



**Wednesday, May 13, 2020**

12:00–12:05 p.m.	<b>ASUG Opening Remarks/Introductions</b>
12:05–12:50 p.m.	<p><b>ASUG Chat with Christian Klein</b></p> <p>Join us as we hold a two-part interview and analysis session with Christian Klein, CEO of SAP. In part one, ASUG CEO Geoff Scott will ask Christian questions ranging from how SAP will change under Christian’s leadership to how he is managing in these unprecedented times. Part two will then be an open Q&amp;A session with Geoff Scott, Jon Reed of Diginomica, and the attendees as we unpack Christian’s comments and develop a better understanding of how they will impact customers now and in the future.</p> <p>Speakers: Christian Klein – CEO, SAP          Geoff Scott – CEO, ASUG          Jon Reed – Co-Founder and Analyst, Diginomica          Moderator: Tom Wailgum – VP, Media and Communications, ASUG</p>
12:50–1:05 p.m.	<b>ASUG Announcements and Break</b>
<p><b>Track One:</b>  <b>Analysts’ View of New Normal</b></p> <p>1:05–1:35 p.m.</p>	<p><b>Analyst Response to SAP Keynote</b></p> <p>Join ASUG and Jon Reed of Diginomica as we host an interactive deep dive into SAP’s current and future plans, Christian Klein’s new role as sole CEO, and how SAP is pivoting to provide customer value during the COVID-19 crisis. Attendees will be part of the discussion, so bring your questions and join in.</p> <p>Speaker: Jon Reed – Co-Founder and Analyst, Diginomica          Moderator: Tom Wailgum – VP, Media and Communications, ASUG</p>
1:35–2:05 p.m.	<p><b>How will COVID-19 Change the Enterprise Software Landscape?</b></p> <p>The coronavirus pandemic is creating challenges and opportunities for the technology industry. Will my technology partners thrive, will they fade away, or will they be swallowed up by other players in the technology space? Join ASUG and former industry analyst, outsourcing executive, and entrepreneur Vinnie Mirchandani as we lead an open conversation around how COVID-19 will impact the technology industry as we move through and beyond the pandemic.</p> <p>Speaker: Vinnie Mirchandani – President and Analyst, Deal Architect Inc.          Moderator: Tom Wailgum – VP, Media and Communications, ASUG</p>



<p><b>Track Two: Looking Forward</b></p> <p>1:05–1:35 p.m.</p>	<p><b>The Outcome-Driven Data Strategy: How to Manage the Data that Matters Most</b></p> <p>Data is perhaps the primary asset for many organizations to survive and thrive the COVID-19 pandemic, yet most companies struggle to effectively manage critical business data, much less derive business value from it. Join us as we discuss best practices, common pitfalls, and first steps in developing a meaningful, business-outcome-focused data strategy that makes sense for both IT and data owners.</p> <p>Speakers: Maria Villar – Head of Enterprise Data Strategy and Transformation, SAP          Brian Regan – SVP, DMR          Melissa Vogel – Account Executive, DMR          Moderator: Paul Kurchina – ASUG</p>
<p>1:35–2:05 p.m.</p>	<p><b>Using ALM to Support Your Business Now and in the Future</b></p> <p>Application lifecycle management (ALM) is just a tool for IT, right? Never has a statement been more wrong. Learn from ASUG and SAP on how to leverage the people, processes, and yes, even tools for ALM. Discover how they can provide your organization with a powerful, cost-effective way to manage the deployment, development, and decommissioning of your software assets and provide your organization with the right tools at the right time.</p> <p>Speaker: Tim Steuer – VP, Application Lifecycle Management, SAP          Moderator: Paul Kurchina – ASUG</p>
<p><b>Track Three: Tools for Today</b></p> <p>1:05–1:35 p.m.</p>	<p><b>SAP Finance Solutions that Will Help You Steer Through the Current Crisis</b></p> <p>COVID-19 has thrown many corporations into an unprecedented phase of uncertainty that most have not predicted. Finance organizations and corporate treasurers have a central role to minimize the impact of the crisis, maintain business continuity, and emerge from these uncertain times even stronger.</p> <p>In this session, you will:</p> <ul style="list-style-type: none"> <li>• Learn the challenges facing finance and corporate treasury organizations.</li> <li>• Understand the key focus areas for treasurers to navigate the crisis.</li> <li>• Receive recommendations on treasury workforce operations, managing liquidity needs, and balancing the risks.</li> <li>• Experience how SAP solutions can help you get comprehensive working capital insights and quickly act on them.</li> </ul> <p>Speaker: Christian Mnich – VP, Head of Solution Management Treasury and Working Capital Management, SAP          Moderator: Chris Crone – ASUG</p>



1:35–2:05 p.m.	<p><b>Building Organizational Resilience Through Employee Feedback</b></p> <p>Learn how organizations around the globe are leveraging feedback from their employees to improve their experiences during this time of crisis and prepare for the uncertainty ahead. Dr. Benjamin Granger of the Qualtrics XM Institute will share the principles and insights that organizations are leveraging to build organizational resilience.</p> <p>Speaker: Dr. Benjamin Granger, XM Institute, Sr. Principal, Qualtrics Moderator: Chris Crone – ASUG</p>
<p><b>Track Four: Statistics and Support</b></p> <p>1:05–1:35 p.m.</p>	<p><b>Licensing and Support Management</b></p> <p>COVID-19 has forced everyone to think hard about cost management, and for IT this includes optimizing the spend on software licensing and support. Join us for an open dialogue on how effective management of licensing and support can both save your organization on your software investments and improve the relationship between you and your software and support providers.</p> <p>Speakers: Ron Gilson – VP and CIO, Johnsonville Sausage Len Riley – SAP Commercial Advisory Practice Leader, UpperEdge David Blake – Founder and CEO, UpperEdge Moderator: David Wascom – SVP of Executive Programs, ASUG</p>
1:35–2:05 p.m.	<p><b>ASUG Pulse of the Member: Review and Polling Session</b></p> <p>To monitor the impact of COVID-19 on our members, ASUG has been conducting weekly member pulse surveys since mid-March. During this session, ASUG will hold an interactive review and update on some of the key findings in these surveys. During this session you will have the opportunity to participate in real-time polling to see how the executive audience's responses compare to the ASUG population at large and discuss any differences and what they mean.</p> <p>Speaker: Carolyn Szcurek – Market Research Manager, ASUG Moderator: David Wascom – SVP of Executive Programs, ASUG</p>
2:05–2:15 p.m.	<b>Break</b>
2:15–3:00 p.m.	<p><b>The COVID-19 Economic Outlook</b></p> <p>Deloitte Chief Global Economist Dr. Ira Kalish will review the economic impact and provide us insights on what the future holds, as he breaks down the likely recovery scenarios as COVID-19 comes under control. Attendees will be part of the discussion, so bring questions.</p> <p>Speakers: Dr. Ira Kalish – Chief Global Economist, Deloitte Moderator: David Wascom – SVP of Executive Programs, ASUG</p>



3:00–3:15 p.m.	<b>Closing Comments and Announcements</b>
3:15–4:00 p.m.	<b>Networking Breakout Rooms</b> Did a track or speaker spark your interest? Join an open video-networking session to continue the conversation. Want to just unwind and be social? We have a room for that, too!  Room 1: Analysts’ View of New Normal Room 2: Looking Forward Room 3: Tools for Today Room 4: Statistics and Support Room 5: Happy Hour and Trivia