



 **BI+Analytics**
Conference

 **SAP-Centric**
Financials

Powering the SAP Business Intelligence & Finance Communities

March 11-13
2019

The Westin Dallas
Park Central,
Dallas, TX

Produced by

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Message from the Producers

We live in a world where big data is constantly being collected from sources all around us. But do organizations really know how to find and harness the information that matters most? Now more than ever, finance and analytics teams must work together with their IT colleagues to build shared technology systems that will lead companies to the knowledge they need for a sustainable competitive advantage.

To prepare for the co-located BI+Analytics and SAP-Centric Financials Conference, an extensive research project took the Eventful Conferences team across North America in a series of focus groups. After meeting with professionals across numerous industries, top themes like delivering data-driven insights efficiently, adapting to change with agile methodology, and navigating the complexities of moving to the Cloud and S/4HANA Finance as the most impactful for driving opportunity and growth in today's complex business environment.

With the voice of the customer driving the content, the 2019 co-located events will provide even more value to your entire analytics and financial teams. Hear leading success stories from companies like Crocs, Callaway Golf, Verizon, The Hershey Company, and more who are driving better decision-making, strategic insights and positive business outcomes. Plus, SAP will deliver exclusive future-focused roadmap sessions covering the tools your organization needs to maximize on software and technology investments.

The world of finance and analytics is driving the future. Join us to unlock the full potential that cultivating and analyzing data can have for your organization.

Katie Walker
Conference Producer



Lindsay Wickham
Conference Producer



Hear leading success stories from companies like Crocs, Callaway Golf, Verizon, The Hershey Company, and more.

Why We're Co-Locating

At the co-located BI+Analytics and SAP-Centric Financials Conference, you will become part of the next generation of finance and analytics users working with the world's most powerful tools. Individuals from both large and lean teams will be able to learn about new and existing technologies, see product demos in action, and hear tips and tricks shared by other customers who are working with those products.

This is especially opportune at a time when SAP is working to help customers eliminate the need for separate planning, analytics, and financial products. Bringing these two conferences together will facilitate important conversations between analytics, finance, and IT professionals. We invite you and your colleagues to join us for **the best of both worlds, brought together.**

March 11-13
2019
The Westin Dallas Park
Central, Dallas, TX

CORE BI+ANALYTICS

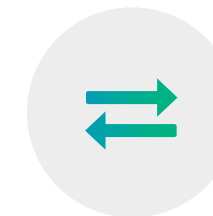
FINANCE ANALYTICS

CORE FINANCE



Strategic Growth

It's simple. Nearly everything our organizations do relies on intelligent use of data. To move forward strategically, we need multiple teams at the table working together to go one step deeper in uncovering insights.



Shared Purpose

In 2019, expect progressive finance sessions centred around ML, automation, and reporting. Meanwhile, analytics teams benefit from helping implement these solutions with their finance counterparts. It just makes sense.



Your All-in-One Ticket

This is your chance to attend double the sessions. Who says no to more opportunity, more content, or more solutions? By having more of the right people at the table, more can get done in our organizations.



The alignment of analytics with financial outcomes is at the heart of creating value.

David Axson - Managing Director, Accenture

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Featured Speakers

The Intelligent Enterprise and the Future of Decision-Making



Ivo Bauermann

Global VP, Head of Business Development,
Analytics, SAP



Mohamed Abdel Hadi

Global Vice President Product Management
SAP Analytics Cloud, GTM, SAP

Next-Gen Finance Platform: Unlock Business Value Using Integrated and Intelligent Analytics



Rajeev Kapur

Chief Data Officer, Kimberly-Clark Corporation

Performing in a Stressed-Out World



Joe Burton

Founder and CEO, Whil Concepts Inc.

Improving Insights into Customer and Product Profitability at Borchers



Jonathan Mortlock

Chief Information Officer, Borchers

Digital Business: Tomorrow is Already Here



Andy Bitterer

Chief Evangelist EMEA, SAP

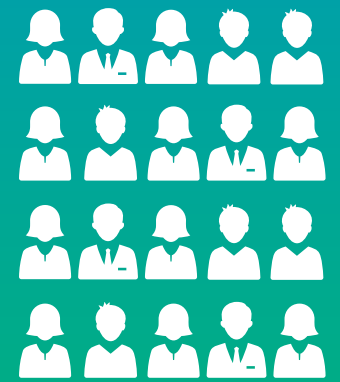
Join a community

that is home to hundreds of top tier organizations.

