Big things are driving Big Data. We can now bring together transaction data, conversation data, and machine data to create new and disruptive business models. The perpetual pace of technology innovation is accelerating at a rate never seen before, creating ever-changing market dynamics. The mobile user experience is now flowing over into the business world as consumers expect real-time data in a user-friendly app. New digital technology allows companies to reimagine business models; giving rise to disruptive market entrants. This shift is accelerating in every industry and compelling every organisation to transform into a Digital Enterprise to not only survive but to thrive.

All of this creates complexity and pressure for organisations. How do you take these challenges and turn them into opportunities? As organisations begin their transformation to become a Digital Enterprise, the big opportunity is to give all employees and customers immediate insight to what is going on. Agile visualisation capabilities in the hands of business users deliver analytics for everyone with unparalleled consumer-grade user experience to humanise analytics with insights that are meant to be shared. Predictive technologies enable companies to confidently anticipate what comes next and guide better, more profitable, forward looking decision making. And this needs to be delivered on a secure enterprise platform to ensure that people have access to the right information, but also that your company's information is governed and protected.

This is a tall order for information professionals. By attending the SAPinsider HANA 2016 conference you have a unique opportunity to learn from peers, partners, and SAP® experts. Understand how you can get the most from your current investments and leverage new innovations like cloud, in-memory computing, data visualisation, and predictive analytics to build your strategy to bring simplicity and insight to your organisation.

Sincerely,

Clemens Praendl
Senior Vice President and General Manager, Analytics
SAP

Pre-Conference Workshops	Main Conference		
Sunday, 19 June	**Monday, 20 June**	**Tuesday, 21 June**	**Wednesday, 22 June**
9.00 Registration	8.00 Registration	8.00 Registration	8.00 Registration
10.00 Pre-Conference Workshops	8.00 Morning Coffee	8.00 Morning Coffee	8.00 Morning Coffee
13.00 Lunch	9.00 Keynote Addresses	8.30 Breakout Sessions	8.30 Breakout Sessions
14.00 Pre-Conference Workshops	10.30 Break	9.45 Break	9.45 Extended Break
17.00 Pre-Conference Workshops Conclude	11.15 Breakout Sessions and GRC Spotlight	10.30 Breakout Sessions and HANA Spotlight	10.15 Breakout Sessions
	12.30 Lunch	11.45 Lunch	11.30 Break
	13.45 Breakout Sessions and BI Spotlight	12.45 Breakout Sessions	11.45 Breakout Sessions
	15.00 Break	14.00 Break	13.00 Lunch
	15.30 Breakout Sessions and FIN Spotlight	14.30 Breakout Sessions	14.00 Breakout Sessions
	16.45 Break	15.45 Exhibitor Meet and Greet	15.15 Break
	17.00 Breakout Sessions	16.00 Ask the Experts	16.00 Breakout Sessions
	18.15 Reception	16.45 Breakout Sessions	17.15 Conference Concludes
	18.30 Ask the Experts	18.00 Day 2 Concludes	
	19.15 Day 1 Concludes		

Sunday, 19 June
Pre-Conference Workshops

Special 3-hour Pre-Conference Workshops hosted on this day 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.

Monday, 20 June – Wednesday, 22 June
Main Conference

Educational and Networking Opportunities

Pre-Conference Workshops

Special Pre-Conference Workshops hosted the day before the event 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 secure your spot.

6 Conferences – 1 Location

HANA 2016 is co-located with BI 2016, Financials 2016, GRC 2016, Basis & SAP Administration 2016, and HR 2016. Registration at 1 event admits you to sessions at all 6 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 Sessions

Top experts from SAP, leading independent consulting firms, and your industry counterparts present roadmaps, tips, tricks, best practices, and strategic recommendations that you can immediately put to use upon returning to the office.

The world's foremost experts on SAP technology

At HANA 2016, you will hear directly from the best of the best. Speakers at this conference are experienced practitioners, industry visionaries, and subject matter experts (SMEs) whom you can count on for reliable, accurate information. This event is loaded with practical content to help you successfully complete your next project, augment your skills, and grow your career.

Exhibition Hall

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

Sit down with leading experts who manage, deploy, and support SAP environments 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. **See page 5 for more details.**

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.

Ask The Experts

Located in the Exhibition Hall: 20 June, 18.30 – 19.15 and Tuesday, 21 June, 16.00 – 16.45

This is your opportunity to sit down with some of the leading SAP experts and walk away with detailed answers to the questions that matter most to you and your business. We invite you to draw on the real-world experiences and insight of these industry top technologists and tap into their expertise to supplement the knowledge you've gained. Bring your questions and join us at this year's Ask The Experts.

This year's featured experts are:

Dan Lahl, SAP
SAP HANA Cloud Platform, cloud integration

Thomas Grassl, SAP
SAP HANA Cloud Platform, SAP HANA application development

Don Loden, Protiviti
SAP HANA analytic and data modelling, data governance, cloud data strategy

Matthias Haendly, SAP
IT simplification with SAP HANA, SAP HANA data center readiness, digital transformation with SAP

Heiko Steigerwald, Accenture
SAP HANA and Big Data architecture, SAP analytics

Dirk Morgenroth, Atos
SAP BW on SAP HANA performance optimisation, hybrid modelling with SAP BW on SAP HANA, general BW performance optimisation

Eric Vallo, EV Technologies
SAP BusinessObjects, SAP HANA application development

Sergei Peleshuk, ABSS Europe
SAP HANA migration, SAP HANA cloud options, SAP BW on SAP HANA

