BI & HANA 2018

27–29 JUNE
PRAGUE CONGRESS CENTRE | PRAGUE

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

#### Wednesday, 27 June
- **12.00-18.00** Registration
- **13.00-14.15** Keynote Address
- **14.15-14.30** Break
- **14.30-15.30** Breakout Sessions
- **15.30-15.45** Break
- **15.45-16.45** Breakout Sessions
- **16.30-18.00** Exhibit Hall
- **16.45-18.00** Welcome Reception
- **17.00-17.45** Ask the Experts
- **17.15-18.15** Breakout Sessions

#### Thursday, 28 June
- **8.30-18.30** Registration
- **8.30-9.00** Morning Coffee
- **9.00-10.00** Breakout Sessions
- **10.00-10.45** Extended Break
- **10.45-11.45** Breakout Sessions
- **11.45-12.00** Break
- **12.00-13.00** Breakout Sessions
- **13.00-14.00** Lunch
- **14.00-15.00** Breakout Sessions
- **15.00-15.15** Break
- **15.15-16.15** Breakout Sessions
- **16.15-17.15** Networking and Collaboration Break
- **16.30-17.15** Ask the Experts
- **17.15-18.15** Breakout Sessions

#### Friday, 29 June
- **8.30-16.45** Registration
- **8.30-9.00** Morning Coffee
- **9.00-10.00** Breakout Sessions
- **10.00-10.45** Extended Break
- **10.45-11.45** Breakout Sessions
- **11.45-12.00** Break
- **12.00-13.00** Breakout Sessions
- **13.00-14.30** Lunch
- **14.30-15.30** Breakout Sessions
- **15.30-15.45** Break
- **15.45-16.45** Breakout Sessions
- **16.45** Conference Concludes

### PRE-CONFERENCE WORKSHOPS

#### Wednesday, 27 June
- **8.00-12.00** Registration
- **8.00-9.00** Morning Coffee
- **9.00-12.00** Pre-Conference Workshops
- **12.00-13.00** Lunch

#### Thursday, 28 June
- **8.30-9.00** Morning Coffee
- **9.00-10.00** Breakout Sessions
- **9.45-18.30** Exhibit Hall
- **10.00-10.45** Extended Break
- **10.45-11.45** Breakout Sessions
- **11.45-12.00** Break
- **12.00-13.00** Breakout Sessions

#### Friday, 29 June
- **8.30-9.00** Morning Coffee
- **9.00-10.00** Breakout Sessions
- **9.45-15.45** Exhibit Hall
- **10.00-10.45** Extended Break
- **10.45-11.45** Breakout Sessions
- **11.45-12.00** Break
- **12.00-13.00** Breakout Sessions
7 REASONS TO ATTEND

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 organisation – from technical knowledge of each of SAP’s reporting, data warehousing, and analytics tools, to strategic best practices to maximise 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

WHO SHOULD ATTEND?

Executives, vice presidents, directors, and managers:
- CIO
- COO
- 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
- Integration Specialist
- IT Applications Manager
- Project Manager
- SAP Configuration Specialist
- SAP Developer
- Security and Authorisation
- Solution Architect
- Systems Analyst
- Systems Administrator
- Technical Analyst
WHAT’S NEW

BRAND NEW CONTENT

30+ NEW SESSIONS COVERING THE HOTTEST TOPICS, INCLUDING:

- New solutions and strategies to drive better, faster decision making and bottom line results
  - The latest details on SAP Leonardo and how it can drive digital transformation, including capabilities and real-world uses
  - 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 HANA security, administration, and optimisation best practices

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

NEW PRE-CONFERENCE WORKSHOPS

Jumpstart your conference experience the morning of 27 June and tap into special sessions, including:

- Big Data solutions demystified: From ingestion to actionable intelligence
- Protecting your digital transformation: Securing SAP HANA and SAP S/4HANA

TRACKS

**Track 1** Strategy

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

**Track 2** SAP solution road maps

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

**Track 3** Dashboards and data visualisation

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

**Track 4** Reporting and analytics

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

**Track 5** Data, database management, and cloud

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

**Track 6** Security, administration, and performance optimisation

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

**Track 7** SAP S/4HANA

Tips to evaluate, build a business case, deploy, and optimise your SAP S/4HANA deployment
**Pre-Conference Workshops**
Special Pre-Conference Workshops hosted the morning of 27 June offer you the opportunity to fortify your understanding of key SAP concepts and technologies, explore new trends and strategies, and enhance your learning experience at the main conference. Advance sign-up is required to ensure your spot.

**3 Conferences – 1 Location**
BI & HANA 2018 is co-located with Basis & SAP Administration 2018 and Cybersecurity for SAP Customers 2018. Registration for 1 event provides access to sessions across all 3 events at no additional cost.

**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 utilise 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.

**In-Depth, Balanced Sessions**
Top experts from SAP, leading independent consulting firms, and your industry counterparts present road maps, tips, tricks, best practices, and strategic recommendations. No sales pitches, just practical education you can use immediately when you return to the office.

**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.

**The world’s foremost experts on SAP technology**
At BI & HANA 2018, you will hear directly from the best of the best. Speakers at this conference are experienced practitioners, industry visionaries, and subject matter experts (SMEs) who you can count on for reliable, accurate information. No sales pitches, just practical content to help you nail your next project, augment your skills, and advance your career.

