using SAP Lumira, designer edition (formerly SAP BusinessObjects Design Studio). Explore the path taken to achieve BI success and user adoption, including how a small team within a large non-profit organization worked as internal consultants with key IT partners to deliver ROI across the organization. Find out how the company:

- » Brought data from a non-traditional SAP ERP system into a UNX for consumption by SAP Lumira, designer edition
- » Selected the right tools and design, and established a trusted familiar brand for the applications
- » Incorporated subtle changes in design from internal partners to drive home a polished application

Step through a live demo to see how the American Red Cross utilizes data from many different data-enriching vendors and delivers simplified, easily consumable information to users.

Creating and deploying SDK components for SAP BusinessObjects Design Studio

Rob Frye, COMERIT

Attend this session to fully unlock the flexibility of SDK extensions with SAP BusinessObjects Design Studio. Learn how to determine when creating your own extension is the right decision, and understand the prerequisites for building SDK extensions, including how to get started developing with Eclipse and how to leverage templates to accelerate your development efforts. By attending, you will learn:

- » When to create exciting new extensions and when to modify existing components to meet your needs
- » How to create and install extensions in SAP BusinessObjects Design Studio and the SAP BusinessObjects 4.2 platform
- » The numerous free and paid SDK components which are already available to enhance your reports

Take home a step-by-step guide on how to get started developing your own SDK extensions, including best practices for setting up your projects in Eclipse.

CASE STUDY How Cott Beverages designed and built interactive dashboards against multiple data sources for multiple user types

Eric Wojcik, Cott Beverages

While a lot of data and reports already existed at Cott Beverages — a \$7 billion annual revenue beverage company — many users found it cumbersome to access, understand, and act on the data. Cott needed a simpler and more intuitive way to engage and meet the demands of the more than 200-member sales team. Attend this session to learn:

- » How the company developed a more iterative and collaborative approach for dashboard design development and requirement gathering
- » Key features and functionality implemented to allow for intuitive drill-down capabilities, filtering, and other flexibility necessary for a single dashboard to accommodate the needs of the entire corporate hierarchy
- » Other “quality of life” features, such as bookmarking, collaboration, and translations, that provide additional polish and functionality to the dashboard

Take home a useful project plan, including screenshots and wire frames, to jump-start your own dashboarding initiative when you return to the office.

Using SAP Lumira, discovery and designer editions, for self-service BI

Ingo Hilgefort, Visual BI Solutions

This session provides a framework for how to leverage the capabilities of SAP Lumira, discovery edition, and SAP Lumira, designer edition, to create a self-service BI environment for users. You will:

- » Learn which workflows and components available in SAP Lumira are required to enable self-service
- » Examine various self-service scenarios, what specific SAP Lumira functionality applies to each, and potential limitations
- » Find out what existing self-service templates are available, and determine when and how you should build your own templates

Take home a ready-to-go sample application that provides your users with a self-service BI solution.

Maximizing the features of SAP Lumira to build better dashboards

Joseph Smith, Method360

By combining the capabilities of SAP Lumira and SAP BusinessObjects Design Studio, the newest version of SAP Lumira enables users to harness the power of data visualizations and dashboards to create more dynamic and interactive applications. This session will demonstrate how to build dynamic visualizations in the discovery client and then continue development in the designer client to add more interactivity and enhance the features of your charts and other components. Attend to:

- » Learn ways of enhancing visualizations in SAP Lumira, discovery edition, including conditional formatting, extended calculations, new filter controls, and merging and appending multiple datasets
- » Find out how to maximize interactivity in designer using scripting functions
- » Step through a live demo to see new geo-mapping capabilities available in SAP Lumira
- » Discover how these new component capabilities in SAP Lumira can help create more dynamic dashboards

Take home a helpful user guide of how to implement different components in the new version of SAP Lumira.

7 steps to achieving the ultimate BI visual quick win

Mico Yuk, BI Brainz

Let's face it — building a great dashboard today takes way too long for most business users. That's why you can benefit from “The Ultimate BI Visual Quick Win.” After building 600+ data visualizations, we've cut the fat out from the traditional delivery process, and narrowed it down to the most vital components you need to deliver a visual success. In this session you will:

- » Find out where most BI visual projects fail and how to avoid it
- » Learn how to qualify a BI visual quick win, and when to say “no”
- » Learn what skillsets you must have to succeed, and what to do if you don't have them
- » Get a peek into a real-world example of BI visual quick win and see why it worked

Take home “The Ultimate BI Visual Quick Win” cheat sheet to get started immediately.

Optimizing your analytics with SAP BW, SAP HANA, and universes

Blair Wheadon, SAP

Digital transformation uses data as the fuel for advanced analytics. In this session, you will learn how to leverage optimized connectivity options into SAP BW, SAP HANA, and SAP universes to get the most value from your data using SAP Analytics Cloud, SAP Lumira, and SAP BusinessObjects Web Intelligence. By attending, you will learn:

- » Different ways to express and model data in SAP BW, SAP HANA, and universes
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- » How the different options are supported in the SAP analytics tools

LIVE DEMO Introduction to SAP Analytics Hub

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Attend this session to discover the new SAP Analytics Hub solution, a software as a service (SaaS) offering that boosts your analytics adoption. SAP Analytics Hub centralizes the access of analytics scattered around multiple systems. You will:

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- » Step through 2 real-world examples of how the solution was successfully used to implement a central catalog of analytics that reduced report and KPI redundancy and increased user engagement
- » Explore planned features and future directions

SAP Analytics Cloud: An independent expert's guide to what it is, what it can do for you, and key questions to ask before starting your journey

Ingo Hilgefert, Visual BI Solutions

This session cuts through all the hype around SAP Analytics Cloud and provides easy-to-understand guidelines to assess how it might enhance your analytics landscape and strategy, what data can be accessed and how, and technical considerations for deployment. You will:

- » Explore how SAP Analytics Cloud compares to your current on-premise SAP BusinessObjects BI tools – redundant, complement, or replace?
- » Get insight into critical data connectivity considerations, such as options for data loading vs. accessing data live, and data modeling considerations
- » Step through live demos to explore how SAP Analytics Cloud can be positioned within your SAP BusinessObjects environment

Harness the power of IoT and Big Data with SAP Predictive Analytics

Chandran Saravana, SAP

Learn how to collect, analyze, predict, and act on information using SAP Predictive Analytics with IoT and Big Data. Explore the impact of IoT and Big Data on the enterprise and learn how to leverage SAP Predictive Analytics to transform business and realize bottom-line results. Attendees will:

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- » Provide feedback directly to SAP on your satisfaction and concerns with both the current offering and the future direction that SAP has charted for this platform
- » Get answers to your questions about future enhancements and how SAP BusinessObjects BI platform fits into SAP's overall SAP BusinessObjects BI strategy

Advanced report design tips and techniques in SAP Analysis for Microsoft Office

Satwick Das, TruQua Enterprises

Through lecture and demonstration, familiarize yourself with some of the more advanced techniques and features available for designing reports in SAP Analysis for Microsoft Office. Attend to:

- » Understand the full functional scope of SAP Analysis for Microsoft Office, including some of the lesser known options such as the ability to combine multiple functions into 1 action
- » Gain actionable advice to implement conditional formatting, which allows you to automatically apply standard formatting to your reports
- » Learn how to integrate dynamic text elements, charts, and filter elements into your report design
- » Take an up-close look at the special functions within SAP Analysis for Microsoft Office and how to create layout elements such as drop-down boxes

CASE STUDY Lessons from Fairfax Water's experience using SAP Analysis 2.5/6 beta — Moving the future of BEx Analyzer forward

Tammy Powlas, Fairfax Water

Learn how Fairfax Water, which provides water to nearly 2 million people and reports on close to 300,000 customers, leverages the new and changed features in SAP Analysis for Microsoft Office, such as a flexible and dynamic grid, new display panels, and more. Gain best practices based on the company's firsthand experiences, and learn how Fairfax:

- » Uses SAP Analysis 2.0 by role: IT developer, business analyst, and report consumer
- » Optimizes functionality to review in-depth IT support reporting
- » Integrates SAP Analysis 2.0 with other SAP BusinessObjects BI tools, such as SAP Lumira, SAP Analytics Cloud, and SAP BusinessObjects Web Intelligence

Take home a checklist of steps to convert BEx workbooks to SAP Analysis for Microsoft Office, and a guide for using the report-to-report interface.