Sunday, 19 June

Join us for Pre-Conference Workshops

Special deep-dive sessions that enable you to:

- Explore new trends and strategies
- Enhance your learning experience at the main conference

By registering for Pre-Conference Workshops, you can:

- Attend any sessions of interest to you
- Benefit from expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Gain online access to the session slides and take-homes
- Participate in a networking lunch with other delegates

Morning Session, 10.00 – 13.00

SAP HANA 101: Simple, straightforward answers to your most pressing questions

Don Loden, Protiviti

Attend this 3-hour, comprehensive session to get a solid understanding of SAP HANA — learn how SAP HANA can be leveraged as a data warehouse, analytical platform, cloud platform, or to power SAP S/4HANA. You will get candid answers to critical questions regarding its capabilities for fast analysis and business transformation, as well as its role within the broader context of SAP solutions. This session addresses the most important questions anyone evaluating SAP HANA must consider, including:

- What is SAP HANA?
- What are the deployment scenarios, and how do I determine which SAP HANA solution is right for my organisation?
- How do you size for an SAP HANA implementation?
- How do you purchase an SAP HANA system?
- Who implements the SAP HANA system?
- Who maintains the SAP HANA system post-installation?

- How do you implement real-time analytics?
- How does SAP HANA impact BI reporting?
- How does SAP HANA impact self-service BI and analytics?
- How does data quality affect an SAP HANA solution?
- How does SAP HANA change the traditional enterprise information management (EIM) process?

Morning session, 10.00 – 13.00

SAP S/4HANA Finance: Explore deployment scenarios, architecture considerations, and impacts to your system landscape

David Dixon, TruQua Enterprises

Attend this 3-hour comprehensive session to get a solid understanding of SAP S/4HANA Finance — from deployment scenarios to system landscape and architecture. This session will take you under the hood of SAP S/4HANA Finance and will:

- Explore the available adoption and migration scenarios and their implications on your system landscape, including the migration paths for moving to the latest version of SAP General Ledger and Asset Accounting

- Detail how to move your data from SAP ERP 6.0 to SAP S/4HANA Finance as well as review what is required to move your SAP BW data into an SAP Simple Finance system

- Compare and contrast the different deployment options for cloud, on-premise, and hybrid scenarios, including the pros and cons of each

- Divulge the most common migration challenges that companies moving to SAP S/4HANA Finance have experienced and the steps you can take to avoid them

- Provide a high-level introduction to the Central Finance deployment option and SAP HANA Enterprise Cloud for SAP S/4HANA Finance

- Examine the role SAP BW plays with SAP S/4HANA Finance

- Review the new master data governance considerations for integrated transactions and analytics, such as cross-system document flows and drill-back into SAP ERP source systems

Afternoon Session, 14.00 – 17.00

Proven best practices for an SAP HANA implementation or migration: A deep dive into how to plan, scope, budget, and execute a successful project

Dr. Bjarne Berg, PwC

This comprehensive session provides a step-by-step strategy for a successful SAP HANA implementation. Take a detailed look at how to plan for the project, including staffing, scoping, milestone planning, and budgeting. Get tried and true guidelines for ensuring a successful execution, including data modelling options, extract transfer load (ETL) best practices, and connecting front-end SAP BusinessObjects™ tools. You will:

- Evaluate various deployment scenarios, and determine the best option based on your technical landscape
- Find out how to create a detailed SAP HANA hardware plan
- Budget your SAP HANA initiative appropriately based on the system size, user base, front-end initiatives, and support models

- Examine data modelling options in SAP HANA studio from relational to dimensional data models, the 3 different SAP HANA view options, and the pros and cons of each
- Explore options for loading data, including SAP BusinessObjects Data Services
- Learn the different connectivity options for SAP BusinessObjects front-end tools

Keynote Address • Monday, 20 June, 09.00

Transforming Organisations to Thrive in the Digital World

Chris Hallenbeck and Jayne Landry, SAP

Businesses are facing significant change in this highly competitive and rapidly changing economy. As companies strive to provide the best products and services at a faster time-to-market, enterprise digitisation is re-writing the rules of competition and the boardrooms of leading-edge organisations are increasingly relying upon their live business to make decisions in Finance, Risk, IT, and Sales. Digital transformation has created a new business era.

Join Chris Hallenbeck, Senior Vice President, Database & Data Management, Europe, Middle East & Africa, and Jayne Landry, Global VP and GM SAP Business Intelligence, as they share SAP's vision for the digital enterprise and demonstrate ways in which SAP technology is preparing organisations to prosper in the digital world.

BI Spotlight Session • Monday, 20 June 13.45 - 15.00

Introduction to SAP BusinessObjects Cloud

Blair Wheadon, SAP

SAP BusinessObjects Cloud is a new software-as-a-service (SaaS) solution that provides all analytics capabilities for all users in one solution. This session outlines the strategy behind SAP BusinessObjects Cloud, the different components, its capabilities, and key differentiating features. By attending, you will:This panel discussion with SAP thought leaders will provide supply chain executives with strategies to address these business priorities and a roadmap to the digital supply chain.

- Understand how SAP BusinessObjects Cloud complements and extends existing SAP BusinessObjects BI on-premise investments

- See live demos and learn the key elements of the BI, predictive, and planning capabilities

HANA Spotlight Session • Tuesday, 21 June 10.30 - 11.45

Becoming an insight-driven organisation

Jag Bandla & Chris Dinkel, Deloitte

Successful businesses run on insight. They are passionate about analytics and able to translate data into intelligence that fuels decision making. But there's a difference between selectively using insights to inform decisions and becoming an insight-driven organization (IDO) — one that generates and acts upon insights everywhere across the business. IDOs make smart, collaborative, transparent decisions that generate value and create competitive advantage. Join SAP HANA leaders Jag Bandla and Chris Dinkel as they discuss these qualities and outline a powerful, integrative framework for how embedding analysis into core processes, data, and reasoning in your organisation's DNA could revolutionise the way we run our businesses.