**Ask the Experts**
Sit down with leading experts who manage, deploy, and administer SAP to get detailed answers to your toughest questions. Draw on the real-world experiences from some of the industry’s top technologists, tap into one-on-one time with experts, and walk away with detailed answers to the questions that matter to you most.
Connect, govern, and manage data across the intelligent enterprise

Greg McStravick and Ivo Bauermann, SAP

In a rapidly changing global environment, survival of the fittest is determined by speed to market and the ability to tap into vast stores of data — both on premise and in the cloud — for real-time insight. There is a massive shift in how goods and services are delivered thanks to global, enterprise digitisation. All organisations are shaking up their industries and rewriting the rules of competition by embracing a data-driven, mobile, and hyper-connected culture. Join Greg McStravick, President, SAP Data and Data Management and Ivo Bauermann, Global VP of SAP Analytics as they discuss the constantly changing and evolving landscape of data, data management, and analytics. You’ll see the latest innovations and hear real-world stories of companies making their way into the digital world. We are in an exciting time of opportunity and the potential for reimagining your business is limitless with the right data, anytime, anywhere.

GREG MCSTRAVICK
President, SAP Database & Data Management
Morning Workshops
9.00 - 12.00

BYOD Hands-on Lab: 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 modelling, you can build applications that deliver real-time insights on any type 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 bring your laptop with the privilege rights to install Google Chrome.

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 modelling, 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
9.00 - 12.00

Protecting your digital transformation: Securing SAP HANA and SAP S/4HANA
Juan Perez-Etchegoyen, Onapsis

The number of companies running live on SAP S/4HANA continues to grow. SAP S/4HANA opens new doors for innovation, but the path must be charted properly to avoid unforeseen risks. Join this in-depth, 3-hour workshop to understand how digital transformation projects and methodologies can be aligned with an SAP cybersecurity programme. This will allow you to move at the speed of innovation without compromising the security of your organisation’s crown jewels. Attend this workshop to:

• Understand how to securely deploy SAP HANA databases, avoiding critical vulnerabilities and misconfigurations
• Learn some of the most common security risks that might affect your newly deployed SAP S/4HANA system
• Discover how to align the SAP Activate methodology with an SAP cybersecurity programme to ensure secure deployment of SAP S/4HANA
• Learn what you need to do to ensure your cloud investment is properly secured, following standards from the Cloud Security Alliance

Take home a clear security plan to follow during your upcoming digital transformation projects.
Building a business case and road map for your SAP S/4HANA project — Key assessments, accelerators, and tools

Dr. Heiko Hecht, IBIS America

Come away from this session with a solid understanding of what you need to know to begin your SAP S/4HANA journey. Explore key considerations to keep in mind as you evaluate likely benefits and ROI of deploying SAP S/4HANA and build your SAP S/4HANA road map, and get a comprehensive checklist of useful tools and resources to get you there. You will:

» Review common project pitfalls and diversions and how to mitigate risks
» Get detailed insights into the SAP system transformation via assessment and realignment (STAR) programme to realise greater SAP potential and determine your future road map
» Learn about SAP’s top 8 programmes, assessments, accelerators, and tools — and how they can be leveraged to support your SAP S/4HANA planning and implementation
» Understand the different roles and responsibilities required for your SAP S/4HANA project

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

Jacob Stark, 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, and new approaches required to exploit them. You will:

» Hear how you can safely navigate the new technologies and opportunities, and successfully reimagine your organisation 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 Centres

CASE STUDY Shell user adoption hack — building the ultimate BI cockpit

Frantisek Lorenz, Shell

Discover how Shell, an innovation-driven global group of energy and petrochemical companies, built the Retail BI Station cockpit, combining various BI features in SAP to arrive at a simple, yet powerful solution that boosted user adoption. Learn how user adoption rates initiated the cockpit concept and take home practical tips that you can utilise in your organisation. In this session, delegates will learn first-hand from Shell:

» Key business criteria of success, such as high adoption and low maintenance
» The exact BI4 hacks used to engage the business and build a powerful, user-friendly solution
» An exploration of the Retail BI Station cockpit, through a live demo

SAP HANA and you — Making the world better through data

Philip On, SAP

Data is a valuable asset that can help organisations achieve purpose and drive business growth. Harnessing data’s potential to deliver new insights and smarter actions requires a modern approach to data management. Attend this insightful session to:

» See how people like you are using data for good to improve healthcare, protect the public, mitigate natural disasters, and manage natural resources
» Learn how you can enable your organisation to act with live intelligence using machine learning and advanced analytics
» Discover how you can innovate with SAP HANA

Choosing the right SAP BusinessObjects BI solution for your needs

Juergen Bauer, 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. Delegates 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 prioritise which tool to use when you can only choose one

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

Frank Soudon, 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 recognises 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
Practical steps for building a proof of concept for SAP S/4HANA analytics
Dmitry Kuznetsov, BI Consulting

This session provides all you need to know to set up a proof of concept (PoC) for SAP S/4HANA analytics assembled in one place. Explore your options for BI on SAP S/4HANA and come away with a useful checklist that will help you accelerate your PoC, including links to documentation, blogs, and SAP training offerings. Attend to learn how to:

» Choose the right business case or business process with relevant data
» Configure and set up integration points for SAP Fiori-, BI-, or BW-based analytics on SAP S/4HANA
» Establish SAP Fiori business and super user roles and see the content to which they have access
» Set up SAP BusinessObjects OLAP and SAP BW connections

SAP Cloud Platform 101: What’s in it for you?
Michal Mako, 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 maximise 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

Artificial intelligence meets digital transformation: Examples from the front lines
Timo Elliot, SAP

Artificial intelligence (AI) is poised to take over the world! In this session, we’ll attempt to separate the hype from the reality. Learn how the technology has changed over the last few years, where it’s going in the future, and SAP’s plans to help you leverage this powerful new opportunity. Gain valuable insight into:

» How AI is being applied in the real world, including concrete examples in operations, finance, IT, human resources, marketing, and more
» How machine learning is tightly embedded into new “translytic” applications, including SAP S/4HANA
» Smart data discovery with SAP Analytics Cloud and automated models with SAP Predictive Analytics
» Examples of the new SAP Leonardo machine learning applications and platform

Take home a checklist of recommended steps to prepare your organisations and processes for the new ways of working.