LIVE DEMO SAP Analytics Cloud: Leverage the integrated capabilities of BI, predictive, and planning to empower day-to-day work

Jacob Stark, SAP

Step through a detailed use case example of a sales analyst to find out how SAP Analytics Cloud can enable users to seamlessly transition between different analytics needs. Walk through each step to see how the analyst uses the solution to:

- » Explore the historical sales data of a product that's heavily affected by seasonality
- » Run a time series forecast on this data using the predictive capabilities in SAP Analytics Cloud
- » Incorporate the results of the time series analysis in the planning process

Unlocking industrial insights and analytics using SAP Leonardo IoT analytics

Buntic Georgian, Archius

Attend this demo-driven session to learn how SAP Leonardo Internet of Things (IoT) analytics helps organizations unlock the value of IoT from sensor-rich environments and connected things. Take a deep dive into the SAP Leonardo IoT architecture that enables you to quickly mobilize data for consumption, developing a robust analytical platform that unlocks the value of sensor-driven data, industrial analytics, and rule-based automation, based on IoT data and machine learning. Attend to:

- » Gain an understanding of SAP Leonardo and the various components of SAP Leonardo that help drive IoT analytics
- » Discover how IoT data streams, Big Data, and advanced analytics collide to create new opportunities for driving industrial analytics
- » Learn how to harness new technologies like machine learning and predictive analytics to deliver insights on IoT data
- » Step through a live demo to examine the end-to-end architecture of an SAP Leonardo IoT-driven platform

Actionable advice for enabling real-time data in SAP Business Planning and Consolidation

Scott Cairncross, TruQua Enterprises

Utilizing the latest versions of SAP Business Planning and Consolidation (SAP BPC), companies are now able to run planning and consolidation activities on the SAP HANA platform, enabling real-time access to their data. This session will:

- » Provide a solid understanding on how SAP BPC optimized for SAP S/4HANA integrates master data, transaction data, and the SAP technology platform all in one
- » Offer tips for increasing the speed and frequency of your reporting cycles using an integrated planning platform
- » Explore customizable content pre-delivered with SAP BPC that is optimized for SAP S/4HANA that accesses transactional data in real time

SAP Predictive Analytics and machine learning: What's now, what's new, and road map details

Richard Mooney, SAP

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- » Detailed insight on current product features, and how each can add value, integration scenarios, and planned functionality

Top 10 customer case studies: SAP Predictive Analytics

Chandran Saravana, SAP

Predictive analytics allows organizations to achieve real-time insights that increase understanding of customer behavior, improve response to customers, and deliver tangible business value. But as the English say, "The proof is in the pudding." Join this session to learn about 10 customers who are leveraging SAP Predictive Analytics to stay competitive in the marketplace, including how:

- » One of the largest telecom companies is able to retain and grow its customers in a very competitive space
- » One of the largest banks serves 5.5 million customers using SAP Predictive Analytics
- » A healthcare company is creating better paths of care for its patients
- » One of the largest fleet management company leverages IoT and predictive analytics to manage 1.4 million vehicles

Better, faster, and smarter analytics: Hybrid analytics for cloud and on-premise

Adrian Westmoreland, SAP

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- » Market forces for analytics and how hybrid scenarios can be leveraged to support them
- » SAP's analytics strategy
- » SAP solutions for hybrid analytics, including use cases, data foundation capabilities, and SAP Analytics Hub

Enhanced planning, reporting, and visualization leveraging SAP Business Planning and Consolidation and SAP Analytics Cloud — The perfect hybrid scenario

Kirk Anderson, SAP

Attend this session to understand how an on-premise or managed cloud SAP Business Planning and Consolidation version for SAP BW/4HANA and SAP Analytics Cloud come together to help drive better decision making in the organization. This session provides guidance on how best in-class companies can leverage the latest SAP planning and BI innovations from on-premise and cloud-based tools. Attend to find out how:

- » Both solutions complement each other through seamless transactional and master data integration
- » Finance and reporting functions can leverage amazing visualization on planning data to make better decisions
- » Dynamic planning functions such as predictive analytics can be used in a simple manner as part of the planning process

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Blair Wheadon, SAP

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CASE STUDY How Newell Brands leveraged SAP BusinessObjects Design Studio to create a service-level dashboard that integrates with SAP BusinessObjects Web Intelligence reports

Chen Tiryaki and Daylin Alvarez, Newell Brands

Learn how Newell Brands, an S&P 200 company with over \$16 billion in sales in 2016, designed and built a service-level dashboard using SAP BusinessObjects Design Studio integrated with SAP BusinessObjects Web Intelligence. Understand functionality utilized that allows drill down interactively from a high-level overview dashboard to a detail-level dashboard, while filtering data based on user preferences. Attend to explore:

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- » How interactive features were incorporated, such as cascading global filters and crosstab options, and how they interact with each other

Step through a demo of the final dashboard, and take home a useful checklist of best practices based on Newell Brands' challenges and lessons learned building this dashboard.

Raiding the report vault: Use shared elements to slash report creation time in SAP BusinessObjects Web Intelligence

Alan Mayer, Solid Ground Technologies

Many SAP customers have thousands of SAP BusinessObjects Web Intelligence reports, representing an extremely valuable source of business logic. Attend this session to unlock that treasure — find out how to fashion new documents in minutes rather than hours, and revamp your existing report development to enjoy 10x faster creation time. For a 60-minute investment, your payoff will be extraordinary! You will:

- » Learn a new methodology for report writing using shared elements, and leverage it to build new reports based on those elements in a fraction of the time
- » Amend existing reports using shared logic mined from existing reports
- » Create a variable repository that can be referenced by any user

Any universes and documents created for this presentation will be made available for download for future experimentation at home.

