

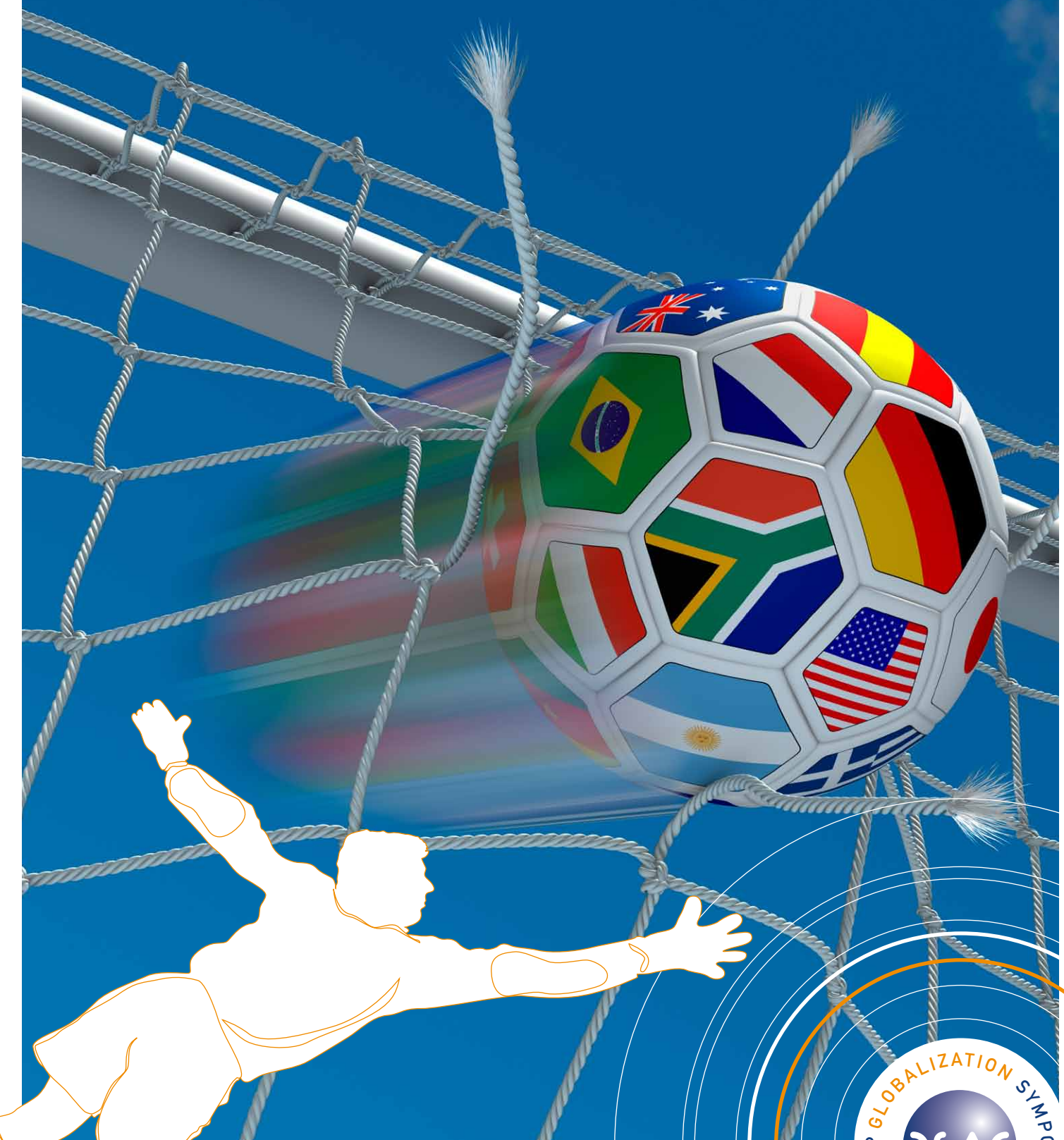
GO TO MARKET: GLOBALIZATION IS VITAL

4TH SAP GLOBALIZATION SYMPOSIUM 2010

AN ANNUAL GLOBAL SAP USER GROUP EVENT – HOSTED IN 2010 BY DSAG



ZURICH/SWITZERLAND, JUNE 21–22, 2010





INDEX:

WELCOME

—

AGENDA

—

TRACKS DAY 1

—

TRACKS DAY 2

—

INFORMATION

4TH SAP GLOBALIZATION SYMPOSIUM 2010 IS SPONSORED BY:



Dear Community,

only companies with clear market position and an own vision have survived the changes of the last two years. Market structures shift to their favor in case they could act fast and flexible the shift of demand and in parallel focus on new markets local requirements as in Russia or China. Although going this path requires timely execution. Leadership need to act on local requirements without losing overall governance. Business challenges as tax and customs need to be recognized as competitive advantages. Pre-requisites to execute accordingly are modern infrastructures and communication systems.

4TH SAP GLOBALIZATION SYMPOSIUM 2010 – *Go to Market: Globalization is Vital*

To achieve these business goals IT strategies are in focus to support companies activities with reasonable TCO and efficiency. How effective are modern software solutions, and how can companies implement them in a standardized fashion throughout their organizations? What are the basic principles of transcendent business processes and secure data transfer, and what primary requirements do they place on underlying IT infrastructures? What role does in-memory technology play in future analytics? These are the questions we will seek to answer on June 21–22, 2010 at the Renaissance Hotel in Zurich, Switzerland. Also on the agenda is a discussion of approaches to how IT managers can align their SAP solutions to profit from global trade.

Software providers can aid companies in entering international markets by constructing reliable process- and system landscapes and achieving balance between standardized roll-out scenarios and the necessary flexibility. The Globalization Symposium is your chance to exchange ideas on these topics with like-minded individuals. Project sponsors, managers, IT experts, and other responsible in technical and management positions will be on side to share their experiences in globalization projects and demonstrate possible courses of action. The German-speaking SAP User Group (DSAG) e.V. would appreciate to welcome you at our international user conference and take part in this varied meeting of the minds.

We hope to see you in Zurich!



Otto Schell
Member of DSAG Board
(Industry Solutions)
Head of GSC and
Globalization Work Group



Christian Zumbach
Member of DSAG Board Switzerland



Elena Ordóñez del Campo
Senior Vice President
Globalization Services, SAP AG



June 20–22, 2010 in Zurich/Switzerland

Sunday, June 20, 2010

06:00 PM–11:00 PM CHECK-IN AND GET TOGETHER EVENT

Day 1 Monday, June 21, 2010

08:00 AM–09:00 AM CHECK-IN

09:00 AM–09:30 AM WELCOME AND INTRODUCTION OF GSC Speaker: Otto Schell & GSC Team
Member of DSAG Board
(Industry Solutions),
Head of GSC and
Globalization Work Group

10:00 AM–11:00 AM KEY NOTE THE SPEED OF CHANGE INCREASES – GLOBALIZATION DRIVES ADAPTATION OF BUSINESS AND TECHNOLOGY Speaker: Elena Ordóñez del Campo
SVP Globalization Services, SAP AG

11:30 AM–12:30 PM SPLIT INTO INDIVIDUAL TRACKS

TRACK A ORGANIZATIONAL CHALLENGES TO IMPLEMENT A GLOBAL SAP PROGRAM

The implementation of a Global SAP programme involves a number of managerial, organizational and intercultural challenges. This track focuses to provide an overview on the aspects to be considered for a successful implementation or harmonization of a global SAP programme.

TRACK B ORGANIZATIONAL CHALLENGES TO OPERATE A GLOBAL SAP PROGRAM

The operation and the support of global SAP implementation has different challenges in large and medium sized enterprises. This track offers information and exchange of experience of successful global support organizations.

TRACK C ARCHITECTURAL CHALLENGES IN A GLOBAL SAP PROGRAM

The architecture of SAP Systems and applications has an high impact on the integration and flexibility of business processes and organizational structures. This track helps to handle the complexity in changing architectures: from single instances via world wide applications to distributed landscapes supported by new technologies e.g. Netweaver, SOA.

TRACK D TECHNICAL CHALLENGES IN A GLOBAL SAP PROGRAM

Global SAP installations have a number of technical aspects distinct to local systems ranging from multi-language support to time zones to instance concepts. These are the focus of this track.