PANEL DISCUSSION Innovating with SAP HANA: Use cases and implementation best practices — Lessons learned, useful tips, and expert recommendations from customers who have been there and realised true value
Moderator: Scott Feldman, SAP

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, and realised true value from their investments. This insightful discussion will:

» Explore some of the known challenges in 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 innovation and value to the end business consumer
» Examine technical prerequisites and strategies to keep in mind
SAP HANA 2.3: What’s new, what’s unique, and what’s next?
Volker Haentjes, SAP

With its latest release 2.3, SAP brings a number of innovations to make its leading data management and application platform even stronger. Explore SAP HANA’s capabilities in the areas of real-time security and data privacy, spatial data processing, and machine learning. Find out how SAP HANA bridges the gap between business and blockchain data, and provides a unique framework for automated end-to-end development modelling with ready-to-use business data services. Attend to learn about:
» Recent innovations in SAP HANA 2.3
» Unique business capabilities of SAP HANA for the intelligent enterprise
» Details on the new data anonymisation feature for real-time data privacy
» Future plans and outlook

An introduction to SAP Leonardo and how it can drive your digital transformation
Frank Soudon, 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 recognises 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

SAP’s strategy and road map for cloud, on-premise, and hybrid analytics
Jonathan Freeland, SAP

Attend this session to learn about current solutions and future direction for SAP on-premise and cloud BI, including SAP BusinessObjects Web Intelligence, SAP Lumira, SAP Analysis for Microsoft Office, SAP Analytics Cloud, SAP Digital Boardroom, and SAP Analytics Hub. You will:
» Gain insight into the thinking behind SAP’s solution strategy and direction for analytics and insight
» Understand the current SAP BI solution offerings and capabilities and the future plan and timeline to move toward a single, hybrid analytics suite
» Find out how SAP’s analytics solutions can be leveraged to drive digital transformation

What’s new in SAP BusinessObjects BI 4.2 SP05 release — BI platform side
Olivier Duvelleroy, SAP

Attend this session to explore the newest features and functionality added in SAP BusinessObjects BI platform on SAP BusinessObjects BI 4.2 SP05 release. With much improved quality and stability, this release also brings some important new innovations. Join to learn about:
» New Promotion Management Wizard functionality that eases the task of CMS content promotion
» How the BI Administration Console enables more efficient administration of BI landscapes and automation of day-to-day tasks
» Significant enhancements around the SAP Fiori-styled BI launchpad, security, authentication, server group, auditing, scheduling, and much more

Overview of SAP HANA machine learning and integration with TensorFlow
Christoph Morgen, 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

SAP Data Hub: Orchestrate your Big Data pipelines for business value
Amit Satoor, SAP

Current enterprise data landscapes span across many data warehouses, data lakes, and cloud data stores. The challenge lies in managing data operations such as data refinement, transformation, and enrichment across all data. Attend this session to find out how SAP Data Hub can be leveraged to:
» Simplify data orchestration across various Big Data and enterprise sources
» Discover all data landscapes and create end-to-end data pipelines for refinement, transformation, and enrichment
» Transform Big Data using SAP Vora computation engines such as time series, graph, and SQL
» Execute machine learning algorithms to drive intelligent insights
SAP’s strategy and road map for cloud, on-premise, and hybrid analytics
Jonathan Freeland, SAP
Attend this session to learn about current solutions and future direction for SAP on-premise and cloud BI, including SAP BusinessObjects Web Intelligence, SAP Lumira, SAP Analysis for Microsoft Office, SAP Analytics Cloud, SAP Digital Boardroom, and SAP Analytics Hub. You will:
» Gain insight into the thinking behind SAP’s solution strategy and direction for analytics and insight
» Understand the current SAP BI solution offerings and capabilities and the future plan and timeline to move toward a single, hybrid analytics suite
» Find out how SAP’s analytics solutions can be leveraged to drive digital transformation

7 steps to achieving the ultimate BI visual quick win
Nicolas Henry, 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 visualisations, 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.

Practical guidelines to effectively deploy SAP Lumira and leverage it to drive self-service BI and analytics in your organisation
Kermit Bravo, TruQua Enterprises
SAP Lumira, discovery edition, takes self-service analytics to a high level by putting tremendous power into the hands of the business user in terms of capabilities, intuitiveness, connectivity options, user-friendliness, presentation, and sharing. Attend this session to learn how to use SAP Lumira to acquire data from diverse data sources, prepare the data, and create visualisations in order to make meaningful decisions. Attend to:
» Gain a technical overview of SAP Lumira, including connectivity to various sources of data
» Discover new functions you can use to prepare the data, such as merging of datasets, calculations, and groupings
» Understand how SAP Lumira interoperates to other SAP BI tools, and get tips for getting started with SAP Lumira at your own organisation

Enhanced planning, reporting, and visualisation leveraging SAP Business Planning and Consolidation and SAP Analytics Cloud — The perfect hybrid scenario
Jean-Claude Pizzi, 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 organisation. 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 visualisation 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

CASE STUDY: How Bilkom improved productivity and data visualisation in reports with SAP Lumira
Azade Çerkezoğlu, 41 North Business School (formerly with Bilkom) and Seda Özeren Yildiz, Bilkom
“Turkey’s Digital Life Coach” Bilkom operates as a large-scale distributor of leading brands such as Apple, Huawei, Asus, and Warner Bros. Delivering these products to 4,500 sales points in 81 cities requires that a huge amount of data be visualised and reported. Before employing SAP Lumira, such reports were prepared by the IT staff only and graphic tools were not used frequently, as they required too much time to prepare. Attend this session to learn how Bilkom employees with no IT or design expertise leverage SAP Lumira functionality to create visually strong reports in short time, and how the company:
» Wrote code in SAP Lumira, designer edition, that interacts with SAP Lumira, discovery edition, to increase power at the back-end
» Ensures trusted data acquisition, preparation, and sharing across business units
» Implemented International Business Communication Standards (IBCS) to ensure consistency and improve user adoption