Extending BI content to mobile devices: Leading practices, tools, and architectural considerations

Fernando Ibarra Avila, COMERIT

Based on real-world experience, the instructor will share lessons and best practices to utilize SAP BusinessObjects tools for mobile reporting. Gain real-world advice on how to build your mobile technology strategy based on business needs and user requirements, and:

- » Explore mobile functionality of alternative SAP BusinessObjects tools and how to determine which tool to use for which business scenario
- » Get best practices and the required development effort for different tools and reports, such as dashboards, SAP BusinessObjects Web Intelligence drilldowns, alerts, and more
- » Learn about available options to set up, manage, and deploy BI content, including BI tool-specific content, offline capabilities, security, and authentication

LIVE DEMO What's new with SAP BusinessObjects Web Intelligence 4.2 SP05

Gregory Botticchio, SAP

Learn about new features and functionality delivered in SAP BusinessObjects Web Intelligence 4.2 SP05 and how they can be leveraged to empower end users to create their own reports and to enhance and simplify SAP BusinessObjects Web Intelligence reports. You will:

- » Learn how to use some of the new innovations, such as geomaps, shared elements, comments, and SAP HANA direct access
- » Step through live demonstrations to see new capabilities
- » Get answers to your questions about future enhancements and how SAP BusinessObjects Web Intelligence fits into SAP's overall SAP BusinessObjects BI strategy and road map

CUSTOMER FEEDBACK SESSION SAP BusinessObjects Web Intelligence

Gregory Botticchio and Christian Ah-Soon, SAP

Many customers have been using SAP BusinessObjects Web Intelligence for years as their tool of choice for online reporting and quick ad hoc analysis. If you are a power user who wants to influence the future direction of this powerful application, this is your golden opportunity! Meet with product managers and engineers to:

- » Contribute to the strategic direction for this tool
- » Provide feedback directly to SAP on your satisfaction and concerns with both the current offering and the future direction that SAP has charted for this solution
- » Learn about how your company's needs fit with SAP's road map for SAP BusinessObjects Web Intelligence

CUSTOMER FEEDBACK SESSION SAP BusinessObjects semantic

Gregory Botticchio and Christian Ah-Soon, SAP

The historic key to SAP BusinessObjects success with analytic customers has been the semantic layer, the universe. This session is specifically designed to gather your feedback on the current and future direction of this cornerstone technology. Meet with product managers and engineers to:

- » Learn about your colleagues' needs for semantic and how they compare to your own
- » Weigh in and provide feedback and suggestions directly to SAP on your company's needs for the semantic layer
- » Identify where you see gaps in SAP's current offering and influence the future direction
- » Vote on new features and overall direction

The John Wick guide to SAP BusinessObjects Web Intelligence report writing

Alan Mayer, Solid Ground Technologies

John Wick is legendary when it comes to performing his job with the highest level of skill and efficiency. Imitate John and create ruthlessly quick and efficient SAP BusinessObjects Web Intelligence documents, leveraging many of the built-in features of the software to your advantage. Get practical advice to build better documents the first time around, including how to:

- » Use query stripping to rewrite the SQL that you actually need vs. what you think you want
- » Shed formulas and variables that are not needed in your reports, and create the fastest variables by leveraging factorization
- » Apply built-in software features to optimize both new and existing reports
- » Build new reports faster using a simple development methodology

Take home all examples created for the presentation for further experimentation at home.

Webi Wars, Episode IV: A new hope — Practical skills for creating advanced SAP BusinessObjects Web Intelligence reports

Michael Welter, Think Big Analytics

Have you given up hope for understanding the more advanced features of SAP BusinessObjects Web Intelligence, such as calculation contexts, merging dimensions, or advanced queries? This session gives you this ability, and much more, as you continue your journey to become a Webi Master. Bring your biggest stumbling blocks, and learn how to overcome them. You will learn:

- » Why calculation contexts are so important, and how to use them to create more accurate and complete calculations
- » How to leverage merge dimension capabilities to blend data from different sources
- » Useful advanced query techniques, such as union, plus, and minus, and how they can be leveraged to satisfy more complex reporting needs in SAP BusinessObjects Web Intelligence

CUSTOMER FEEDBACK SESSION SAP BusinessObjects BI 4.2 platform

Gregory Botticchio and Christian Ah-Soon, SAP

The recent 4.2 release of the SAP BusinessObjects Business Intelligence (BI) suite is being adopted at an unprecedented pace. The platform that powers those analytic innovations is constantly evolving, and SAP is now planning the future releases. If you'd like to influence the direction of the BI launchpad, scheduling, and administration, this is your chance do so! Attend this session to:

- » Discuss your company's usage, where you see possible gaps, and how SAP BusinessObjects BI platform can bridge them
- » Provide feedback directly to SAP on your satisfaction and concerns with both the current offering and the future direction that SAP has charted for this platform
- » Get answers to your questions about future enhancements and how SAP BusinessObjects BI platform fits into SAP's overall SAP BusinessObjects BI strategy

Optimizing your analytics with SAP BW, SAP HANA, and universes

Blair Wheadon, SAP

Digital transformation uses data as the fuel for advanced analytics. In this session, you will learn how to leverage optimized connectivity options into SAP BW, SAP HANA, and SAP universes to get the most value from your data using SAP Analytics Cloud, SAP Lumira, and SAP BusinessObjects Web Intelligence. By attending, you will learn:

- » Different ways to express and model data in SAP BW, SAP HANA, and universes
- » Business problems solved by these different data modeling options
- » How the different options are supported in the SAP analytics toolsw

The fate of the (SAP BusinessObjects) universe depends on you: Moving your classic universes and reports to the information design tool

Dallas Marks, EV Technologies

In the years since SAP's introduction of the information design tool, it has become more robust. While legacy BI tools such as SAP BusinessObjects Web Intelligence can query either classic UNV universes or new UNX universes from the information design tool, new SAP BI tools such as SAP Lumira and SAP Analytics Cloud support only the new UNX format. Attend this session to learn how to use the information design tool to its maximum effectiveness. Specifically, you will learn how to:

- » Install and configure the SAP BusinessObjects Web Intelligence change source wizard, designed to assist in accelerating UNX adoption by converting existing reports from the legacy UNV format
- » Use the change source wizard to convert a batch of legacy reports to the new universe format
- » Tune information design tool parameters and BI platform services for maximum UNX performance

Leveraging SAP S/4HANA embedded analytics to broaden your reporting capabilities

Sudipta Das, PwC

Get to know the embedded analytics delivered in SAP S/4HANA, find out what to turn on and what views to expose to the end users, and get best practices for customizing standard CDS views and making it available for user consumption. Attend to:

- » Understand considerations for consuming SAP S/4HANA embedded analytics via SAP BusinessObjects tools, SAP Fiori, and SAP BW
- » Gain best practices for customizing CDS views, including when to start from scratch, and when to reuse existing CDS views
- » Step through a demo to see step-by-step how to customize a simple CDS view and how it solves a business problem

Simplify unified reporting on SAP and non-SAP data with the seamless integration between SAP Data Services, SAP HANA, and SAP BW

Rucha Kokate, PwC

Learn how to utilize the robust ETL capabilities of SAP Data Services coupled with SAP HANA's flexible modeling platform and standard SAP BW objects to achieve a fast, simplified, and cohesive way to report on SAP and non-SAP data sources. Acquire best practices, tips, and techniques from practical reporting examples shared during the session. Attend to:

- » Find out how to leverage the integration between the 3 SAP solutions when connecting various non-SAP data sources
- » Compare the use cases for SAP BW extraction vs. SAP HANA data provisioning methods vs. SAP Data Services
- » Gain best practices for data modeling on non-SAP sources in SAP HANA
- » Understand the pros and cons of consuming SAP HANA views directly in SAP BW for reporting vs. consuming them in open ODS views

Implementing an SAP BW on SAP HANA and native SAP HANA hybrid reporting architecture solution

Ajali Sen, Accenture

Learn how a hybrid SAP BW and SAP HANA reporting scenario brings the best capabilities of both worlds to improve flexibility and insight in your reporting. This session will enable attendees to evaluate a client's reporting requirements, employ the right decision model to segregate the use cases between SAP BW on SAP HANA and native SAP HANA, and design an optimal reporting solution architecture. Attend to learn about:

- » How to apply a decision model to a customer's analytics requirements and segregate data flows suitable for modeling in SAP BW or native SAP HANA
- » Interoperability of objects modeled in SAP BW and native SAP HANA
- » Data provisioning options and data modeling options in a hybrid architecture
- » Semantic layer options in a hybrid architecture, including SAP BusinessObjects integration considerations and pros and cons of SAP HANA direct access vs. universes

New features and best practice strategies for SAP BW/4HANA reporting and analytics

Marcos Aurelio Poles De Souza, MethodSys

Explore the new reporting features delivered with SAP BW/4HANA. Take a deep dive into the new Eclipse-based query designer tool and its settings for SAP HANA integration, exposing the query to SAP and third-party front-end tools, and how to migrate existing BEx queries to SAP BW/4HANA. Attendees will learn about:

- » Reporting differences between earlier SAP BW systems and SAP BW/4HANA, and integration points with SAP HANA native data flow
- » How to create SAP BW/4HANA queries using the new Eclipse-based query designer including, examining query properties, sheet lay-out, and exposing SAP HANA native and various front-end tools
- » Use of variables and filters with SAP HANA Exit and Customer Exit with ABAP-Managed Database Procedures (AMDP)
- » The process of migrating existing SAP BW BEx queries to SAP BW/4HANA queries during a migration project

Overview of SAP HANA machine learning and integration with TensorFlow

Ashok Swaminathan, SAP

This session will provide an overview of the SAP HANA machine learning capabilities, including the newest features and functionality introduced in SAP HANA 2.0 SPS02, and integration with external machine learning frameworks. Attend to:

- » Discuss integration options with TensorFlow, an open-source software library for machine intelligence, including code samples
- » Explore recent innovations in PAL, R, streaming analysis, and the integration with TensorFlow
- » Find out about new features added in SAP HANA 2.0 SPS01/SPS02 relating to machine learning and how they can be used

Everything you need to know about embedded analytics in SAP S/4HANA and the SAP BusinessObjects Business Intelligence platform

Carlos Suarez, itelligence

Attend this session to learn how to leverage the analytics components included in SAP S/4HANA as embedded analytics and how to integrate those components with the SAP BusinessObjects Business Intelligence (BI) platform. Gain a complete view of available objects, deployment solutions, and best practices; and learn how to use these pre-packaged tools to deliver real-time, relevant data in your dashboards and reports. Attend to:

- » Find out what embedded analytics and reporting comments are included with SAP S/4HANA out of the box
- » Review the differences and similarities between embedded analytics and the SAP BusinessObjects BI platform
- » Learn how to integrate embedded analytics with your front-end SAP BusinessObjects BI solutions



Optimizing SAP HANA views for speed, flexibility, and reusability

Marshall Kelley, Protiviti

Learn how to leverage SAP HANA to satisfy various analytic use-cases and tools while still maintaining peak performance. Companies often underestimate the amount of strategy required to design and develop an SAP HANA solution, which can be especially challenging when trying to satisfy multiple use-cases, such as high-level visualizations along with detailed reporting. Attend this session to:

- » Learn the fundamentals of SAP HANA modeling, and understand why these techniques are so crucial to performance
- » Identify common challenges faced when trying to accommodate multiple tools like SAP Lumira, designer edition (formerly SAP BusinessObjects Design Studio), and SAP BusinessObjects Web Intelligence, and learn how to address these issues in SAP HANA without sacrificing performance or usability
- » Hear strategies for creating an analytical foundation in SAP HANA that can be leveraged directly by certain analytic tools, and can also be re-used in SAP HANA calculation views to satisfy specific needs
- » Get tips to optimize all types of SAP HANA views to achieve speed, flexibility, and reusability

10 things you can do to get the most of your SAP BusinessObjects reporting layer on top of a data lake

Ilan Angwin, KPMG

Users increasingly need to access large amounts of unstructured data in a data lake versus a structured data warehouse, which raises challenges on how to design a flexible and useful SAP BusinessObjects architecture. Attend this session to learn how to leverage agile strategies, along with the latest database and BI tool functionality, to optimize your SAP BusinessObjects reporting. Learn how to:

- » Think in terms of the customer journey and related use cases instead traditional report requirements
- » Leverage the specific strengths of the technology in both the BI environment, such as navigational paths and links; and in your underlying database, to create a seamless experience for your users
- » Expose reports to end users in sprints with a pause between releases to collect feedback and understand your performance bottlenecks
- » Expose data in blocks that users can use to build their own visions of what is in the data lake

Take home a use case form, a customer journey template, and a guide to database technologies and effective methods to use them on a data lake.

CASE STUDY **Cott Beverages' upgrade path to SAP BW/4HANA — Strategic and technical lessons from its "information backbone" project**

Eric Wojcik, Cott Beverages

In an effort to advance its analytics program, Cott Beverages, a \$7 billion beverage company, developed its "information backbone" project, which focuses on updating its BI and BW landscape from InfoCubes and MultiProviders to advanced data store objects (aDSOs) and composite providers. On the surface, this sounds like a technical upgrade initiative to eventually migrate to SAP BW/4HANA. However, the company discovered that the benefits gained by the business were much greater. Explore key elements of the staged project plan, along with technical challenges and solutions to date, including:

- » How the project prepares the existing BW platform for a future SAP BW/4HANA upgrade
- » Lessons from the company's recent migration to SAP HANA, a step toward its SAP BW/4HANA strategy, including benefits of using aDSOs over a traditional DSO and cube approach
- » How this project improves the analytics program with greater user adoption, better service, faster data loading, and an emphasis on understanding and servicing the end user

Take home a project plan and checklist of important considerations for developing a successful migration path to SAP BW/4HANA.

Mapping your journey to SAP S/4HANA — Compare options, and get technical tips and tricks to succeed

Sadi Fieldsend, itelligence

Learn the differences between SAP Business Suite powered by SAP HANA, SAP S/4HANA Finance, and SAP S/4HANA Enterprise Management, and their technical requirements. Understand the migration and conversion process and the differences between a standard migration approach vs. using the database migration option in the Software Update Manager tool. Attend to:

- » Compare the use of a standard migration vs. an SAP database migration option (DMO) approach vs. SAP S/4HANA conversion tools
- » Understand components needed to build a realistic road map to get to your end-state version, and the components (and costs) necessary to build a robust support structure
- » Explore architecture options for deploying your SAP S/4HANA landscape

CASE STUDY **How the Houston Independent School District planned and executed its upgrade to SAP BW 7.5**

Jehangir Khan, Houston Independent School District

Join in as the Houston Independent School District (HISD) — the 7th largest school district in the U.S. — outlines its upgrade to SAP BW 7.5. Explore the challenges and road blocks the school district faced — and how they were addressed — to gain valuable lessons from HISD's experiences. By attending, you will explore:

- » Bugs encountered in key areas, from infrastructure to software, including how they were tracked and submitted to SAP, and the resolution
- » How HISD developed its testing plan and how different scenarios were tested
- » Processes designed and deployed around the upgrade to deliver long-term sustainability
- » Key aspects of HISD's effective communications and change management plan, developed to keep all users up to date on the upgrade

Understand TCO implications of alternative SAP S/4HANA 1709 deployment scenarios and architectural design decisions

Rajesh Gupta, Deloitte

Attend this session to gain practical guidance on possible deployment scenarios and architecture considerations for an SAP S/4HANA 1709 greenfield or brownfield implementation. Break down the architecture into understandable components and learn cost-saving steps you can take when designing your SAP landscape. You will:

- » Evaluate system landscape deployment options like multitenant database containers (MDC), multiple components in one database (MCOD), multiple components on one system (MCOS), and virtualization, and trade-offs to consider in system landscape planning
- » Understand how scenarios like full-fledged embedded SAP SCM and SAP CRM components can change the overall architecture and business
- » Gather tips on when to use embedded SAP BW, SAP CRM, SAP SRM, SAP SCM, and SAP EWM versus standard standalone products
- » Explore TCO implications of running SAP HANA databases on preconfigured SAP HANA appliances vs. SAP HANA tailored data center integration and running on a dedicated physical vs. virtualized environment



Technical guidelines for migrating from SAP BW to SAP BW on SAP HANA

Jesper Christensen, COMERIT

This session provides a comprehensive overview of technical prerequisites necessary to perform an SAP BW on SAP HANA migration, and instructions for how to check if these prerequisites are met in the SAP BW system prior to migration. Based on multiple successful projects, attendees will learn how to:

- » Determine the best method for sizing your system — Should you use the SAP BW sizing tool, the Quick Sizer tool, or a high-level formula?
- » Utilize the SAP BW migration check tool to identify issues in your SAP BW system that should be addressed prior to the migration
- » Review and optimize ABAP code for SAP HANA prior to migration

Take home a project plan for SAP BW on SAP HANA migration, including a standard approach with system analysis and sizing, system preparation and testing, migration, and post-go-live support.

SAP BW/4HANA implementation strategies

Jesper Christensen, COMERIT

Attend this session to explore alternative approaches to implementing SAP BW/4HANA and get practical guidelines for how to determine the best path for your organization. You will learn:

- » Key factors to take into account when determining greenfield implementation vs. migration, such as existing BW system architecture, release restrictions, and option for remote conversion
- » Best practices for SAP BW/4HANA system conversion execution, including prerequisite steps and tips to minimize work effort
- » An exploration of the functional and add-on restrictions with SAP BW/4HANA

Take home a high-level implementation plan for an SAP BW/4HANA project.

Migrating SAP HANA to a cloud environment: A bulletproof plan for success

Matt Lonstine, Symmetry Corporation

Engaging in an SAP HANA cloud migration without an understanding of your options and the best path can put your project in jeopardy. This session breaks down critical migration considerations, such as architecture, optimization, sizing, performance tuning, and more. Attend to:

- » Understand SAP HANA cloud deployment options and their impact on TCO vs. on-premise deployments
- » Get insight into the specifics of toolset features like database migration option (DMO) with system move, parallel export/import, and more
- » Understand supported paths and mechanisms, and when, where, and how each can be used to your advantage
- » Hear details of how the migration process can be tuned and streamlined, including functionality such as parallel export/import

Take home documentation that fills in the blanks left by guides, and information on how to avoid the pitfalls that jeopardize SAP HANA cloud migration projects.

Prepare now for SAP S/4HANA: Real-world insights on the transition to real-time analytics on SAP S/4HANA 1610 and SAP BW/4HANA

Bill Faison, Method360

Based on a recent experience implementing SAP S/4HANA and SAP BW/4HANA at a large oil and gas company, this session provides useful insight into what you need to be thinking about now for your SAP S/4HANA and/or SAP BW/4HANA deployment. Focusing on technical challenges faced and steps you can take now to prepare your systems, explore:

- » How to address the changes that come with the IT simplifications introduced, such as changes to table structures
- » Options for data provisioning from SAP S/4HANA 1610 and non-SAP systems into the SAP BW/4HANA system, and how to model SAP HANA calculation views based on the new SAP S/4HANA 1610 tables
- » Query performance on SAP BW/4HANA for SAP analytical tools such as SAP Analysis for Microsoft Office and SAP BusinessObjects Web Intelligence

Mapping your migration path from SAP Lumira 1.X and SAP BusinessObjects Design Studio 1.X to the newest version of SAP Lumira

Abhishek B. Jain, TekLink International

Based on multiple SAP Lumira 2.0 implementations, and involvement in the early adopter program, this session provides practical recommendations for planning your move to SAP Lumira. Attend to:

- » Understand various workflows and upgrade scenarios based on your current landscape architecture
- » Examine advantages and drawbacks of various deployment scenarios, including back-end data and front-end visualization considerations
- » Get best practices for content migration, including a step-by-step process for migrating your existing objects to SAP Lumira
- » Learn a useful workaround to attain functionality found in SAP BusinessObjects Explorer in your SAP Lumira deployment

What you need to know about SAP HANA 2.0 — Key considerations for planning your deployment or upgrade, and guidelines to ensure optimal performance

Rajesh Gupta, Deloitte

Take a deep dive into the value SAP HANA 2.0 brings and its impacts on your current SAP HANA database install base, and get architectural and configuration best practices — based on Deloitte's own implementation as well as customer implementations — to maximize benefits and optimize performance. Attend to:

- » Find out how the introduction of multi-container database mode as the default operation mode helps lower capital expenditure and simplifies database management
- » Understand impacts of multitenant database containers (MDC) on your implementation, including how it effects the operational mode of SAP HANA systems
- » Explore key steps necessary to prepare your existing SAP HANA database for SAP HANA 2.0 installation and how you can use SAP HANA 2.0 for overall system administration activities

Optimize before you utilize: Common custom code mistakes made during SAP S/4HANA migration and how to avoid them

Sagar Gaikwad, NIMBL

This session will provide the tools necessary to gain maximum value from your analytics when moving to SAP S/4HANA. You will learn how to optimize the existing code in the application (ABAP) layer to truly utilize the full scope and speed of the analytics that the SAP HANA database offers. Attend to:

- » Discover, from a code perspective, the most commonly encountered pitfalls during an SAP S/4HANA migration and how to avoid them
- » Learn how to identify the code performance issues, i.e., whether any particular code is fully utilizing the SAP HANA database functionality
- » Get to know the standard SAP tools integrated into the system to analyze the code for compatibility, including code inspector and ABAP test cockpit
- » Get tips to use SAP HANA tools and techniques like core data services and ABAP managed database procedures (AMDP) on SAP HANA studio using native SAP HANA SQL scripting for SAP HANA optimization

SAP Fiori and SAPUI5 troubleshooting bible — Tips from multiple implementations

Raza Rizvi, Deloitte

The new game-changing digital technology, SAP Fiori, has been widely adopted and has already made a huge impact across business areas. With such a wide usage comes a greater responsibility of support and maintenance. In this session, review practical steps you can take to ensure smooth implementation and optimal maintenance. Attend to learn:

- » Architectural considerations to take into account, and how to determine the optimal scenario based on your specific needs
- » Handy developer tools that can be leveraged to pinpoint browser, front-end server, or back-end application server issues
- » Actionable tips for avoiding pitfalls, including proper security configuration and RFC user authorizations for business end users

Take home a comprehensive list of steps to setup the architecture, identify problems, and take corrective action for issue resolution.

An inside look at the keys to a successful SAP HANA implementation

This is your opportunity to meet with members of the SAP Chief Customer Office, SAP HANA Ambassador Team, and hear about their lessons learned and key best practices for SAP HANA use cases. The SAP HANA Ambassador team has helped more than 750 customers go live and become successful with their SAP HANA use cases. This session will help you understand the keys to success when starting your SAP HANA implementation. You will explore:

- » SAP HANA enablement and training, including useful resources and links
- » Revision and lifecycle management for SAP HANA and SAP S/4HANA
- » Keys to successful SAP HANA and SAP S/4HANA implementations

Take home a comprehensive checklist of all the available resources to help make you successful with your SAP HANA use case.