Strategy

Roadmaps, business cases, and blueprints to plan for and grow the ROI of your SAP HANA investment

Decision points: Build your business case and project blueprint to prove high ROI for your SAP S/4HANA project

David Dixon, TruQua Enterprises

This session will arm you with tips to build a powerful business case for SAP S/4HANA and create a blueprint for the project that balances implementation efforts and resources with cost-savings and revenue-generating opportunities. In this session, you will:

- Examine the key design principles that will drive ROI for your SAP S/4HANA migration/implementation, and learn how to define an ROI framework for your business
- Get guidelines for estimating and preparing for the true cost of ownership and for calculating when and how you will realise the return on your investment
- Gain expert dos and don'ts for developing an enterprise-wide deployment strategy aimed at maximising value and minimising costs

Panel discussion

Leveraging SAP HANA to gain true business value — Lessons learned, useful tips, and expert recommendations

Moderator: Shashi Sharma, EY

Panelists: Rudolf Hois, SAP and Kris Ball, Lexmark

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 are using it every day. This insightful discussion will:

- Cut through the buzzwords and demystify the when, why, and how of SAP HANA with a focus on leveraging true business value
- Uncover the value proposition of different SAP HANA variants such as SAP S/4HANA Finance
- Examine various SAP HANA use cases — such as Internet of Things and digital transformation — and get real-world tips on how to build a business case and maximise your return on investment
- Provide expert advice on how to leverage SAP HANA most effectively to enable real value to the end business consumer

How you can use SAP S/4HANA as your digital business foundation

Rudolf Hois, SAP

Explore how and why SAP S/4HANA fully leverages the performance and simplification capabilities of SAP HANA and delivers a modern, personalised, and simple SAP Fiori user experience that can run on any device. Examine use cases across lines of business and industries to learn how SAP S/4HANA can help you create new business and IT value. You will:

- Delve into its simplified architecture and a data model that eliminates all indices, aggregates, and data redundancies
- See how it provides instant insight on any data for reimagined business models, processes, and decisions
- Explore both editions (cloud and on-premise) to better understand the pros and cons of each

SAP HANA is more than just a fast database — How to fully exploit its capabilities to improve analytics

Eric Vallo, SAP mentor, EV Technologies

This session takes a look beyond what many customers using or planning to use SAP HANA might consider and explores how SAP HANA can be leveraged to build business-changing applications capable of making real-time predictions, analysing massive amounts of unstructured data, and using geospatial data; all integrated within a single platform. You will:

- Explore where each piece of SAP HANA's architecture, such as predictive, text analysis, and geospatial, can fit within the enterprise and add value
- Understand how a focus on UX, an afterthought at the turn of the century, drives how we experience apps everywhere today even without investment in SAPUI5 or SAP Fiori®
- Participate in an interactive exercise to define potential scenarios to improve analytics processes, both on premise and in the cloud

SAP HANA Cloud Platform 101: What, why, and how

Harald Nehring, SAP

Attend this session for a comprehensive overview of SAP HANA Cloud Platform, the open platform-as-a-service solution from SAP providing in-memory database and business application services. You will learn how SAP HANA Cloud Platform enables you to:

- Rapidly build, deploy, and manage cloud-based enterprise applications

- Create a new real-time application in the cloud with a low learning curve and small capital investment in software and hardware

- Extend on-premise and cloud applications in a scalable cloud environment

Case study

British American Tobacco's journey to BI self-sufficiency with SAP BW, SAP HANA, and SAP BusinessObjects BI 4.1

Mark Cooper, British American Tobacco

British American Tobacco (BAT) has embarked on an ambitious new programme to embed BI in the fabric of the organisation, driving up user adoption and self-reliance. Attend this technical session to gain valuable lessons from the company's journey and:

- Learn about its transformational business-led initiative to drive BI adoption using a custom information-delivery portal with workflow and value-added functionality

- Get an update on BAT's migration to SAP BW on SAP HANA, including the information lifecycle management (ILM) solution used for nearline storage with SAP IQ in order to reduce data volumes pre-migration to SAP HANA

- Understand BAT's considerations and planning process for deploying a logical data warehouse capable of analysing IT "governed" data with non-IT "ungoverned" data

- Hear lessons learned and a wish list of features and functionality required in SAP BusinessObjects BI to overcome BAT's final hurdles to BI adoption

Technical architecture, deployment scenarios, and roadmap details for SAP S/4HANA

Rudolf Hois, SAP

Explore possible deployment scenarios for SAP S/4HANA, including support available with SAP Activate and through SAP Services. Delve into deployment options and migration paths for SAP S/4HANA and gain insight on:

- SAP S/4HANA features that enable substantial footprint reduction, higher throughput, and faster reporting and analytics

- SAP S/4HANA's different deployment editions including on-premise and cloud

- Future simplifications, planned innovations, and future direction of the on-premise and cloud editions

Deployment scenarios, implementations, and migrations

Best practices and lessons learned to ensure your SAP HANA projects are on-time and on-target

Technical architecture, deployment scenarios, and roadmap details for SAP S/4HANA

Rudolf Hois, SAP

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- Future simplifications, planned innovations, and future direction of the on-premise and cloud editions

Architectural design decisions and nuances: Considerations for every SAP BW on SAP HANA implementation and migration

Heiko Steigerwald, Accenture

Teams working on an SAP BW on SAP HANA implementation or migration are challenged to make sound design decisions across a variety of architectural topics that directly impact project success and system performance post-go live. This session — a must attend for anyone involved in an SAP BW on SAP HANA project — provides guidelines for your decision making, including:

- Understanding BW's changing role in context to reporting and the broader HANA landscape
- How to determine SAP HANA Live vs. SAP BW standard content
- Key considerations for determining whether to move to Universes or sustain on BEx
- Hierarchy nuances to consider when transitioning to SAP BW on SAP HANA

Take home a checklist of key considerations to keep in mind when preparing for your SAP BW on SAP HANA project.