HANDS-ON LAB: Experience end-to-end analytics with SAP Analytics Cloud
In this in-depth, 2-hour session, you will gain an understanding as a business user of what it’s like to consume analytics content in SAP Analytics Hub, visualise, plan, and predict in SAP Analytics Cloud; and steer your business with SAP Digital Boardroom. Walk through the 4-part hands-on experience, as you:
» Start off in SAP Analytics Hub to learn how users can consume their analytics content in one place from their hybrid environments
» Use SAP Analytics Cloud to consume and explore stories from the perspective of different LoB users, including geospatial, linking, and input controls
» Jump into SAP Digital Boardroom to walk through steering your business in real time
» Download the SAP Analytics Cloud mobile app (iOS only) and consume your stories on your mobile device
**HANDS-ON LAB** Experience end-to-end analytics with SAP Analytics Cloud

*Frank Pilgrim and Joerg Diekkaemper, SAP*

In this in-depth, 2-hour session, you will gain an understanding as a business user of what it’s like to consume analytics content in SAP Analytics Hub; visualise, plan, and predict in SAP Analytics Cloud; and steer your business with SAP Digital Boardroom. Walk through the 4-part hands-on experience, as you:

- **Start off in SAP Analytics Hub** to learn how users can consume their analytics content in one place from their hybrid environments
- **Use SAP Analytics Cloud** to consume and explore stories from the perspective of different LoB users, including geospatial, linking, and input controls
- **Jump into SAP Digital Boardroom** to walk through steering your business in real time
- **Download the SAP Analytics Cloud mobile app** (iOS only) and consume your stories on your mobile device
Case Study: Enterprise-scale reporting and analytics in a transforming organisation: Heterogeneous, hybrid, and hard work at British American Tobacco
Mark Cooper, BAT
British American Tobacco (BAT), the world’s second-largest publicly traded tobacco company, is transforming to become a multi-category organisation. To be successful, it must carefully manage traditional on-premise analytics capabilities alongside a rapidly growing portfolio of cloud solutions and 3 core data platforms to drive cross-functional decision making, enabling greater efficiencies in its traditional business and the ability to re-invest and drive growth in next-generation technologies. Attend to find out how BAT:
- Consolidated BPC and BI on a single SAP BW on SAP HANA platform, and is exploiting the value from its investment with automated sales and operations planning (SOP) packs
- Manages its 3 core data platforms — HR, Finance and Big Data — at enterprise scale and dual speed
- Is expanding its horizons with SAP HR analytics and its burgeoning Big Data platform with a complex and increasingly diverse ecosystem of technologies
- Considers the SAP road map against requirements and capabilities in a time of rapid change

SAP BusinessObjects Web Intelligence: Leveraging new functionality to enhance user experience and improve self-service
Kristof Gramm, IT-Logix
SAP has introduced a number of new functions with the latest upgrades to SAP BusinessObjects Web Intelligence. Attend this session to gain a comprehensive understanding of the new functionality and how you can use it to support end users in creating faster and better reports. You will:
- Explore new functionality such as shared elements, global input controls, custom visualisations, and the new interface for BI launchpad, which is similar in look and feel to SAP Fiori.
- Get best practices to leverage new functionality to get more out of your existing and planned SAP BusinessObjects Web Intelligence investments
- Save time and effort by creating composite reports from different existing reports, reusing scripts from a repository, and reusing custom visualisations

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

Enhanced planning, reporting, and visualisation leveraging SAP Business Planning and Consolidation and SAP Analytics Cloud — The perfect hybrid scenario
Jean-Claude Pizzi, 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 organisation. 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 visualisation 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

Get started with SAP S/4HANA embedded analytics — What is available and how to integrate with your BI front-end solutions
Dmitry Kuznetsov, BI Consulting
Get to know the embedded BI content delivered in SAP S/4HANA that you may not be aware of, such as analytic models and SAP Fiori tiles. Explore their use cases, find out what SAP best practices are, and get tips on custom modelling. Attend to:
- Understand considerations for consuming SAP S/4HANA embedded analytics via SAP BusinessObjects tools, SAP Fiori, and SAP BW
- Understand in which cases SAP BW is a necessity to cover your BI needs and when it is not necessary
- Learn how to extend SAP-delivered core data services (CDS) views and build your own
- Come away with a useful list of education options to help train your team on SAP S/4HANA analytics

Better, faster, and smarter analytics with SAP Analytics Hub: Hybrid analytics for cloud and on-premise
Olivier Duwelleroy, 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
IBCS and SAP BusinessObjects Web Intelligence: A perfect match for better, faster, and easier report development and higher user adoption

Kristof Gramm, IT-Logix

International Business Communication Standards (IBCS) is a widely used standard to unify reporting and increase user adoption. Attend this session to understand the concepts of IBCS, how it increases user adoption rates, and how you can implement IBCS in your SAP BusinessObjects Web Intelligence reporting. You will:

- Learn the basics of the IBCS standards and how utilising these standards increases user adoption rates
- Get best-practice techniques for implementing IBCS in SAP BusinessObjects Web Intelligence
- Find out how to reuse the developed artefacts to reduce development costs in your organisation