The conference unites users, experts and thought-leaders leveraging SAP BusinessObjects, SAP BI business solutions, SAP analytics tools and SAP finance solutions. Attendees have responsibility in leading their company's analytics, finance, reporting, accounting, data, and BI tools and join us from a variety of industries including healthcare, energy, consumer products and more.

Industries attended include:

1 Aerospace and Defense	12 Insurance
2 Arts and Entertainment	13 Manufacturing
3 Automotive	14 Non-Profit
4 Chemicals	15 Oil and Gas
5 Consulting and Support Services	16 Pharmaceuticals and Bioengineering
6 Consumer Products	17 Public Sector
7 Engineering and Construction	18 Retail
8 Food and Beverage	19 Wholesale
9 Health Care	20 Software and IT Services
10 Higher Education and Research	21 Transportation and Logistics
11 Industrial Machinery	22 Utilities



20+
INDUSTRIES
ATTENDED IN 2018



As both a CPA and business analyst, I am thrilled to see the co-location. The Journal of Accountancy says "Data analytics is poised to change everything in accounting" so this makes co-location a great marriage and complementary relationship.

Tammy Powlas - Fairfax Water and SAP Mentor

Co-Located Conference Schedule

Visit www.biaconference.com and www.sapcentricfinancials.com for the most up-to-date agenda and CPE information.