Practical methods to significantly reduce the cost of implementing SAP HANA systems

Kurt Hollis, Deloitte

Get a detailed list of methods you can use proactively to architect an SAP HANA solution designed to manage costs. The SAP HANA expert breaks down the architecture into understandable components and highlights the cost-saving steps along the way, including:

- SAP HANA components within the system that can be leveraged to build a tailored server
- Virtualisation techniques that save resources and centrally manage the entire environment
- How to set up multi-tenant databases in SAP HANA to consolidate and share resources
- Dynamic data tiering and near-line storage approaches that minimise data in memory and reduce SAP HANA size and costs

Practical steps for setting up an SAP BI on SAP HANA infrastructure in the cloud

Sergei Peleshuk, ABSS Europe

Examine essential steps needed to implement and support and SAP HANA-based BI architecture in the cloud. Get expert guidelines to set up the infrastructure efficiently and learn how to optimise infrastructure-related total cost of ownership (TCO). You will explore:

- Key factors to take into account for cloud infrastructure sizing, such as data compression ratio and use of dynamic tiering
- SAP licensing considerations, such as presentation layer, cloud architecture, and size of database, and tips for reducing costs
- Practical tips for selecting a cloud infrastructure provider and infrastructure implementation integrator

Take home a list of SAP HANA infrastructure TCO examples to use in estimating your own project.

How to upgrade to SAP BW 7.5 on SAP HANA — Potential pitfalls and tried and true instructions for success

Dr. Bjarne Berg, PwC

Learn what to expect when you plan and execute an upgrade for your current SAP BW system to SAP BW 7.5 edition for SAP HANA. Understand which new functionality and key system requirements will have the greatest impact on your upgrade. Delegates will learn:

- Which SAP Business Explorer (SAP BEx) front-end tools are no longer supported and what modifications must be made to older objects, programmes, and code before and during the upgrade

- New enterprise data warehousing capabilities in SAP BW 7.5 SP1 and the SAP HANA integration in SP02

- How database migration option (DMO) is used to upgrade and migrate non-SAP HANA BW systems

- The tasks required to successfully execute the upgrade and SAP HANA migration to SAP BW 7.5

Take home a checklist of best practices, recommended upgrade paths, and support strategies to ensure success.

Technical overview and key considerations for integrating SAP BusinessObjects BI 4.x with SAP HANA

Luc Boodts, Expertum

Examine integration options for SAP BusinessObjects BI 4.x with SAP HANA, including technical prerequisites. Delegates will come away with:

- An overview of data connectivity options and performance considerations for integrating SAP BI with SAP HANA, including required software and available SAP HANA artefacts

- Tips to expose SAP BW InfoProviders into SAP HANA and inherit the BW security model, including workaround for some limitations

- Methods to use logging and traces to determine the cause of performance issues

Configuration and deployment considerations for cost-optimising SAP HANA infrastructure

Matthias Haendly, SAP

Learn how to lower your total cost of ownership and maximise the performance and efficiency of your SAP HANA infrastructure and resource investments, including how to:

- Properly size your SAP HANA workloads

- Determine the right deployment model for your data centre infrastructure strategy

- Cost-optimise your infrastructure for non-production usage

- Configure your high availability/disaster recovery (HA/DR) landscape for cost optimisation

Case study

Real-world insight from Valero Energy's 3-stage process to transition BI to SAP HANA

Bill Faison, Valero Energy

Gain valuable lessons from each of the 3 projects involved in Valero Energy's move to SAP HANA and SAP BW on SAP HANA, and take away lessons learned, tips to avoid challenges and roadblocks, and steps to accomplish this in your own organisation. You will hear how to interpret and implement functional requirements into a technical SAP HANA calculation view, the benefits and challenges of working with SAP HANA applications, and experiences with Valero's "Lift and Shift" to SAP BW on SAP HANA. Come away with lessons from 3 projects:

- How Valero used SAP Landscape Transformation to replicate SAP ECC data in real-time into SAP HANA for operational reporting

- Details on how Valero is using Calculation and SAP HANA Live views to deliver operational reporting

- Upgrade options considered, path chosen, and steps taken so far to perform a "lift and shift" on its legacy SAP BW 7.3 Oracle system to SAP BW 7.4 on SAP HANA

Reporting, analytics, and application development

Tools and techniques for high-performance, user-friendly analytics that drive decisions and results

Case study

How Coca-Cola East Japan integrated SAP HANA and Hadoop and leveraged them with SAP analytics to drive new business models

Chandrakumar Magalingam, Coca-Cola East Japan

Attend this session for a behind-the-scenes look at Coca-Cola East Japan's recent deployment of SAP BW on SAP HANA, and integration with Hadoop and SAP's analytics tools. Explore strategic and technical lessons, including how the company:

- Utilised SAP Landscape Transformation Replication Server to bring data from various legacy systems into Hadoop and create data lakes that enable analytics, all while utilising SAP HANA for management, KPI reporting, and real-time analytics
- Integrated predictive functionality, such as R programming language and other predictive modeling functionalities in Hadoop and SAP HANA
- Determined what data to store in Hadoop and what to keep in SAP HANA, as well as which analytics to perform in Hadoop versus SAP HANA

Embedded and strategic analytics with SAP S/4HANA

Karsten Ruf, SAP

Learn about how embedded and strategic analytics functionality available in SAP S/4HANA complement each other to enable business users, business analysts, and IT to perform real-time process analytics in addition to all other analytics use cases. Attend to:

- Explore the options available with SAP S/4HANA, SAP BusinessObjects, SAP BusinessObjects Lumira, and SAP BusinessObjects Cloud
- Evaluate predefined and pre-packaged representations of enterprise business and operational data — otherwise known as virtual data models
- Step through a live demo to see how users can combine operational and external data at the point of decision making without the need to move between systems or prolonged IT involvement

Accelerate the time to market of your reports, dashboards, and analytics with SAP HANA Live on SAP Business Suite on SAP HANA

Dr. Bjarne Berg, PwC

Learn how to install pre-delivered SAP HANA Live views on SAP Business Suite on SAP HANA to rapidly build SAP BusinessObjects reports, dashboards, and analytics. Delegates will learn:

- How the standard 200+ query views can quickly be deployed in universes and provide real-time reporting without moving data to a data warehouse
- Capabilities of the SAP HANA Live browser and get practical examples on how companies have deployed this in a BI self-service model
- How to easily enhance the views and extend them with additional fields when needed
- How to deploy the solution with existing security models; how to maintain and upgrade the views; and get best practices for naming conventions, documentation, and adding search capabilities for end users

Leverage your real-time analytics with SAP HANA Live for more agile reporting and analytics

Alexandra Carvalho, SAP mentor, BI Group

Gain a comprehensive understanding of how the SAP HANA Live environment provides real-time reporting data access capabilities, and learn to leverage these abilities to perform real-time reporting and analytics on top of large volumes of data in SAP ERP, SAP CRM and other SAP Business Suite applications. Examine SAP HANA Live architecture, both side-by-side and integrated scenarios, and explore:

- Different opportunities to integrate SAP HANA Live and SAP BW to deliver strategic, tactical, and operational data in a uniform way with a unique platform for all analytical requirements
- How to build SAP HANA Live applications to get insights into the real-time operations and targeted monitoring of critical KPIs using the SAP Smart Business cockpit and SAP Fiori
- Techniques to enhance SAP HANA Live models to suit your business needs

Case study

Lexmark's move to SAP ECC on SAP HANA and benefits gained from the reporting perspective

Kris Ball, Lexmark

In preparation of Lexmark's plan to implement SAP S/S4HANA, a significant prerequisite was to first move its SAP ECC onto SAP HANA. Attend this session to get useful SAP HANA modelling tips and explore benefits and challenges the company experienced moving from a "sidecar" scenario to a single SAP ECC database, including:

- Filters applied to SAP HANA models to optimise report performance
- Optimisation and redesign of SAP HANA models to apply new standards set by SAP, including converting all analytical and attribute view models to calculated view models
- Impacts of the increased access to data on the company's approach to new developments

Steps taken to shift users to SAP HANA models as basis for reporting versus SAP BW and benefits realised

SAP HANA is more than just a fast database — How to fully exploit its capabilities to improve analytics

Eric Vallo, SAP mentor, EV Technologies

This session takes a look beyond what many customers using or planning to use SAP HANA might consider and explores how SAP HANA can be leveraged to build business-changing applications capable of making real-time predictions, analysing massive amounts of unstructured data, and using geospatial data; all integrated within a single platform. You will:

- Explore where each piece of SAP HANA's architecture, such as predictive, text analysis, and geospatial, can fit within the enterprise and add value
- Understand how a focus on UX, an afterthought at the turn of the century, drives how we experience apps everywhere today even without investment in SAPUI5 or SAP Fiori
- Participate in an interactive exercise to define potential scenarios to improve analytics processes, both on premise and in the cloud

Develop and deploy new business applications with the tools and services in SAP HANA

Thomas Grassl, SAP

Receive practical advice on how to leverage SAP HANA to access a variety of data types, including structured, unstructured, streaming, spatial, and more. Attend to:

- Discover how you can use SAP HANA capabilities, such as the SAP HANA development workbench tools and in-memory services, to rapidly develop and deploy real-time applications
- Explore data types and examples of business data sources that can be incorporated into real-time analytic applications on SAP HANA
- Step through demos to learn how real businesses are transforming IT with innovative apps built on SAP HANA

Develop a complete SAP HANA Cloud Platform solution: An interactive walk through of the full process end-to-end

JS Irick, TruQua Enterprises

Learn how to leverage SAP HANA Cloud Platform to develop a sentiment analysis application in this highly interactive session. Delegates will work together through the process, integrating an on-premise SAP BusinessObjects Planning and Consolidation system with SAP HANA Cloud Platform to perform Twitter sentiment analysis. You will:

- Learn the options available for development and deployment on the SAP HANA Cloud Platform
- Experience the visualisation options available in SAPUI5
- Understand the key decisions and configuration options for the SAP HANA Cloud connector
- Participate in an interactive development of a sentiment analysis application

Take home a detailed framework for developing a sentiment analysis application using SAP HANA Cloud Platform, including a useful "Understanding Social Media Analysis" handout.