Top 10 customer case studies: SAP Predictive Analytics

Chandran Saravana, SAP

Predictive analytics allows organisations to achieve real-time insights that increase understanding of customer behaviour, 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 companies leverages IoT and predictive analytics to manage 1.4 million vehicles
- SAP Predictive Analytics to stay competitive in the marketplace, including how:

Exploit the capabilities of SAP Analysis for Microsoft Office to enhance analytics and improve self-service

Kermit Bravo, TruQua Enterprises

Find out how you can leverage the comprehensive data enablement and analytics features of SAP Analysis for Microsoft Office to enable deeper data insights and improve user engagement in your enterprise. Learn how to:

- Empower users with direct access to a variety of data sources for analysis, including SAP HANA
- Create sophisticated end-user and ad hoc analysis by incorporating conditional formatting, adding new measures, and creating prompts
- Combine standard Microsoft Excel with newer SAP Analysis plug-in formulas to enable powerful, interactive analysis

Real-time scenarios revisited: Options for BW low latency reporting in fully SAP HANA-based system landscapes

Dirk Morgenroth, Phoron Consulting

SAP HANA system landscapes make it possible to take advantage of the underlying technology across system boundaries and to realise previously unattainable cross-system analysis scenarios in real-time. This session focuses on direct access, as well as near real-time staging scenarios available for SAP BW 7.50 and powered by SAP HANA platform. Delegates will explore:

- Technical and functional requirements necessary to successfully implement cutting-edge real-time scenarios based on SAP HANA platform technology
- State-of-the-art approaches that provide real-time functionality, such as open ODS views, composite providers, and process chains for streaming
- How to evaluate your technical options to better design suitable and comprehensive real-time scenarios

HANDS-ON LAB Experience end-to-end analytics with SAP Analytics Cloud

In this in-depth, 2-hour session, you will gain an understanding as a business user of what it’s like to consume analytics content in SAP Analytics Hub; visualise, plan, and predict in SAP Analytics Cloud; and steer your business with SAP Digital Boardroom. Walk through the 4-part hands-on experience, as you:

- Start off in SAP Analytics Hub to learn how users can consume their analytics content in one place from their hybrid environments
- Use SAP Analytics Cloud to consume and explore stories from the perspective of different LoB users, including geospatial, linking, and input controls
- Jump into SAP Digital Boardroom to walk through steering your business in real time
- Download the SAP Analytics Cloud mobile app (iOS only) and consume your stories on your mobile device
An up-close look at the reporting and analytic apps in SAP Fiori
Scott Cairncross, TruQua Enterprises
This session will provide tips to simplify your user experience on any device by delivering a personalised, 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 personalised, 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

HANDS-ON LAB Experience end-to-end analytics with SAP Analytics Cloud
Frank Pilgrim and Joerg Diekkaemper, SAP
In this in-depth, 2-hour session, you will gain an understanding as a business user of what it’s like to consume analytics content in SAP Analytics Hub; visualise, plan, and predict in SAP Analytics Cloud; and steer your business with SAP Digital Boardroom. Walk through the 4-part hands-on experience, as you:

» Start off in SAP Analytics Hub to learn how users can consume their analytics content in one place from their hybrid environments

» Use SAP Analytics Cloud to consume and explore stories from the perspective of different LoB users, including geospatial, linking, and input controls

» Jump into SAP Digital Boardroom to walk through steering your business in real time

» Download the SAP Analytics Cloud mobile app (iOS only) and consume your stories on your mobile device

Save time and money by automating SAP HANA views and procedures: Step-by-step guidelines and customer success stories
Joerg Boeke, BiAnalyst GmbH & Co. KG
Learn new methods for creating a modern and flexible warehouse design that enables you to calculate data on the fly instead of storing data in additional BW layers. Find out how to use SAP HANA external views in calculation views to speed up design tasks. Learn step-by-step from simple to complex views, including SAP HANA procedures to optimise your staging and reporting layer within BW. Delegates will:

» Understand new principles in design using SAP HANA views to avoid loading and reloading of data

» Learn how to create powerful reporting without an additional staging layer, and how to leverage SAP HANA procedures to enhance calculation views

» Find out how to cut down implementation time by using a program to mass generate the external SAP HANA views

» Hear real-life examples of the impacts these new strategies are having on customer projects

Take home a complete ABAP snippet to activate your external SAP HANA views system-wide instead of one-by-one to project time and costs.

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
**SAP HANA 2.3**: What’s new, what’s unique, and what’s next?

Volker Haentjes, SAP

With its latest release 2.3, SAP brings a number of innovations to make its leading data management and application platform even stronger. Explore SAP HANA’s capabilities in the areas of real-time security and data privacy, spatial data processing, and machine learning. Find out how SAP HANA bridges the gap between business and blockchain data, and provides a unique framework for automated end-to-end development modelling with ready-to-use business data services. Attend to learn about:

- Recent innovations in SAP HANA 2.3
- Unique business capabilities of SAP HANA for the intelligent enterprise
- Details on the new data anonymisation feature for real-time data privacy
- Future plans and outlook

**SAP Data Hub: Orchestrate your Big Data pipelines for business value**

Amit Satoor, SAP

Current enterprise data landscapes span across many data warehouses, data lakes, and cloud data stores. The challenge lies in managing data operations such as data refinement, transformation, and enrichment across all data. Attend this session to find out how SAP Data Hub can be leveraged to:

- Simplify data orchestration across various Big Data and enterprise sources
- Discover all data landscapes and create end-to-end data pipelines for refinement, transformation, and enrichment
- Transform Big Data using SAP Vora computation engines such as time series, graph, and SQL
- Execute machine learning algorithms to drive intelligent insights

**CASE STUDY** Enterprise-scale reporting and analytics in a transforming organisation: Heterogeneous, hybrid, and hard work