SAP Cloud Platform 101: What's in it for you?

Pankaj Kumar, SAP

Learn about the SAP Cloud Platform in simple terms of how it can change your business. What is it? Who is it for? How does it work? What's the benefit to my enterprise? You will:

- » Learn how SAP Cloud Platform can be leveraged to rapidly build, deploy, and manage cloud-based enterprise applications
- » Explore integration scenarios for cloud and on-premise solutions that enable customers to better connect with the information they need
- » Find out how SAP Cloud Platform enables you to extend on-premise or cloud solutions to maximize your investments
- » Determine how best to leverage SAP Cloud Platform to meet current and future cloud use cases for your business users, customers, or partners

Key considerations and strategies for developing a business case and determining ROI for SAP Cloud Platform deployment

Pankaj Kumar, SAP

This unique session will arm you with key considerations, concepts, and strategies to develop the ROI and business case around SAP Cloud Platform adoption. Come away with a clear understanding of exactly what you will need depending on the specific SAP Cloud Platform use case you will adopt. You will learn:

- » How to identify a use case that best aligns with your company's goals and initiatives
- » What role a developer license plays in the process and how it impacts ROI
- » Steps you can take to determine the resources you need and what pricing models are available for the SAP Cloud Platform

LIVE DEMO How to develop an app using SAP Cloud Platform

Pankaj Kumar, SAP

See firsthand how the SAP Cloud Platform enables and accelerates your journey to digital transformation. This demo-driven session will give you the information needed to not only understand the capabilities and use cases of SAP's cloud platform, but will also show you how you can get started today in developing your first app. Attend to sign up and log in to the SAP Cloud Platform, and walk through:

- » An overview of the SAP Cloud Platform cockpit and the services and various runtimes and databases it has to offer
- » A live demo showing how to develop an SAP Fiori application (consuming a cloud service)
- » An exploration of the various developer tools and services available

How to manage, integrate, and optimize applications in a hybrid cloud model

Rajan Arora, Deloitte

Attend this session for expert advice on how to manage the deployment of your hybrid cloud platform, including steps to ensure best possible application performance, integration best practices, and recommendations for ongoing administration. You will learn how to deploy and transition to SAP Cloud Platform, while still making the most of your traditional on-premise applications. Attend to:

- » Compare and contrast the different deployment options for SAP Cloud Platform, on-premise, and hybrid scenarios, including the pros and cons of each
- » Get best-practice techniques to handle upgrades, integration, and security of applications in a hybrid cloud model
- » Learn how on-premise software connects to cloud applications using reverse proxy and SAP cloud connector
- » Understand the integration using various pre-delivered adapters and content in cloud

Moving to the cloud? Learn how to set up uncompromised security for SAP Cloud Platform

Rajan Arora, Deloitte

Uncover the top threats and security implications for your SAP Cloud Platform implementation, take a deep dive into the technical details of various security layers, and learn industry standards and security setup options for each layer. Attend to:

- » Understand the pre- and post-cloud implementation security requirements
- » Explore the various options for securing the integration from on-premise to cloud
- » Gain an overview of SAP's cloud identity management tools and SAP Cloud Platform security models
- » Learn where in the cloud data resides, and is accessed, used, and secured
- » Get expert advice to secure different layers of information security starting from the physical, database, middleware, application, and communication layers



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Sadi Fieldsend, itelligence

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Sudipta Das, PwC

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- » Find out what embedded analytics and reporting comments are included with SAP S/4HANA out of the box
- » Review the differences and similarities between embedded analytics and the SAP BusinessObjects BI platform
- » Learn how to integrate embedded analytics with your front-end SAP BusinessObjects BI solutions

Understand TCO implications of alternative SAP S/4HANA 1709 deployment scenarios and architectural design decisions

Rajesh Gupta, Deloitte

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- » Explore TCO implications of running SAP HANA databases on preconfigured SAP HANA appliances vs. SAP HANA tailored data center integration and running on a dedicated physical vs. virtualized environment

Fast path to SAP S/4HANA with data and document management*Dr. Werner Hopf, Dolphin*

To truly lower costs when making the move to SAP S/4HANA or SAP HANA, you must know how to manage the information in your systems before, during, and after the transition. In this session, learn practical strategies to reduce the volume of data in existing systems now, using data archiving and system decommissioning. Attend to learn:

- » Proven approaches and methodologies to retain information – cost effectively – to meet your current and future business needs
- » How to leverage SAP and third-party add-on solutions to manage the retention and decommissioning process and provide seamless access to legacy data in SAP HANA
- » A content management architecture that reduces IT complexity, maintenance, and migration costs

Optimize before you utilize: Common custom code mistakes made during SAP S/4HANA migration and how to avoid them*Sagar Gaikwad, NIMBL*

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- » Get tips to use SAP HANA tools and techniques like core data services and ABAP managed database procedures (AMDP) on SAP HANA studio using native SAP HANA SQL scripting for SAP HANA optimization

From SAP ERP to SAP S/4HANA: Critical changes to SAP planning, analysis, and reporting*David Dixon, TruQua Enterprises*

This session provides a tour of the significant impacts that SAP S/4HANA has had in comparison to SAP ERP to the overall SAP planning, analysis, and reporting landscape, with a focus on integration. Attendees will:

- » Explore features and capabilities of SAP S/4HANA as it compares to previous versions of SAP ERP, including changes in data structures, planning functionality, and reporting tools
- » Understand end-to-end data flow from SAP S/4HANA to SAP BW to SAP Business Planning and Consolidation and SAP BusinessObjects BI
- » Review key differences in how data is integrated with SAP S/4HANA versus SAP ERP, including the differences in data structures and data models

CASE STUDY The next data warehousing evolution with SAP HANA modeling — Strategy, processes, and development*Ken Wong, The Irvine Company*

Find out how The Irvine Company, a privately held real estate development company, leveraged classic data warehousing methods with new SAP HANA modeling techniques to advance business analytics capabilities. You will learn how the company:

- » Designs SAP HANA object organization structure to support business user access, development lifecycle, and layered staging area
- » Stages data in SAP HANA to deliver high performance, fresh data, and data persistence
- » Keeps SAP HANA development pace with agile project management
- » Uses SAP Analysis for Microsoft Office, SAP BusinessObjects Web Intelligence, and other visualization tools to make data easy to access and use for reporting

Take home documents on sample SAP HANA object organization, development standards, and data warehousing tips.

Simplify unified reporting on SAP and non-SAP data with the seamless integration between SAP Data Services, SAP HANA, and SAP BW*Rucha Kokate, PwC*

Learn how to utilize the robust ETL capabilities of SAP Data Services coupled with SAP HANA's flexible modeling platform and standard SAP BW objects to achieve a fast, simplified, and cohesive way to report on SAP and non-SAP data sources. Acquire best practices, tips, and techniques from practical reporting examples shared during the session. Attend to:

- » Find out how to leverage the integration between the 3 SAP solutions when connecting various non-SAP data sources
- » Compare the use cases for SAP BW extraction vs. SAP HANA data provisioning methods vs. SAP Data Services
- » Gain best practices for data modeling on non-SAP sources in SAP HANA
- » Understand the pros and cons of consuming SAP HANA views directly in SAP BW for reporting vs. consuming them in open ODS views

Managing data governance in a cloud-focused world*Narjit Aujla, Protiviti*

The ability for anyone with internet access to stand up rogue environments outside of corporate guidelines produces a unique set of challenges from a data governance standpoint. However, there are steps you can take to integrate the cloud movement into your data governance approach, while still enabling the usefulness and practicality of cloud applications. Attend this session to:

- » Learn how to ensure metrics used by shadow applications in the cloud adhere to the enterprise data directory
- » Recognize how to know if employees are taking the necessary steps to ensure sensitive data is secure
- » Understand how authentication and permissions are managed within a cloud application
- » Find out steps you can take to ensure the cloud provider adheres to vendor requirements

Take home a useful data governance cloud road map document to guide efforts in your organization.