Case study

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Bill Faison, Valero Energy

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- Upgrade options considered, path chosen, and steps taken so far to perform a "lift and shift" on its legacy SAP BW 7.3 Oracle system to SAP BW 7.4 on SAP HANA

Live demo & hands-on lab

How to analyse your social media data to retain your customers using SAP HANA Cloud and IBM Watson

Aleksandar Debelic, IBM

Step through this live demo to see how SAP HANA can be leveraged with SAP BusinessObjects Lumira and IBM Watson to identify customers likely to leave, and the best strategy to retain them. You will:

- Take a test drive using the solutions to learn how to incorporate social media data from Twitter with SAP HANA Cloud Platform, Watson Personality Insights, and SAP BusinessObjects Lumira to improve customer retention
- Learn how the combination of these technologies can be applied and deployed in your business

Data management and modelling

Techniques and strategies to guarantee high-quality data that is reliable, accessible, and secure

Reimagine digital business with in-memory distributed Big Data processing on Hadoop with SAP HANA Vora

Yongkang Ng, SAP

Digital economy catalysts, such as social, mobile, and the Internet of Things, require us to make business decisions by analysing ever-larger, but also faster-moving, datasets. Find out how SAP's new distributed in-memory solutions, such as SAP HANA Vora™, bring together real-time business context and operational results to empower the Big Data opportunities, both on premise and in the cloud. Then explore how they can be leveraged to:

- Deliver business coherence for precise decision making with contextual awareness
- Democratise access for data scientists for new discoveries
- Simplify Big Data ownership through combined data access and processing

Compare and contrast: An examination of SAP BW, SAP HANA, and SAP BW on SAP HANA's data-warehousing capabilities

Sergei Peleshuk, ABSS Europe

Get practical guidelines that will help you choose the right SAP data-warehousing platform for your corporate reporting and planning. Compare the capabilities of SAP BW, SAP HANA, and SAP BW on SAP HANA to determine the best use and benefits of each platform. Delve into:

- Requirements for master data, authorisations, and SAP BW analytic manager for each scenario
- Data-load scheduling and monitoring capabilities
- Data management and integration differences
- Business planning and budgeting capabilities

Walk away with the ins and outs of each option and the information you need to make an educated, sound decision.

SAP HANA modelling: Practical tips and best practices

Luc Boodts, Expertum

This session examines real-world, tested solutions and best practices around SAP HANA modelling. Examine various types of SAP HANA views and when to use each, and explore undocumented tips that will optimise your productivity and results, including how you can:

- Model a hierarchy in SAP HANA using a graphical view or build a more complex hierarchy using a scripted view (like an organisational unit hierarchy)
- Leverage features in SAP HANA Studio, such as label columns, commenting, and easy insert, to increase your SAP HANA modelling productivity
- Provision users and assign design time roles in SAP HANA

Take home an ABAP programme for adding column descriptions in the tables that will increase your modelling productivity.

How to extract and load data into SAP HANA: Understanding the different options

Alexandra Carvalho, SAP mentor, BI Group

Attend this session to understand the capabilities and requirements associated with leveraging both SAP and non-SAP data in an SAP HANA environment. You will:

- Understand the different options for provisioning data within SAP HANA
- Explore the available options to extract data from non-SAP data sources
- Understand how you can collect, process, and analyse events from streaming sources in real time using the smart data streaming capability in SAP HANA Cloud Platform
- Understand how to use SAP HANA remote data sync to synchronize data between SAP SQL Anywhere and many remote databases

SAP's data warehousing solutions: Current capabilities, roadmaps, and future vision

Gordon Witzel, SAP

Explore real-world examples of how organisations are leveraging new database technologies with advanced analytics to drive business results and take a look at what's in store for the next generation of this technology. You will hear:

- How new technologies and techniques, such as in-memory, virtualisation, streaming, advanced analytics, and Hadoop, are driving bottom line results

- A strategic and technical guide to the current capabilities and future roadmap for SAP's data warehousing solutions

- Steps that organisations can take to implement the next generation data warehouse, such as smart data integration, handling streaming data, leveraging advanced analytics, and tiering data

Case study

How Coca-Cola East Japan integrated SAP HANA and Hadoop and leveraged them with SAP analytics to drive new business models

Chandrakumar Magalingam, Coca-Cola East Japan

Attend this session for a behind-the-scenes look at Coca-Cola East Japan's recent deployment of SAP BW on SAP HANA, and integration with Hadoop and SAP's analytics tools. Explore strategic and technical lessons, including how the company:

- Utilised SAP Landscape Transformation Replication Server to bring data from various legacy systems into Hadoop and create data lakes that enable analytics, all while utilising SAP HANA for management, KPI reporting, and real-time analytics

- Integrated predictive functionality, such as R programming language and other predictive modeling functionalities in Hadoop and SAP HANA

- Determined what data to store in Hadoop and what to keep in SAP HANA, as well as which analytics to perform in Hadoop versus SAP HANA

Case study

British American Tobacco's journey to BI self-sufficiency with SAP BW, SAP HANA, and SAP BusinessObjects BI 4.1

Mark Cooper, British American Tobacco

British American Tobacco (BAT) has embarked on an ambitious new programme to embed BI in the fabric of the organisation, driving up user adoption and self-reliance. Attend this technical session to gain valuable lessons from the company's journey and:

- Learn about its transformational business-led initiative to drive BI adoption using a custom information-delivery portal with workflow and value-added functionality

- Get an update on BAT's migration to SAP BW on SAP HANA, including the information lifecycle management (ILM) solution used for nearline storage with SAP IQ in order to reduce data volumes pre-migration to SAP HANA