Mark Cooper, BAT

British American Tobacco (BAT), the world’s second-largest publicly-traded tobacco company, is transforming to become a multi-category organisation. To be successful, it must carefully manage traditional on-premise analytics capabilities alongside a rapidly growing portfolio of cloud solutions and 3 core data platforms to drive cross-functional decision making, enabling greater efficiencies in its traditional business and the ability to re-invest and drive growth in next-generation technologies. Attend to find out how BAT:

- Consolidated BPC and BI on a single SAP BW on SAP HANA platform, and is exploiting the value from its investment with automated sales and operations planning (SOP) packs
- Manages its 3 core data platforms — HR, Finance and Big Data — at enterprise scale and dual speed
- Is expanding its horizons with SAP HR analytics and its burgeoning Big Data platform with a complex and increasingly diverse ecosystem of technologies
- Considers the SAP road map against requirements and capabilities in a time of rapid change

**How to effectively approach SAP BW housekeeping tasks**

Dirk Morgenroth, Phoron Consulting

Housekeeping is often not appreciated and even neglected, even though performing relatively simple housekeeping tasks can have direct monetary impact. This session provides you with a useful toolkit of housekeeping activities that can be triggered to create a great benefit with minimum effort — either before migration to SAP BW on SAP HANA or after. You will:

- Learn a set of activities and approaches to perform BW housekeeping activities in a targeted manner
- Get to know the cornerstones of a long-term strategy for handling housekeeping activities
- Understand which tables in SAP BW on any database and powered by SAP HANA are very often candidates for a more detailed analysis
- Learn how to identify problematic data areas in your own system and to derive a suitable action

**CASE STUDY** Lessons from Ypsomed’s SAP BW/4HANA greenfield implementation approach — Completed in 4 months

Adrian Egger, Ypsomed

Learn how Ypsomed — a global developer and manufacturer of injection and infusion systems for self-medication and a renowned diabetes specialist — is transitioning to a modern central data warehouse on SAP BW/4HANA on an existing SAP HANA database. Understand why a greenfield approach was chosen, and explore key elements of the project plan, along with technical challenges, including how the company:

- Moved from a single to multi-tenant SAP HANA database, and from a non-BW system to SAP BW/4HANA on an existing SAP HANA database
- Used a mixed scenario approach within SAP BW/4HANA and SAP HANA native calculation views to extend them with SAP ERP and SAP CRM master data in SAP BW/4HANA
- Replaced SAP HANA authorisations (privileges) with SAP S/4HANA vs SAP BW

**Do I still need SAP BW with SAP S/4HANA? How to leverage SAP BW within SAP S/4HANA for an all-in-one operational and analytical environment**

Scott Cairncross, TruQua Enterprises

Gain a better understanding of the role SAP BW plays with SAP S/4HANA. During this session you will:

- Learn how it is possible to activate and leverage the SAP BW components directly on SAP S/4HANA to create a virtual data warehouse for performing reporting and analytics directly in your operational system
- Understand the key use cases and scenarios where a separate, standalone SAP BW instance still makes sense
- See a live system demo of SAP BW running in SAP S/4HANA to understand the new capabilities and see the new design paradigm in action
- Understand how SAP BusinessObjects BI integrates with SAP S/4HANA vs SAP BW
Save time and money by automating SAP HANA views and procedures: Step-by-step guidelines and customer success stories

Joerg Boeke, BIAnalyst GmbH & Co. KG

Learn new methods for creating a modern and flexible warehouse design that enables you to calculate data on the fly instead of storing data in additional BW layers. Find out how to use SAP HANA external views in calculation views to speed up design tasks. Learn step-by-step from simple to complex views, including SAP HANA procedures to optimise your staging and reporting layer within BW. Delegates will:

» Understand new principles in design using SAP HANA views to avoid loading and reloading of data
» Learn how to create powerful reporting without an additional staging layer, and how to leverage SAP HANA procedures to enhance calculation views
» Find out how to cut down implementation time by using a program to mass generate the external SAP HANA views
» Hear real-life examples of the impacts these new strategies are having on customer projects

Take home a complete ABAP snippet to activate your external SAP HANA views system-wide instead of one-by-one to save project time and costs.

Better, faster, and smarter analytics with SAP Analytics Hub: Hybrid analytics for cloud and on-premise

Olivier Duvelleroy, 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

CASE STUDY BI 101 — How Bupa’s data warehouse and SAP BusinessObjects are still relevant in a world of data lakes and data science

Jilian Pimm-Smith, Bupa

Explore the tools, strategies, and framework that UK-based international healthcare group Bupa has deployed to deliver trusted data to its users anytime, anywhere. Gain practical advice from the company, which serves 32 million customers in 190 countries, including:

» Key elements of its data strategy, from raising the business case and getting senior buy-in to platform selection and user engagement
» How it leverages a comprehensive metadata layer across reporting tools to ensure data accuracy and accelerate report creation
» Data preparation techniques utilised to support business analytics, and the data scientist’s role in the process
» How SAP BusinessObjects Web Intelligence reports are deployed seamlessly to desktop and mobile devices

LIVE DEMO How to develop an app using SAP Cloud Platform

Michal Marko, SAP

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

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

Harmonise and capitalise on the full value of your data with SAP BW/4HANA

Florian Hamon, SAP

Knowledge is powerful, but unless it’s used effectively companies will never recognise business advantage. Therefore, modern solutions for data management, data processing, and analysis are gaining in importance in the digitised economy. Join this session to learn how SAP BW/4HANA can help you move faster on your journey to becoming a digital company. You will learn how SAP BW/4HANA:

» Delivers a new foundation for logical data warehousing that provides a simpler and more powerful way to achieve real-time analytics
» Provides interactivity with historical and live data, either SAP or non-SAP, residing in diverse IT landscapes within or outside your enterprise
» Enables your business users with new modern interfaces
» Accelerates your projects with simpler and more modern interfaces

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

Michal Mako, 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 maximise 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

Making the move to the cloud happen with the SAP Cloud Trust Center

Keike Fiedler-Phelps, SAP SE

What does it take to trust the cloud? Do you have any concerns or do you wonder how SAP ensures data protection and ironclad security? One of the critical requirements that companies evaluate when considering moving to cloud is the underlying security and trust architecture of the services and products. During this session, you will learn how SAP Cloud Trust Center:

» Protects customers’ assets from internal and external threats

» Maintains the privacy of data, remains available and reliable, and performs consistently

» Provides live data on performance and scheduled maintenance of SAP cloud services to enable 100% transparency
How to stabilise and improve an SAP BusinessObjects BI 4.2 enterprise shared service environment

Martin Macmaster, BI Brainz

Your previously stable SAP BusinessObjects BI 4.2 environment has begun to have stability problems. How can you identify the issues impacting your environment, get to the bottom of the problems and re-stabilise your system? Attend this session to get practical advice on how to diagnose your problems, perform root cause analysis, and fix the issues. Attend to:

- Learn how to investigate your SAP BusinessObjects BI 4.2 environment and diagnose issues causing outages and stability problems
- Understand the various options available to resolve the issues you find and to stabilise your SAP BusinessObjects BI 4.2 environment
- Consider factors which could have led to the issues on your landscape, and processes and safeguards you can put into place to avoid future issues
- Identify areas that can be improved to boost the resilience of your SAP BusinessObjects BI 4.2 platform

Safeguard your business operations with SAP security solutions

Gerlinde Zibulski, SAP SE

Explore SAP’s comprehensive portfolio of security products, services, and solutions to help you protect your business processes and detect cybersecurity threats. Take a deep dive into the security infrastructures behind all major SAP platforms, and get instructions on how to set up efficient security processes to protect your SAP systems. You will walk away with a thorough understanding of on-premise and cloud-based user management solutions for the efficient administration of identities, authentication processes, and authorisation infrastructures. Attend this session to:

- Hear about the complete security suite, and see how the solutions work together and how they tie in with your corporate security strategy
- Learn how you can benefit from SAP’s own experience to secure your business applications
- Get recommendations and learn about best practices
- View demos and use cases for each product

Take home a detailed understanding of security challenges and proposed solutions for your entire IT landscape.

Best practices for securing and hardening SAP HANA

Matt Lonstine, Symmetry Corporation

In today’s world, data is a company’s most valuable asset, and SAP HANA has changed the game in terms of how we use it. Attend this session for a deep understanding of best practices and recommendations for securing SAP HANA from the bottom up. Examine crucial elements of security and hardening at the operating system, database, and application levels. You’ve made an investment in the future of your organisation, now learn how to protect it. Attend this session to:

- Learn how to understand prevalent and emerging threats to your SAP infrastructure, including OS-level vulnerabilities
- Gain a deeper understanding of how to secure landscapes with SAP Solution Manager
- Learn different methods to enable data volume encryption, including pre- and post-installation options

New approach to data-centric security and data privacy

Nitin Aggarwal, Infosys

The importance of airtight data security grows with each headline-grabbing breach, and the modern enterprise needs to implement a data security programme that is flexible. Attend this session to explore how to leverage the SAP Dynamic Authorization Management application by NextLabs and SAP Enterprise Digital Rights Management application by NextLabs to implement an attributes-based access control programme. Attend this session to:

- Hear guidelines to develop a strategy for enterprise-wide data protection
- Learn how to comply with the General Data Protection Regulation (GDPR) in SAP and non-SAP applications
- Understand how SAP Dynamic Authorization Management uses the attribute-based access controls concept to provide finer grained access control
- Understand how SAP Enterprise Digital Rights Management can be used to protect sensitive data even after it leaves the application or organisation
- Learn how to dynamically mask data in production environments where one user can see the data in actual form whereas another user sees it masked

Transitioning to SAP S/4HANA? Leverage enhanced security capabilities

Gerlinde Zibulski, SAP SE

In this session, you will get an overview of security features and functions in SAP S/4HANA. Learn how they compare to SAP NetWeaver security features, and gain insights into new and improved capabilities. You will experience key functions in action. Experience how you can leverage and benefit from state-of-the-art security to safeguard your business processes and assets. Attend this session to:

- Discover the security capabilities of SAP S/4HANA, including the new business partner concept for identity data
- Learn the benefits of a comprehensive security infrastructure, like extending your on-premise SAP S/4HANA system with extensions through SAP Cloud Platform
- Gain insights into new features and functions around security, user administration, and data protection
- View selected security features in action to get an in-depth understanding

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 optimisation
- 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 minimise cost and maximise versatility using methods such as virtualisation, tailored data centre 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:

» Analyse 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 utilising 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.
Get started with SAP S/4HANA embedded analytics — What is available and how to integrate with your BI front-end solutions

Dmitry Kuznetsov, BI Consulting

Get to know the embedded BI content delivered in SAP S/4HANA that you may not be aware of, such as analytic models and SAP Fiori tiles. Explore their use cases, find out what SAP best practices are, and get tips on custom modelling. Attend to:

» Understand considerations for consuming SAP S/4HANA embedded analytics via SAP BusinessObjects tools, SAP Fiori, and SAP BW

» Understand in which cases SAP BW is a necessity to cover your BI needs and when it is not necessary

» Learn how to extend SAP-delivered core data services (CDS) views and build your own

» Come away with a useful list of education options to help train your team on SAP S/4HANA analytics

Building a business case and road map for your SAP S/4HANA project — Key assessments, accelerators, and tools