Get business value out of Big Data with distributed computing engines in SAP Vora*Amit Satoor, SAP*

The ability to use Big Data stored in Hadoop for deeper insight presents new opportunities for innovation and competitive advantage. The challenge lies in refining and combining Big Data with enterprise data in a way that is both simple and powerful. Attend this session to get an overview of new product capabilities in SAP Vora, and learn:

- » How SAP Vora can refine Big Data using multiple computation engines, such as time series, graph, and SQL to process unstructured data
- » How integration with machine learning drives intelligent insights
- » How SAP Vora can be used in conjunction with other SAP products to provide end-to-end solutions for your organization's Big Data use cases

CASE STUDY Architecting data for self-service BI — How American Red Cross leveraged dimensional modeling techniques alongside the information design tool to achieve success*Ken Coleman, American Red Cross*

Find out how the American Red Cross overcame architectural data challenges specifically associated with deploying self-service BI to a portion of its 6,000 users nationwide — a common roadblock to many organizations. Understand why dimensional modeling is essential for an effective self-service program, how the approach works in synergy with the information design tool to simplify universes, and gain step-by-step instructions based on the company's methodology, including how it:

- » Uses "shared dimensions" within the information design tool to simplify the semantic layer for self-service BI users when a dimensional model is used
- » Architects dimensional summary tables to deliver the performance and row limitations required for self-service
- » Leverages a powerful data architecture technique — accumulated fact tables — to avoid the need to merge multiple data sources within SAP Lumira

Deliver information excellence for a digital enterprise: SAP solutions for enterprise information management*Kristin McMahon, SAP*

In a digital business, the speed of decisions is instantaneous, as everything and everyone is connected live. This means that every organization needs real-time access to data that can be trusted, and to have the flexibility to prepare for the unique needs of every department and user. Attend this session to explore the SAP solutions for enterprise information management (EIM) portfolio and how they offer customers a foundation for a digital business. Join this session to:

- » Define of a digital enterprise, from an EIM standpoint
- » Find out how organizations moving to a digital framework should think about their EIM environment
- » Learn how SAP solutions for EIM can be leveraged to manage information as an enterprise asset, and enable trusted data discovery and information excellence
- » Understand the role of causal users and agile data preparation in a digital enterprise

CASE STUDY Advanced features and functionalities of SAP BW 7.5 that the Houston Independent School District leverages to improve reporting and analytics*Jehangir Khan, Houston Independent School District*

Explore some of the new features available in SAP BW 7.5 that the Houston Independent School District (HISD), the seventh largest school district in the U.S., is taking advantage of to solve real-time reporting issues and create a stronger, more robust data warehouse. Gain real-world advice based on HISD's experiences, including learning how it:

- » Uses BEx Query Designer hidden features like Easy Query and BW Workspace Query to easily create new models for data analysis or enhance existing models, enabling quicker response to new analysis requirements
- » Leverages new hierarchy features and support for uploaded local data in SAP BW workspaces to allow business users more power to create ad hoc reporting scenarios
- » Plans to move to a new generation of BEx Query Designer with Eclipse BW Modeling Query Designer for improved performance

CASE STUDY How Callaway Golf unleashes the potential of embedded BW for real-time dashboarding*Norman Ruppert, Callaway Golf*

Attend this session to learn how Callaway Golf — a company that designs, manufactures, markets, and sells golf equipment, products, and accessories in more than 110 countries worldwide — leverages embedded BW functionality for its real-time reporting needs — from evaluating pros and cons of various options to data modeling techniques, and the performance improvements realized. Find out how the company:

- » Assessed the pros and cons of each option for real-time data access, including the impact and effort involved in utilizing each
- » Evaluated the advantages and differences between various technical options — consuming SAP HANA views directly, using queries on Open ODS views, or using virtual cubes
- » Leveraged little-known functions to convert its existing models to real-time access

Fast path to SAP S/4HANA with data and document management*Dr. Werner Hopf, Dolphin*

To truly lower costs when making the move to SAP S/4HANA or SAP HANA, you must know how to manage the information in your systems before, during, and after the transition. In this session, learn practical strategies to reduce the volume of data in existing systems now, using data archiving and system decommissioning. Attend to learn:

- » Proven approaches and methodologies to retain information — cost effectively — to meet your current and future business needs
- » How to leverage SAP and third-party add-on solutions to manage the retention and decommissioning process and provide seamless access to legacy data in SAP HANA
- » A content management architecture that reduces IT complexity, maintenance, and migration costs

SAP Data Hub: Orchestrating your complex data pipeline across your enterprise*Ella Brand, SAP*

Evolving Big Data architectures are creating an increasingly complex landscape. Attend this session to find out how SAP Data Hub can simplify data orchestration across various Big Data and enterprise sources, including how it can be leveraged to:

- » Create and execute pipelines covering data acquisition, transformation, cleaning data, and running the algorithms
- » Extract value from data across the organization — in the cloud, on-premise, in a data lake or enterprise data warehouse, and in SAP or non-SAP systems
- » Manage data-driven processes for end-to-end Big Data scenarios and experience a simpler, more scalable approach to data operations

The ultimate SAP BusinessObjects administrator bucket list

Alan Mayer, Solid Ground Technologies

Being an administrator is tough, given the number of skills that one must master. This presentation makes that job a little easier by summarizing the essentials in 60 minutes. Whether you are a beginner or expert, you will find value in this session, which is packed with information that is not available in formal training manuals or books. Attend to:

- » Get best practice guidelines to correctly backup/restore, promote between systems, manage security, test for content differences, and troubleshoot
- » Explore functionality available in SAP BusinessObjects applications that can be leveraged to inventory content and monitor your systems
- » Examine free-to-use tools like the BI Platform Support Tool, Flexible Log Reader, and multiple terminal emulators
- » Discover workarounds for those requests that aren't possible at the moment, such as making your SAP BusinessObjects applications more self-service oriented, anonymizing content, or integrating your SAP BusinessObjects environment with other corporate BI systems

Real-world strategies to ensure security in your SAP Fiori deployment

Gary Prewett, NIMBL

Gain best-practice guidelines to ensure your SAP Fiori applications are secure, and manage data security risk on semi-trusted or un-trusted devices. Attend to learn:

- » Practical design principles for setting up front-end and back-end security roles in your SAP Fiori solution
- » Detailed, step-by-step hardening guidelines for front-end servers and SAP web dispatchers
- » Key components, such as SAP App Protection by Mocana and SAP Mobile Secure, that you can use to secure data at rest on trusted and untrusted devices
- » Strategies for keeping your access control and governance tool rulesets current

Take home detailed SAP NetWeaver front-end server hardening steps, detailed SAP web dispatcher hardening steps, and a useful checklist of security guidelines for developers.