- Understand BAT's considerations and planning process for deploying a logical data warehouse capable of analysing IT "governed" data with non-IT "ungoverned" data

- Hear lessons learned and a wish list of features and functionality required in SAP BusinessObjects BI to overcome BAT's final hurdles to BI adoption

How to deliver trusted data for SAP HANA and SAP S/4HANA

Philip On, SAP

With the explosion of data coming from Big Data, cloud, social, and IoT environments, you need enterprise information management (EIM) solutions to deliver trusted data for accurate analytics and effective business operations. By attending, you will learn how to:

- Empower business users with SAP Agile Data Preparation so they can discover, prepare, and share data without depending on IT

- Utilise SAP Data Services to guarantee successful data migration and ensure risk-free application go-live for SAP S/4HANA

- Exploit the native capabilities of SAP HANA for data quality, data integration, data virtualisation, and event streaming

- Leverage SAP Information Steward and SAP Master Data Governance for information governance

SAP HANA Cloud

Decision points and deployment strategies for a seamless cloud transition or integration

SAP HANA Cloud Platform 101: What, why, and how

Harald Nehring, SAP

Attend this session for a comprehensive overview of SAP HANA Cloud Platform, the open platform-as-a-service solution from SAP providing in-memory database and business application services. You will learn how SAP HANA Cloud Platform enables you to:

- Rapidly build, deploy, and manage cloud-based enterprise applications
- Create a new real-time application in the cloud with a low learning curve and small capital investment in software and hardware
- Extend on-premise and cloud applications in a scalable cloud environment

Develop a complete SAP HANA Cloud Platform solution: An interactive walk through of the full process end-to-end

JS Irick, TruQua Enterprises

Learn how to leverage SAP HANA Cloud Platform to develop a sentiment analysis application in this highly interactive session. Delegates will work together through the process, integrating an on-premise SAP BusinessObjects Planning and Consolidation system with SAP HANA Cloud Platform to perform Twitter sentiment analysis. You will:

- Learn the options available for development and deployment on the SAP HANA Cloud Platform
- Experience the visualisation options available in SAPUI5
- Understand the key decisions and configuration options for the SAP HANA Cloud connector
- Participate in an interactive development of a sentiment analysis application

Take home a detailed framework for developing a sentiment analysis application using SAP HANA Cloud Platform, including a useful "Understanding Social Media Analysis" handout.

Running SAP HANA on cloud or virtualised environments: Benefits, limitations, and a how-to guide

Kurt Hollis, Deloitte

Come away from this session with a clear understanding of the facts around running SAP HANA in virtualised or cloud environments, including the limitations, benefits, key considerations, and deployment scenarios. Benefit from expert advice, and:

- Examine 5 key benefits of deploying SAP HANA systems on virtual machines such as agility, hardware consolidation, ease of system provisioning, and reduced TCO
- Recognise limitations and considerations, such as maximum SAP HANA memory size limits in virtualised systems and overprovisioning
- Get recommendations for making the choice between a prepackaged SAP HANA appliance versus a custom designed SAP HANA tailored data centre integration
- Review the tools and strategies for administration, operations, and monitoring the SAP HANA virtualised or cloud-based systems

Practical steps for setting up an SAP BI on SAP HANA infrastructure in the cloud

Sergei Peleshuk, ABSS Europe

Examine essential steps needed to implement and support and SAP HANA-based BI architecture in the cloud. Get expert guidelines to set up the infrastructure efficiently and learn how to optimise infrastructure-related total cost of ownership (TCO). You will explore:

- Key factors to take into account for cloud infrastructure sizing, such as data compression ratio and use of dynamic tiering
- SAP licensing considerations, such as presentation layer, cloud architecture, and size of database, and tips for reducing costs
- Practical tips for selecting a cloud infrastructure provider and infrastructure implementation integrator

Take home a list of SAP HANA infrastructure TCO examples to use in estimating your own project.

Live demo & hands-on lab

Create a fully managed SAP HANA environment in minutes!

Albert Di Lallo, IBM

Participate in an interactive demo that walks you through entering a provisioning request process for a fully managed SAP cloud environment. Then work with the SAP on Cloud Benefits estimator tool from IBM, where you can gauge your potential benefits in the areas of economics, availability, customer reach, innovation and security.

Panel discussion

Moving to the SAP HANA Cloud Platform — Best practices

Moderator: Filip Misovski, SAP

Panelists: Pierre Deflandre, Owens-Illinois (O-I); Holger Mueller, Constellation Research; Thorsten Schneider, SAP

The SAP HANA Cloud Platform provides a cloud-based application development environment allowing you to build brand-new applications or extend existing on-premise applications for additional functionality and use cases. Over 2,600 companies have moved to SAP's platform-as-a-service as their go forward cloud platform, not only to meet the growing needs of customers but also to quickly fulfill ongoing requests coming from the business for new applications and functionality. Join us to hear from SAP HANA Cloud Platform customers, cloud thought leaders, and SAP cloud experts on why the move to the SAP HANA Cloud Platform has been instrumental in meeting the growing needs brought on by digital transformation.

