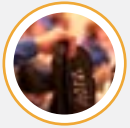




80+ NEW SESSIONS COVERING THE HOTTEST TOPICS, INCLUDING:

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

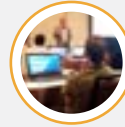
- » Implementation and migration best practices to ensure project success for all of your SAP BI and SAP HANA initiatives
- » Practical advice to drive your SAP BI and data warehousing investments, including business case development and ROI determination
- » Product updates, new releases, and business 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:

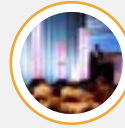
- » A checklist of practical tips on getting started with governance and socializing it throughout the organization
- » A BI strategy self-assessment and BI strategy e-book to drive your strategy when you return home
- » A use case form, a customer journey template, and a guide to database technologies 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:

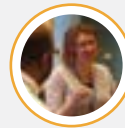
- A how-to guide for creating a global analytics hub
- An A-to-Z guide to planning, sizing, and staffing your SAP BW to SAP BW powered by SAP HANA migration project
- Big Data solutions demystified: From ingestion to actionable intelligence



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