A crash course in SAP HANA security

Jonathan Haun, Protiviti

Gain a thorough overview of how SAP HANA's security mechanism works and get expert recommendations on how to implement and maintain the best security models for your SAP HANA system. Learn through technical explanations and practical examples, including:

- » Best practice strategies to properly provision users and manage repository roles
- » How third-party authentication can integrate with SAP HANA, and see examples using SAML and Kerberos authentication
- » How to provide selective access to data using analytic privileges in SAP HANA
- » How to activate policies to record SAP HANA security-related and other critical activities within the SAP HANA platform

CASE STUDY Performance tuning lessons from Newell Brands

Ketan Doshi, Newell Brands

Explore the journey of Newell Brands, an S&P 200 global marketer of consumer and commercial products, moving from traditional SAP BW objects to SAP HANA studio-based objects, focusing on performance challenges faced, and solutions identified to improve query performance. Attend to learn:

- » Performance issues encountered by the company when building its SAP HANA views, and steps taken to make SAP HANA views provider run in under 10 seconds
- » How Newell Brands leverages tools like RSRT, Planviz, and HDBAdmin to identify performance issues and tune and optimize its SAP HANA models for better performance
- » Tips from the company's experiences to build SAP HANA views for optimal performance, such as design considerations and hardware selection considerations

An advanced guide to administrating and monitoring an SAP HANA system

Kurt Hollis, Deloitte

Take a deep dive into advanced SAP HANA administration and master techniques and tools for effective analysis of issues, monitoring the workload, and overall management of SAP HANA systems, including multi-tenant databases. Attend this comprehensive session to:

- » Learn how to leverage the SAP HANA cockpit and studio for security, user management, high-availability administration, system maintenance, and performance optimization
- » Get practical tips for administering SAP HANA content, SAP HANA analytics, and SAP HANA extended application services engine components
- » Explore important data provisioning administration techniques, including smart data access, Hadoop integration, and data replication tools
- » Step through a live demo to see advanced troubleshooting procedures using SAP HANA cockpit

Take home a concise advanced administration reference guide, including the expert tips presented in the session.

How to effectively manage your SAP HANA system growth with consideration to cost and performance impacts

Kurt Hollis, Deloitte

Learn how to minimize cost and maximize versatility using methods such as virtualization, tailored data center integration, and cloud. Explore proven techniques and tools that provide greater flexibility to dynamically sustain and grow the capacity of your SAP HANA system. Find out how to:

- » Analyze the capacity of an SAP HANA system and get steps to manage memory growth
- » Use dynamic tiering and nearline storage to leverage warm and cold data
- » Reduce your memory footprint utilizing data management cleanup jobs and data housekeeping techniques
- » Leverage multitenant database containers in SAP HANA to consolidate SAP HANA systems

Take home a white paper on managing SAP HANA growth.

Optimize BI platform administration tasks with the new SAP BusinessObjects BI platform support tool 2.1

Toby Johnston, SAP

In this session, explore the very latest innovations included in the SAP BusinessObjects BI platform support tool 2.1. You will learn how to:

- » Utilize the latest functionality to keep the BI platform stable and save valuable time with administrative and support-related tasks
- » Schedule and automate landscape analysis reports in the BI platform
- » Keep tabs on system changes with change analysis and prevent outages with landscape alerts
- » Leverage the Webi doc masker to obfuscate and scramble sensitive report data before sending to SAP support
- » Use functionality including dependency analysis, universe analysis, third-party authentication aliasing, E2E Trace Wizard, and more

HA and DR for SAP HANA: Understanding your options

Matt Lonstine, Symmetry Corporation

High availability (HA) and Disaster Recovery (DR) are important elements of protecting any landscape, but the considerations and implementation methods are different for SAP HANA. Learn about your options and how the inner workings of SAP HANA native system replication, host auto-failover, OS specific clustering suites, and others pertain to your objectives. Attend to learn about:

- » Important considerations specific to SAP HANA DR (via native system replication) and how it should be approached differently to suit your specific needs
- » How virtualization technologies offer HA capability, and what it can mean for SAP HANA
- » Requirements and architecture considerations for complex HA clusters facilitated by OS-level clustering packages
- » How HA and DR capabilities can be combined to offer a unified solution

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Getting started with application development for SAP HANA: An overview of the available tools and options

Scott Cairncross, TruQua Enterprises

This session will walk delegates through the collection of tools and functionalities that are available for developing, deploying, and extending SAP HANA business applications. By attending, you will:

- » Examine the different development environments available for SAP HANA application development, including Eclipse, Web, or ABAP-based, as well as the tools associated with each
- » Walk through a framework for choosing the platform and tools that best fit your organization's needs
- » Learn how SAP HANA extended applications services can be successfully utilized to build Web-based applications that connect with SAP HANA

CASE STUDY How Newell Brands is finding everyday practical uses for SAPUI5 and SAP Fiori

Mohammed Siddiqui, Newell Brands

With the release of SAPUI5, Newell Brands has found ways to embed SAPUI5 applications into use cases with less complexity than previous technologies. Gain insight from the company's experiences identifying practical uses and employing the skills and resources needed. Attend to find out how the company:

- » Determined practical everyday uses, such as using SAPUI5 with many HR self-service applications, and using SAP Fiori to update pay and benefit applications
- » Identified and sourced the resources and skills needed to build SAPUI5 applications
- » Turns SAPUI5 applications into mobile apps and distributes them
- » Uses single sign-on to unify the experience between SAPUI5 and other platforms

Design thinking using SAP Build and SAP Web IDE

Abhinav Gupta, PwC

Join this session to understand the concepts of design thinking – a methodology centered on client needs in application development – and how they are used in a typical SAP implementation. You will be given a client requirement to satisfy, and will walk through a step-by-step process to learn how to:

- » Create a simple SAP Fiori-like application using SAP Build
- » Use mock data and play with your applications
- » Get feedback from “dummy” end users to improve your application
- » Import the application into SAP Web IDE and consume an actual oData service

LIVE DEMO How to develop an app using SAP Cloud Platform

Pankaj Kumar, SAP

See firsthand how the SAP Cloud Platform enables and accelerates your journey to digital transformation. This demo-driven session will give you the information needed to not only understand the capabilities and use cases of SAP's cloud platform, but will also show you how you can get started today in developing your first app. Attend to sign up and log in to the SAP Cloud Platform, and walk through:

- » An overview of the SAP Cloud Platform cockpit and the services and various runtimes and databases it has to offer
- » A live demo showing how to develop an SAP Fiori application (consuming a cloud service)
- » An exploration of the various developer tools and services available

An up-close look at the reporting and analytic apps for SAP S/4HANA in SAP Fiori

Scott Cairncross, TruQua Enterprises

This session will provide tips to simplify your user experience on any device by delivering a personalized, role-based user experience with SAP Fiori. Walk through some of the most popular reporting and analytics SAP Fiori applications for SAP S/4HANA that run on the SAP Fiori launchpad. Attend this session to:

- » Learn the design principles behind SAP Fiori and the key applications that are currently available to reporting and analytic teams
- » Gain insights into the 3 different kinds of applications that SAP Fiori provides to SAP S/4HANA users, including transactional applications, analytical applications, and fact sheets, and learn how and when to use each
- » Hear tips for creating a personalized, modern, and consistent user experience across applications and for any device – desktop, tablet, or mobile – that users will love
- » Learn how SAP Fiori makes use of the latest advances in Web technology embodied in the SAPUI5 library



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