Pre-Conference - Monday, March 11										
12:00 PM	Registration Opens									
	BIA PRE-CONFERENCE SESSION 1*			BIA PRE-CONFERENCE SESSION 2*			FIN PRE-CONFERENCE SESSION 3*		FIN PRE-CONFERENCE SESSION 4*	
1:00 PM	Data Visualization and Dashboards with SAP Analytics Cloud and Application Design Ingo Hilgefert - Chief Product Expert, SAP			Design Reports Like a Professional: The New SAP BusinessObjects Web Intelligence Gregory Botticchio - Product Manager, SAP Pascal Gaulin - Product Expert, SAP			Predicting Future Financial Performance Using Machine Learning JS Irick - Principal Consultant, TruQua		Driving Your Digital Finance Transformation Pete Graham - Director of Finance Solutions and Mobility, SAP John Froelich - VP of Strategy, Bramasol Inc. Tom Anderson - SAP Real Estate Management Lifecycle Solution Owner, SAP	
5:00 PM	Welcome Reception									
Conference Day 1 - Tuesday, March 12										
7:30 AM	Breakfast and Exhibition Viewing									
8:30 AM	Conference Welcome									
8:40 AM	Keynote The Intelligent Enterprise and the Future of Decision-Making Ivo Bauermann - Global VP, SAP Analytics, SAP Mohamed Abdel Hadi - Global Vice President Product Management SAP Analytics Cloud, GTM, SAP									
9:20 AM	Keynote Improving Insights into Customer and Product Profitability at Borchers Jonathan Mortlock - Chief Information Officer, Borchers									
9:50 AM	Refreshments and Exhibition Viewing									
	TRACK 1: STRATEGY AND ROAD MAPS	TRACK 2: CLOUD ANALYTICS	TRACK 3: ON-PREMISE ANALYTICS	TRACK 4: HYBRID ANALYTICS	TRACK 5: FINANCE ANALYTICS	TRACK 6: SAP S/4 HANA CENTRAL FINANCE	TRACK 7: INNOVATION IN FINANCE	TRACK 8: CORE FINANCE	TRACK 9: HANDS-ON SESSIONS *	TRACK 10: SAP FEEDBACK FORUM
10:40 AM	One Simple Cloud: SAP Analytics Cloud Strategy and Recent Innovations for End-to-End Analytics Ty Miller - VP of SAP Analytics Product Management, SAP Jacob Stark - Director of Product Management, SAP	Spreading the Love: Cloud-Based Self-Service Analytics on the Fly Frikkie Koen - Solution Architect, KMG Chemicals	Journey from Descriptive Analytics to Predictive Analytics Balaji Sundaram - Reporting Analyst, Benjamin Moore	Delivering Real-Time Consolidated Views of Critical Operations, Financial Performance, and Patient Data at Parkland Hospital Clay Townsend - Enterprise Data Architect, Parkland Health & Hospital	SAP BusinessObjects Live Office: Creating a Real-Time Project Cost Accounting System Renfeng Ma - Principal Data Architect, Sedgwick Country Government	The Concept Behind Central Finance: Its Value Drivers, Key Use Cases, and Adoption Carsten Hilker - Global Solution Owner, S/4HANA Central Finance, SAP	Dos and Don'ts of Cloud Adoption for Finance Erik Goodman - Director of Global Financial Business Processes, Lam Research Greg Stimpson - VP of Financial Management Solutions, Method360	Finding the Cure for an Increased Volume of Invoices Renee Genco - Assistant Director, Accounts Payable Shared Services, Johns Hopkins Enterprise	Experience the New SAP BusinessObjects Web Intelligence Gregory Botticchio - Product Manager, SAP Pascal Gaulin - Product Expert, SAP	Self-Execution of S/4 Financial Audit Procedures Jay Cen - Product Expert, SAP
11:30 AM	Using HANA Express as a Free Reporting Data Mart and Sandbox Mike Howles - SAP BI Solution Architect, International Paper	SAP Analytics Cloud: Enabling Business and Its Users in a Matter of Weeks Jonathan Mortlock - Chief Information Officer, Borchers	How Callaway Golf Innovates Production Performance Through Plant Maintenance Reporting in SAP BI Ajaykumar Sugumaran - Senior SAP BI Developer, Callaway Golf	Hybrid Analytics Strategy and SAP Analytics Hub Overview Adrian Westmoreland - Product Manager, SAP	A Budget Makeover Story: Improving the Business Users Experience Wendy Krause - Lead, Analytics Center of Excellence, Salt River Project	SAP Central Finance Deployment and Key Takeaways Carsten Hilker - Global Solution Owner, S/4HANA Central Finance, SAP Eric Bramley - Senior Manager, Deloitte	Machine Learning for Finance and Risk Birgit Starmanns - Senior Director, Global Center of Excellence, Finance and Risk, SAP	A Sigh of Relief After Gaining Compliance with New Indirect Tax Law Changes Danny Cox - VP of Finance, Rio Grande Scott Peterson - VP of U.S. Tax Policy and Government Relations, Avalara		Predictive Accounting and Predictive Analytics: Co-operation or Co-existence? Uwe Mayer - Product Expert, SAP
12:10 PM	Lunch and Exhibition Viewing									
