Helpful hints for writing a great abstract:

<u>Guidelines:</u>
250 words, need to persuade the reader to be interested to come to our event.

topic + title + motivation + problem statement + approach + results + conclusions = conference abstract

Attributes to include: use the word You, be credible (using too many buzz words is a killer), tell a story, and aim for fewer words.

Note: is important to include a quick snippet about the company. When in doubt google "about us" and grab a few key points. Although we might know who the company is, the audience may not be as familiar

<u>Speaker</u>

John Douglas
CTO of Tory Burch

<u>Title</u>

Delighting our customers by standardizing our core (core what, tech strategy, strategy?)
An idea: Tory Burch's 16-Week Journey to a Frictionless Shopping Experience
OR
How Tory Burch Reinvented its Shopping Experience in 16 Weeks

<u>Abstract</u>
(add a short description of what Tory Burch does, for those who don't know the brand, maybe with a couple of key stats) Tory Burch (what is the formal name of the company) recognized that success in today's digital world requires the delivery of a frictionless shopping experience, on every channel. To create a positive 1:1 experience for customers, the organization had to migrate a complex multichannel environment to an integrated omnichannel environment.

You will learn the steps John took to reinvent the Tory Burch customer experience while implementing SAP S/4HANA Retail in just 16 weeks. Hear how John led this project by resisting the natural temptation to customize or overly configure business processes, by embracing a fit-to-standard process, and by rallying support throughout the organization.

He will walk you through how Tory Burch now delivers an integrated customer experience by empowering the organization to provide the right product, in the right place, at the right time through inventory transparency, accuracy, and optimization. The foundation that John has built with his team on power of SAP S/4HANA is allowing Tory Burch to focus its creativity on enhancing the customer interface, both online and offline, so it can continue to differentiate its brand.

Status: Draft