Dr. Heiko Hecht, IBIS America

Come away from this session with a solid understanding of what you need to know to begin your SAP S/4HANA journey. Explore to keep in mind as you evaluate likely benefits and ROI of deploying SAP S/4HANA and build your SAP S/4HANA road map, and get a comprehensive checklist of useful tools and resources to get you there. You will:

» Review common project pitfalls and diversions and how to mitigate risks

» Get detailed insights into the SAP system transformation via assessment and realignment (STAR) programme to realise greater SAP potential and determine your future road map

» Learn about SAP’s top 8 programmes, assessments, accelerators, and tools — and how they can be leveraged to support your SAP S/4HANA planning and implementation

» Understand the different roles and responsibilities required for your SAP S/4HANA project

Do I still need SAP BW with SAP S/4HANA? How to leverage SAP BW within SAP S/4HANA for an all-in-one operational and analytical environment

Scott Cairncross, TruQua Enterprises

Gain a better understanding of the role SAP BW plays with SAP S/4HANA. During this session you will:

» Learn how it is possible to activate and leverage the SAP BW components directly on SAP S/4HANA to create a virtual data warehouse for performing reporting and analytics directly in your operational system

» Understand the key use cases and scenarios where a separate, standalone SAP BW instance still makes sense

» See a live system demo of SAP BW running in SAP S/4HANA to understand the new capabilities and see the new design paradigm in action

» Understand how SAP BusinessObjects BI integrates with SAP S/4HANA vs SAP BW

Practical steps for building a proof of concept for SAP S/4HANA analytics

Dmitry Kuznetsov, BI Consulting

This session provides all you need to know to set up a proof of concept (PoC) for SAP S/4HANA analytics assembled in one place. Explore your options for BI on SAP S/4HANA and come away with a useful checklist that will help you accelerate your PoC, including links to documentation, blogs, and SAP training offerings. Attend to learn how to:

» Choose the right business case or business process with relevant data

» Configure and set up integration points for SAP Fiori-, BI-, or BW-based analytics on SAP S/4HANA

» Establish SAP Fiori business and super user roles and see the content to which they have access

» Set up SAP BusinessObjects OLAP and SAP BW connections

Transitioning to SAP S/4HANA? Leverage enhanced security capabilities

Gerlinde Zibulski, SAP SE

In this session, you will get an overview of security features and functions in SAP S/4HANA. Learn how they compare to SAP NetWeaver security features, and gain insights into new and improved capabilities. You will experience key functions in action. Experience how you can leverage and benefit from state-of-the-art security to safeguard your business processes and assets. Attend this session to:

» Discover the security capabilities of SAP S/4HANA, including the new business partner concept for identity data

» Learn the benefits of a comprehensive security infrastructure, like extending your on-premise SAP S/4HANA system with extensions through SAP Cloud Platform

» Gain insights into new features and functions around security, user administration, and data protection

» View selected security features in action to get an in-depth understanding
VENUE

PRAGUE CONGRESS CENTRE
5. kvetna 1640/65, 140 21 Praha 4
Nusle-Praha 4, Czechia

BI & HANA 2018 IS CO-LOCATED WITH
BASIS & SAP ADMINISTRATION 2018
AND CYBERSECURITY FOR SAP CUSTOMERS 2018

By registering for one event, you can attend sessions at all three conferences at no additional cost.

LOOKING TO SEND A TEAM?
Bringing a team is the easiest way to divide and conquer all of your learning objectives. Contact Jackson Etienne at +1-781-751-8850 or email Jackson.Etienne@wispubs.com to learn how your organisation can take advantage of exclusive group rates.

CONFERENCE RATES*

26 January discount has expired
Register and pay by 4 May
Register and pay by 1 June
Register and pay by 26 June
Register and pay onsite

<table>
<thead>
<tr>
<th></th>
<th>SAVE €700</th>
<th>SAVE €500</th>
<th>SAVE €300</th>
<th>SAVE €100</th>
<th>FULL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Access Pass</td>
<td>€1899</td>
<td>€2099</td>
<td>€2299</td>
<td>€2499</td>
<td>€2599</td>
</tr>
<tr>
<td>27-29 June</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Pass</td>
<td>€1699</td>
<td>€1899</td>
<td>€2099</td>
<td>€2299</td>
<td>€2399</td>
</tr>
<tr>
<td>27-29 June</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workshop Pass</td>
<td>€999</td>
<td>€999</td>
<td>€999</td>
<td>€999</td>
<td>€999</td>
</tr>
<tr>
<td>27 June</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All Access Pass Includes: Access to Pre-Conference Workshops (9.00-12.00 on 27 June), all conference sessions, keynote address, exhibition hall, networking activities, reception, lunches, and refreshments

Gold Pass Includes: All Access Pass benefits, excluding access to Pre-Conference Workshops

Workshop Pass Includes: Access to Pre-Conference Workshops (9.00-12.00 on 27 June), lunch, and refreshment breaks

LOOKING TO REGISTER? VISIT HANA2018.COM/PRAGUE

MONEY BACK GUARANTEE
There is no risk in attending. SAPinsider offers a 100% money back guarantee. If for some reason you are unsatisfied with the event, we will refund your entire registration fee.

*Prices subject to change.

CANCELLATION AND SUBSTITUTION POLICY: If you are unable to attend you may send a substitute, or if you cancel in writing on or before 27/5/2018 you can receive a full refund. For cancellations after 27/5/2018, you will receive a credit toward a future event or product of Wellesley Information Services, publisher of SAPinsider. Please note that this credit is valid only for one year from the date of your cancellation. You may send your written cancellation to customer.service@wispubs.com. If you have any additional questions please feel free to contact us at +1-781-751-8755.