1:10 PM	SAP BusinessObjects Web Intelligence Road Map Gregory Botticchio - Product Manager, SAP Pascal Gaulin - Product Expert, SAP	The Good, the Bad, and the Ugly to Planning for an SAP Analytics Cloud Deployment Stephen Sydow - IS Development Leader, Milliken & Company Abe Iruegas - SAP Practice Leader, Microexcel	How the City of Toronto Pioneered a Transformational HR Dashboard that Executives are Embracing Genevieve Zletni - E-City Management Consultant, City Manager's Office, City of Toronto Gino Terrigno - SAP BI Solution Architect, City of Toronto	Nortek HVAC's Journey to SAP Analytics Cloud and Lessons Learned from Hybrid Analytics Strategy Adam Knollmeyer - SAP Analytical Reporting Analyst, Nortek Global HVAC Anil Bavaraju - Managing Partner/SAP Data Analytics Lead, Optimum Consulting	A Beginner's Guide to SAP Analytics Cloud for Business Planning Pravin Datar - Senior Director, SAP Product Management, SAP	SAP S/4HANA Analytics and Business Process with Central Finance Project Vicki Smith - Business Systems Analysis, Finance, TreeHouse Foods	Position Your Company For Emerging Technologies Michael Crawford - Senior Corporate Treasury Manager, The Mosaic Company	Why a Treasury Management System (TMS) is Not Enough Dirk Schreiber - Head of Group Treasury, Fresenius SE & Co. KGaA	SAP Analytics Cloud for Beginners Ingo Hilgefert - Chief Product Expert, SAP	Central Finance Tax Reporting and External Tax Engines Waldemar Kessel - Product Expert, SAP
2:00 PM	SAP BW/4HANA: Overview and Roadmap Lothar Henkes - VP of Product Management, SAP Josh Djupstrom - Product Management Expert, SAP	If You're Happy and We Know It: Measuring Citizen Satisfaction with SAP Analytics Cloud Jonathan Andrews - Area Director, Service Canada	How Crocs is Rockin' BI Releases: A Journey to Scrum and Kanban Shelly Rahe Gordon - Manager BI/BW, Crocs	Pack Your Bag (but Your Data Stays Home): Driving Hybrid Innovation GovCloud Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies	How Leprino Foods is Creating Cost-Effective, Near-Real-Time Reporting Dashboards within SAP Mark Teller - Associate Director, IT Applications Leprino Foods	Central Finance at Hershey: Integrated Financial and Management Reporting, and so Much More John Zimmerman - Director, Financial Data Systems, The Hershey Company	How to Use FP&A as the Stepping Stone to S/4 Transformation Harlan Mork - Senior Manager, GBS, General Mills Jessica Britton - Head of Finance Transformation, General Mills	Your Accountants Want to Make Month-End Close Better. Let Them! Dustan Daniel - Manager, Financial Accounting, Lincoln Electric System		Superior Financial Close: Insight and Control via Business Transaction Types Michel Loehden - Product Expert, SAP Ralf Ille - Product Expert, SAP
2:50 PM	How SAP Analytics Cloud Makes You Smarter Robert McGrath - Product Manager, SAP Analytics Cloud, SAP	Making the Right Connections with SAP Analytics Cloud Scott Livingston - Director of IT, Connectrac Alan Golding - Solution Consultant, APOS Systems	How the FDA Reduced the Cost and Enhanced the Performance of SAP BusinessObjects Rajesh Sripada - Director, Business Intelligence and Data Management, FDA Matvey Shkiler - Technical Lead, BusinessObjects, FDA Bruno Masek - Global VP, 360Suite	SAP Analysis for Microsoft Office Beta Testing: A Customer's Experience Tammy Powlas - Senior Business Analyst, Fairfax Water and SAP Mentor	Leveraging SAP Analytics Cloud with SAP BPC for Extended Planning, Reporting and Analysis Tom Chelednik - Global Solution Manager, SAP Analytics Cloud, SAP	Building a Blueprint for Group Reporting and SAP Central Finance: The IGT Success Story Robert Wilcox - Senior Director Financial Consolidations, IGT Stephan Bonnaire - SAP Director, TruQua	Pilkington's Journey to Improved Efficiencies and Increased Visibility Within Their Financial Close Process Jayme Finkler - Senior Accountant/BlackLine System Administrator, Pilkington North America Liz Feltman - BlackLine Practice Lead, SandPoint Consulting	Verizon's Story of Standardizing and Improving Financial Uploading Processes Robert James - Lead System Specialist, Database Analyst, Verizon		Data Privacy and Protection Sandro Lovisa - Product Expert, SAP
3:30 PM	Refreshments and Exhibition Viewing									
4:30 PM	Keynote Performing in a Stressed-Out World Joe Burton - Founder and CEO, Whil Concepts Inc.									
5:15 PM	Evening Reception featuring Book Signing <i>Meet and Greet</i> with Joe Burton									

