



Wednesday, July 29, 2020 (CT)

11:00–11:10 a.m.	ASUG Opening Remarks/Introductions
11:10 a.m.–12:00 p.m.	<p>ASUG Women Connect Presents:</p> <p>How to Build a Strategic Diversity and Inclusion Program</p> <p>Research shows that a solid diversity and inclusion strategy can help your organization attract top talent, increase performance, and drive innovation. It is also likely it will positively affect financial performance. In today's climate, it is important for organizations to revisit their strategies and perhaps ask some tough questions.</p> <p>In this panel discussion, we will discuss what a strong diversity and inclusion program looks like and the positive impact it can have on your organization's culture, innovation, and legacy. We will hear from customers who are leading the charge in this space and imparting real change.</p> <p>Panelists: Margot Goodson – Diversity and Inclusion Lead, SAP North America Melinda Lawrence – CFO, Worksoft Lori Plate – Senior Director, MIS, Johnsonville Sausage Hernán García – VP, Talent, Culture, and Experience, Tec De Monterrey Moderator: Sharon Rehana – Managing Editor, Content, ASUG</p>
12:00–12:05 p.m.	ASUG Announcements and Break
<p>Track 1:</p> <p>SAP Guides, Security, and Ruum</p> <p>12:05–12:30 p.m.</p>	<p>Insights into the SAP Enterprise Support Guides Program</p> <p>Join this session to learn why and how the SAP Enterprise Support Guides program can help you during your SAP S/4HANA project. Key Guides pillars such as the goal-based SAP S/4HANA engagement plan and SAP Journey Checks will be covered. The Guides program is available for SAP Enterprise Support direct customers.</p> <p>Speakers: Pascale Humbert – Lead Architect for SAP S/4HANA Cloud, SAP Ed Manmohan – Regional Director Canada, Enterprise Support, SAP Moderator: Tom Wailgum – VP, Media and Communications, ASUG</p>
12:30–12:55 p.m.	<p>3 Major Impacts of COVID-19 on Security and Why a Secure Culture Is Needed</p> <p>The COVID-19 pandemic has severely affected our global economy and the way employees work and interact with colleagues, customers, partners, and suppliers. As a result, the remote workplace is the "new normal." While most organizations adapted to the new situation very quickly, the crisis uncovered some underlying challenges: How to manage and secure a scalable infrastructure for exclusively</p>



	<p>remote workplaces, how to motivate an IT department to take ownership of security along all lines of work, how to ensure that employees clearly understand and embrace their responsibility in securing the company also when working from home.</p> <p>To solve these challenges, organizations must enact a security culture that will change the underlying processes and adoption of technologies to meet unique business needs. Paul El Khoury and Birgit Hess will cover a preview on how we engineered security culture into SAP's organization.</p> <p>Speakers: Dr. Paul El Khoury – Head of SAP Agile Secure Development, SAP Birgit Hess – Security Awareness Lead Europe, SAP Moderator: Tom Wailgum – VP, Media and Communications, ASUG</p>
12:55–1:20 p.m.	<p>Entering the Era of No Code: How to Automate Manual Processes in Minutes with SAP Ruum</p> <p>The reality of today's organizations is oftentimes marked by overflooded IT backlogs and impatient business units that end up shuffling around spreadsheets and emails full of confidential data to manage their departmental routines, posing serious risks to IT security and data harmony. In this session, discover how SAP Ruum allows users to build new processes in minutes, integrate them with other SAP systems, and set them live immediately without any code, allowing organizations to tap into the full potential of process automation without investing in lengthy IT projects.</p> <p>Speakers: Carmen Ruediger – Strategic Go-To-Market and Sales Executive, SAP Ruum Collin Sommerhauser – Strategic GTM and Sales Executive, SAP Ruum Moderator: Tom Wailgum – VP, Media and Communications, ASUG</p>
<p>Track 2: SAP Journey</p> <p>12:05–12:55 p.m.</p>	<p>Accelerate Your SAP S/4HANA Journey with Intelligent Testing from Tricentis and SAP</p> <p>Rapid innovation. Faster transformations. Quicker time to value. On your SAP journey, speed changes everything. Find out how SAP and Tricentis are working together to help enterprises complete SAP projects faster, with less risk and lower costs than ever before. Our new approach to automation delivers 10x faster testing times, 90% risk reduction, and 50% cost savings.</p> <p>Speaker: Alexander Ertl – Senior Product Manager for SAP, Tricentis Moderator: Paul Kurchina – ASUG</p>



