

BI • Analytics • HANA 2019 is a one-of-a-kind educational event, bringing together top technologists from SAP, independent consulting firms, and leading global organizations under one roof to provide you with up-to-date details on current capabilities and future road map plans for SAP's portfolio of analytics, data, and database management solutions. Join us this year for a dynamic educational and networking experience.



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, analytics, data management, and data warehousing initiatives
- » Practical advice to drive your SAP BI and data warehousing investments, including business case development and ROI determination
- » Product updates for SAP's new and upgraded solutions, including SAP BusinessObjects Web Intelligence, SAP BusinessObjects BI, SAP Analytics Cloud, SAP S/4HANA, SAP BW/4HANA, and SAP Data Hub
- » SAP HANA deployment, 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 template plan for the SAP BW/4HANA transformation of your BW system
- » A step-by-step document of use cases and tips for building high-powered semantic layers
- » A checklist of steps to convert BEx workbooks to SAP Analysis for Microsoft Office, and a guide for using the report-to-report interface
- » A complete end-to-end configuration guide for smart data integration using the SAP HANA adapter
- » Detailed outlines of product road maps for all of SAP's analytics and data solutions
- » And many more!



3 NEW PRE-CONFERENCE WORKSHOPS

Jump-start your conference experience on March 18th and tap into special sessions, including:

- » Dashboards and data visualization best practices — a product neutral approach
- » Deployment options for SAP HANA: Find the best fit for your business case
- » Understanding SAP's solutions for data quality management — Essential tools and techniques for the world of real-time data



PRODUCT ROAD MAP SESSIONS FROM SAP

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

- » SAP's strategy and road map for cloud, on-premise, and hybrid analytics
- » SAP HANA 2.0 SPS04: What's new, what's unique, and what's next?
- » SAP HANA, enterprise edition: What's in it for you?
- » Managing analytics in a hybrid world — SAP's strategy and approach
- » One Simple Cloud — SAP Analytics Cloud strategy and recent innovations for end-to-end analytics and data management



DETAILED CASE STUDIES FROM LEADING ORGANIZATIONS

Firsthand experiences presented by:

- » Swisscom
- » American Red Cross
- » Fairfax Water
- » Bridgestone Tires
- » Epsilon
- » National Vision
- » And many more!