* Pre-Conference Sessions are optional, an additional cost, and separately bookable

Co-Located Conference Schedule

Visit www.biaconference.com and www.sapcentricfinancials.com for the most up-to-date agenda and CPE information.

Conference Day 2 - Wednesday, March 13											
8:00 AM	Breakfast and Exhibition Viewing										
8:00 AM	Breakfast Session	How Lockheed Martin Reduced Cost, Increased Automation and Improved Visibility for Self-Service Reporting Vino Kingston - Data and Analytics Manager, Lockheed Martin Missiles & Fire Control Nathan Crook - Director, 360Suite									
9:00 AM	Conference Welcome										
9:10 AM	Keynote	Next-Gen Finance Platform: Unlock Business Value Using Intergrated and Intelligent Analytics Rajeev Kapur - Chief Data Officer, Kimberly-Clark Corporation									
9:40 AM	Keynote	Keynote: S/4 as a Finance Business and Merger Integration Platform Customer Speaker TBD									
10:10 AM	Keynote	Digital Business: Tomorrow is Already Here Andy Bitterer - Chief Analytics Evangelist, SAP									
10:40 AM	Refreshments and Exhibition Viewing										
	TRACK 1: DASHBOARDS AND VISUALIZATIONS	TRACK 2: CLOUD ANALYTICS	TRACK 3: ON-PREMISE ANALYTICS	TRACK 4: ANALYTICS STRATEGY	TRACK 5: FINANCE ANALYTICS	TRACK 6: SAP S/4HANA	TRACK 7: FINANCE AUTOMATION	TRACK 8: CORE FINANCE AND PLANNING	TRACK 9: HANDS-ON SESSIONS*	TRACK 10: SAP FEEDBACK FORUM	
11:40 AM	University of Florida's Successful Adoption of Interactive Drillable Dashboards Mishall Khalid - BI Analyst, University of Florida Shands Hospital	Tactical Tips and Tricks for Effective Story Design Using SAP Analytics Cloud Will Gagne - BI Specialist, Amercan Hotel Register Jacob Stark - Director of Product Management, SAP	The Road to HANA: A Story of Twists and Turns to a Beautiful Real-Time Platform John Clapper - Business Intelligence Analyst, Mobile Mini	Leveraging Your Investment in SAP BusinessObjects Enterprise with SAP Analytics Cloud Jérôme Ivain - Solution Manager, SAP	Intelligent FP&A: Leveraging SMART Features within SAP Analytics Cloud to Improve Decision-Making and Results Scott Godfree - Product Manager, SAP	What Toyota Learned Defining Their Roadmap from SAP ERP ECC 6.0 to SAP S/4HANA Suzanne Harilall - Senior Manager, Finance Systems and Business Development, Toyota South Africa	Invoice-to-Pay Digital Transformation: The Toro Company Case Study Ben Roberts - Senior Business Analyst, The Toro Company Mani Ramaswamy - Chief Solutions Officer, Optima Consulting	Great-West Financial's Journey to SAP Business Planning and Consolidation (BPC) on HANA Aileen Tynan - Senior Manager, Finance Modernization, Great-West Financial	Build Your Hybrid Analytics Portal with the New SAP Analytics Hub Stephane Perdigeon - Director of Production Management, SAP	Superior Financial Close: Insight and Control via Business Transaction Types Michel Loehden - Product Expert, SAP Ralf Ille - Product Expert, SAP	
12:30 PM	Effective Data Visualization Ingo Hilgefort - Chief Product Expert, SAP	Implementing SAP Analytics Cloud: Best Practices and Lessons Learned Eric McGee - Director, Data and Analytics Delivery, Andeavor Graham Jordan - Director of Consulting, Planning, and Financial Management, Method360	Self-Service Analytics Using an App Developed with Lumira Designer Alonso Arteaga King - Director, IT Information Services, Chamberlain Group	Seamless User Experience via Integrated Application Reporting Using RESTful Kevan Adlard - Developer, Information Management, Treasury Board, Canada Secretariat	SAP Analytics Cloud Planning for an Integrated Enterprise Matthias Kraemer - Head of SAP Analytics Cloud Planning, SAP	Compliance Integration with S/4HANA Cloud Shiguo Wang - Chief Product Owner of Risk Management, Process Control, and Audit Management, SAP	Empowering Managers with Self-Service, Real-Time Financial Reports Dan Auber - Enterprise Capability Manager, Auckland Transport, Auckland Council	Measuring the Unmeasurable Using SAP S/4HANA Ashish Tewari - Manager, Deloitte Consulting Chetan Patel - Senior Manager, Deloitte		Predictive Accounting and Predictive Analytics: Co-operation or Co-existence? Uwe Mayer - Product Expert, SAP	
1:10 PM	Lunch and Exhibition Viewing										