<p>12:55–1:20 p.m.</p>	<p>Managing Risk in the Cloud - Gaining Visibility and Threat Intelligence for HEC</p> <p>As more organizations consider a move to the cloud, they fear losing visibility at the application layer. Loss of visibility into your operating environment presents a concern and can become a challenge that requires additional education. Gain visibility into your cloud environment to trust and verify that the HEC is operating according to industry standards by partnering with Onapsis.</p> <p>Walk away from this presentation understanding your level of risk and practices when planning a cloud migration. You will leave with a clear blueprint that you can leverage, based on strategies that were developed to protect mission-critical ERP applications.</p> <p>Speaker: Juan Perez-Etchegoyen – CTO, Onapsis Moderator: Paul Kurchina – ASUG</p>
<p>Track 3: SAP S/4HANA Transformation</p> <p>12:05–12:55 p.m.</p>	<p>SAP S/4HANA Transformation: Automation Adoption Strategies to Maximize Value and Accelerate Migration at Speed and Scale</p> <p>As the economy starts moving again, organizations are evaluating the best path forward to speed SAP digital transformation efforts and futureproof from further digital disruption. Transitioning to SAP S/4HANA is different for every organization and requires organizations to rethink the way they manage change, collaborate, and adopt automation. The key question to address at the beginning of any SAP S/4HANA transformation journey is the current business strategy and operating model, and the ability of the current ERP platform to support them.</p> <p>In this presentation, we'll provide guidance on how to successfully navigate SAP S/4HANA migrations by incorporating a change-management mindset, Agile testing best practices, and a shift-left approach to automation designed to keep pace with change at speed and scale.</p> <p>We'll discuss:</p> <ul style="list-style-type: none"> • Why automation built for packaged applications is a necessity for supporting an SAP S/4HANA transformation • Why you need to adopt and start building automated tests prior to starting an SAP S/4HANA project • How Worksoft automation can be used across all stages of the project cycle including planning, process discovery, and documentation • Key considerations for testing SAP Fiori • How Worksoft can help you maximize your current investment, dramatically shorten SAP S/4HANA project timelines, and reduce the risk associated with such a dramatic change <p>A Q&A session will follow our presentation.</p>



	<p>Speakers: Shoeb Javed – CTO, Worksoft Mike Veatch – Solution Architect, Worksoft Moderator: Chris Crone – ASUG</p>
12:55–1:20 p.m.	<p>This Isn't Working: Rethinking Digital Transformation for Your New Reality Digital transformation has been a hot topic for years, but there's nothing like a crisis to create a greater sense of urgency. There is no doubt the pandemic is disrupting your business, but if you put the brakes on your future so you can manage today, you are going to fail. The problem is not the economy. It is not the virus. It is the way we have been implementing transformation. There must be a better way.</p> <p>In this session, we will explore:</p> <ul style="list-style-type: none"> • Why the traditional software cycle doesn't work • How a service-based model benefits your business • A new approach that is fast, flexible, and affordable (even with a frozen CapEx budget) <p>Speaker: Steve Niesman – President and CEO, itelligence Moderator: Chris Crone – ASUG</p>
<p>Track 4: SAP CX</p> <p>12:05–12:30 p.m.</p>	<p>SAP Customer Experience Strategy Overview Customers own their experience and engagement with brands, not companies. Only by supporting a customer's freedom of choice will companies ultimately succeed in building strong relationships with customers. Join this conversation with the chief strategy officer about the core strategy of SAP customer experience to support customer freedom throughout their journey.</p> <p>Speaker: Esteban Kolsky – Chief Strategy Officer, CX Solutions, SAP Moderator: David Wascom – SVP of Executive Programs, ASUG</p>
12:30–12:55 p.m.	<p>SAP Commerce Strategy and What to Expect Next In today's unprecedented times, having resiliency in your ecommerce platform is crucial to meet dynamic needs of business. You need the agility to build what you need at speed with headless commerce and serverless microservices, all the while ensuring business continuity and scalability. Join this conversation with Moritz Zimmermann to hear how SAP Commerce Cloud can help your organization become more resilient and grow.</p> <p>Speaker: Moritz Zimmermann – GM and Head of SAP Commerce Cloud, SAP Moderator: David Wascom – SVP of Executive Programs, ASUG</p>



12:55–1:20 p.m.	<p>The Future of Customer Understanding and Engagement: SAP Customer Data Cloud Strategy and Road Map</p> <p>Every part of your enterprise benefits from the power of trusted data to forge better customer relationships. Hear directly from the SAP leaders about core trusted data strategy and SAP Customer Data Cloud’s core solutions, including SAP Customer Identity and Access Management and SAP Enterprise Consent and Preference Management.</p> <p>Speakers: Ben Jackson – GM and Head, SAP Customer Data Cloud, SAP Adrian Nash – Head of Product, SAP Customer Data Cloud, SAP Moderator: David Wascom – SVP of Executive Programs, ASUG</p>
1:20–1:30 p.m.	Break
1:30–2:20 p.m.	<p>Quality of Life at Syngenta</p> <p>Very often transformation opportunities are missed as organizations wrestle with the challenges of competing business needs, technology needs, and the need to support ongoing operations. By focusing on the user, Syngenta’s Quality of Life Program is delivering transformation in a meaningful way. Join ASUG as we learn from the Syngenta team how a focus on the user experience is delivering higher user engagement and increased productivity.</p> <p>Speakers: Mike Hassett – SAP Lead for North America, Syngenta Pat Morgan – IT Business Analyst, Syngenta Rahul Pande – Principal – Global IT P&S Delivery and NA Operations, Syngenta Moderator: David Wascom – SVP of Executive Programs, ASUG</p>
2:20–2:25 p.m.	Closing Comments and Announcements