Live demo & hands-on lab

How to analyse your social media data to retain your customers using SAP HANA Cloud and IBM Watson

Aleksandar Debelic, IBM

Step through this live demo to see how SAP HANA can be leveraged with SAP BusinessObjects Lumira and IBM Watson to identify customers likely to leave, and the best strategy to retain them. You will:

- Take a test drive using the solutions to learn how to incorporate social media data from Twitter with SAP HANA Cloud Platform, Watson Personality Insights, and SAP BusinessObjects Lumira to improve customer retention

- Learn how the combination of these technologies can be applied and deployed in your business

SAP HANA administration

Requirements and guidelines for a high-performing, secure SAP HANA environment

7 tips to guarantee optimal performance, reduce cost, and ensure a smooth migration to SAP BW on SAP HANA

Joerg Boeke, BIAnalyst GmbH & Co. KG

If you are planning an SAP BW on SAP HANA migration, you will want to attend this session to find out essential steps you can take to save money on licensing, identify and avoid potential performance issues, and properly prepare your system for SAP HANA. You will:

- Step through live demos of SAP note-delivered programmes, including code review and disk space calculation, to see how to analyse your existing non-SAP HANA BW installation for hidden issues
- Identify hidden areas of orphan data that can be deleted to save up to 30% of disk space for better performance and cost savings
- Find out how nearline storage strategies and technologies can effectively scale down cost and size of your SAP HANA installation

Take home lists of sample code snippets, customisation tasks, and performance tips for SAP HANA migration.

An expert's guide to optimising the performance of an SAP HANA system

Kurt Hollis, Deloitte

Gain an understanding of key points about the SAP HANA platform that can affect performance, important system management and monitoring techniques, and tips for early detection of performance problems using alerts and steps for resolving them, including:

- How to analyse impacts of high memory and CPU usage, detect problems, correct issues, and continuously monitor key performance indicators
- Important system considerations that impact performance, such as host resources and size of data structures
- Proven techniques to set up and configure SAP HANA for optimal performance
- Tools and methods available in SAP HANA studio to effectively pinpoint and resolve performance issues

Best practices and checklists to administer, operate, and monitor an SAP HANA system

Dr. Bjarne Berg, PwC

This session provides easy to understand, step-by-step instruction for operation and administration of SAP HANA post go-live. Through live demo and detailed instruction, delegates will:

- Learn how to use the SAP HANA studio for security, user management, credential management, high availability administration, system maintenance, and performance monitoring
- Gain a comprehensive understanding of available SAP HANA platform lifecycle management tools, deployment options, scheduling and deployment of SAP HANA alerts, system monitoring with the SAP HANA cockpit, SAP Landscape Virtualization Management and the DBA cockpit
- Get an introduction to SAP HANA HA/DR capabilities, and learn best practices for backup and recovery of the SAP HANA system

Take home a standard operating procedure checklist to keep your system running smoothly and avoid SAP HANA system surprises.

Guide to optimising SAP HANA SQLScript performance

Dirk Morgenroth, Atos

Pushing data-intensive application logic into the SAP HANA database is critical to every SAP HANA-based implementation, and SQLScript is the central technology to achieve this. Attend this session to:

- Explore the goals, benefits, and main features of SAP HANA SQLScript
- Identify potential pitfalls inherent with SAP HANA SQLScript-based implementations and learn how they correlate with performance issues
- Examine best practices to create maintainable, testable, and durable SAP HANA SQLScript-based solutions that provide superior performance

Take home a list of tips and tricks to improve the performance of your next SAP HANA SQLScript endeavour.

Develop digital transformation with security at the start: A proactive approach to protect your business

Gerlinde Zibulski, SAP SE

As your enterprise expands into the digital network, it is critical to proactively look beyond individual security measures and manage other "open extensions" such as partners and contingent labour. Learn how SAP can help to plan security into your next digital transformation project, and ensure enterprise resilience from the start with a "controlled secured network" with minimum compromise to performance.   Examine 4 key pillars to SAP's cyber security strategy and learn:

- Areas to consider when you plan and execute security measures, like secure configuration and patch management of your business applications

- Best practice technical security measures that will safeguard your SAP cloud applications

- Key functionality available in SAP's security portfolio to prevent, detect, and react to potential internal and external attacks, including identity and access management, enterprise threat detection, and secure custom code

Sizing SAP S/4HANA using the Quick Sizer tool for SAP HANA

Sebastian Schmitt, SAP

Explore different methodologies that can be utilised for SAP S/4HANA sizing, including an SAP S/4HANA greenfield sizing approach, as well as a sizing approach for the migration to SAP HANA as a database. Attend to:

- Understand the important concepts and fundamentals of sizing an SAP solution, from the beginning of an implementation to addressing the deltas in hardware requirements

- Get an introduction to the SAP S/4HANA sizing KPIs

- Explore the most up-to-date features and functionality of Quick Sizer, SAP's online sizing tool

- Step through a live demo to see Quick Sizer in action

Live demo & hands-on lab

Create a fully managed SAP HANA environment in minutes!

Albert Di Lallo, IBM

Participate in an interactive demo that walks you through entering a provisioning request process for a fully managed SAP cloud environment. Then work with the SAP on Cloud Benefits estimator tool from IBM, where you can gauge your potential benefits in the areas of economics, availability, customer reach, innovation and security.

Live demo & hands-on lab

Evaluate SAP S/4HANA on IBM Managed Cloud

Wolfgang Knobloch, IBM

This session walks through the capabilities of the IBM Cloud managed service offerings that are certified by SAP to host SAP S/4HANA workloads, covers the various sizes of SAP S/4HANA, application level SLAs, backup, HA and DR, etc. IBM Cloud has about 40+ data centers around the globe to meet the needs of globally diverse corporate customers enabling clients in various industries to meet the data privacy laws of the respective country they operate in. The session will also offer a demo using our estimator tool to demonstrate the benefits for a customer to migrate their SAP HANA workload to the IBM cloud.

HANA2016

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