2:10 PM	How National DCP Plans to Achieve Its Vision with BI on SAP HANA 2.0 Jagdish Parihar - Senior Manager, IT, National DCP Gaurav Kanungo - Manager, Deloitte Consulting	Application Design with SAP Analytics Cloud: Overview and Roadmap Tammy Powlas - Senior Business Analyst, Fairfax Water and SAP Mentor Jie Deng - Product Manager, SAP	How are LEGO's and a BI Self-Service Program Related? Jeff Stout - Senior Manager Business Intelligence, C Spire	Panel Discussion: The Future of Business Intelligence Jonathan Andrews - Area Director, Service Canada Renfeng Ma - Principal Data Architect, Sedgwick Country Government Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies <i>Moderator:</i> Heather Sinkwitz - Business Intelligence Manager, Mobile Mini and SAP Mentor	Embedded Analytics with SAP S/4HANA Juergen Butsmann - Global Owner of SAP Embedded Analytics, SAP	Karl Storz's Journey to SAP Central Finance Simon Heeps - Senior Business Analyst, Karl Storz	Conquer the Inefficiencies in Your Invoice-to-Pay Process Enrique Leon - Director, North America IT, American Sugar Refining	Maintaining Financial Close Confidence During Transformation Sue Callison-Fender - Senior Manager Accounting Systems, Energy Transfer Molly Boyle - Finance Transformation Expert, BlackLine	Advanced Finance Planning Features in SAP Analytics Cloud Scott Godfree - Product Manager, SAP Pravin Data - Senior Director, SAP	Central Finance Tax Reporting and External Tax Engines Waldemar Kessel - Product Expert, SAP	
3:00 PM	Killer Presentations: Bringing Model Output to Life with Data Storytelling Kristen Kehrer - Senior Data Scientist, Constant Contact	Connecting Live to Your Enterprise Data with SAP Analytics Cloud Eric Yew - Product Manager, SAP	USPI's Self-Service "Enterprise BI" Portal David Behr - VP, Business Intelligence, United Surgical Partners International Noe Garcia - Manager, Business Intelligence, United Surgical Partners International	Win Over Your Organization Through the Harmonization of People, Process and BI Technology Mustafa Mustafa - Senior Director, IT, Ferrara Candy Company	IT: Ally, Adversary or Something Entirely Different JJ McClelland - Director of Finance, Classic Hotels & Resorts	Get Started on Your SAP S/4HANA Migration John Froelich - VP of Strategy, Bramasol Robert Seifert - SAP Applications Owner, Esri	Optimize and Secure SAP Integrated Payments to Maximize Savings Nari R. Thouda - Senior Managing Architect, Retail Business Platforms, Vistra Energy Eric Bushman - VP of Solutions Engineering, Paymetric, a Worldpay Company	Panel Discussion: Empowering Finance Users with Self-Service Reporting in Excel: SAP Customer Success Stories Dustan Daniel - Manager Financial Accounting, Lincoln Electric System <i>Moderator:</i> Shari Alexander - SAP Territory Manager, Excel4apps - an insight software company		Self-Execution of S/4 Financial Audit Procedures Jay Cen - Product Expert, SAP	
3:40 PM	Refreshments and Exhibition Viewing										
4:00 PM	Conference Wrap-Up										

* **Hands-On Sessions** are an additional cost and separately bookable.

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Analytics that keep users - and IT - happy. With the rise of digital business and the emergence of the millennial workforce, expectations for analytics applications have changed. Business buyers and users need solutions that are simple to acquire and use, and CIOs and IT departments need the governance, security, scalability and manageability of trusted enterprise software. SAP is the only vendor to meet the needs of both groups. Get to know our team, learn about our long-term commitment to the analytics community, and find out what's on the horizon from SAP at the BI+Analytics Conference.

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CISUG
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Standard

Register by Feb. 22

Conference Pass **\$2,099**

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Last Chance

Register after Feb. 22

Conference Pass **\$2,299**

Conference Pass + 1 Hands-On **\$2,399**

Conference Pass + 2 Hands-On **\$2,499**

CISUG
Member Rate **\$2,099**

Pre-Conference Session (Half Day on March 11. Optional and separately bookable for conference attendees) **\$399**

For teams larger than three or international pricing, please call Eventful Conferences at the number below.

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Room Block Deadline: February 15, 2019

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