12:30 PM–01:45 PM LUNCH

01:45 PM–05:30 PM SPLIT INTO INDIVIDUAL TRACKS

07:30 PM–01:00 AM EVENING EVENT

08:00 PM DINNER

Day 2 *Tuesday, June 22, 2010*

08:00 AM–09:00 AM CHECK-IN

09:00 AM–12:30 PM SPLIT INTO INDIVIDUAL TRACKS

TRACK A ORGANIZATIONAL CHALLENGES TO
IMPLEMENT A GLOBAL SAP PROGRAM

TRACK B ORGANIZATIONAL CHALLENGES TO
OPERATE A GLOBAL SAP PROGRAM

TRACK C ARCHITECTURAL CHALLENGES IN
A GLOBAL SAP PROGRAM

TRACK D TECHNICAL CHALLENGES IN
A GLOBAL SAP PROGRAM

12:30 PM–01:45 PM LUNCH

01:45 PM–02:45 PM SPLIT INTO INDIVIDUAL TRACKS

03:15 PM–04:15 PM **KEY NOTE**
INTERNATIONAL INNOVATION
MANAGEMENT AS A CHALLENGE
FOR THE IT MANAGEMENT

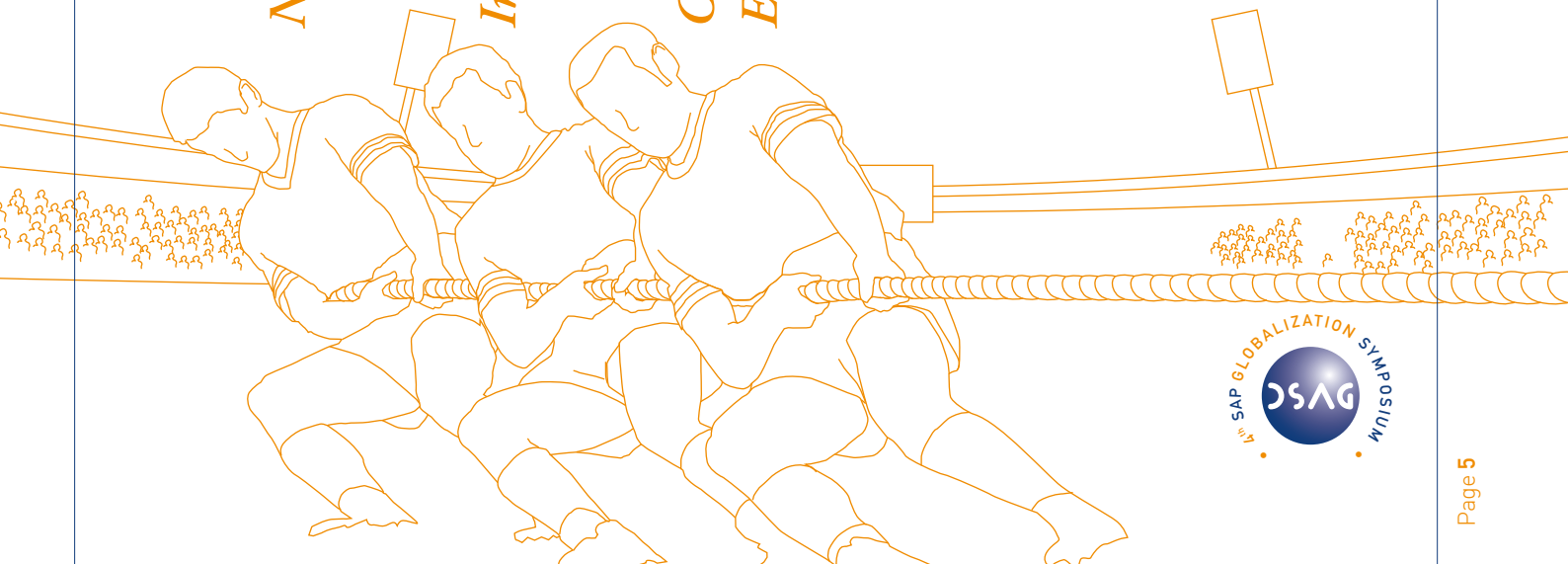
Speaker: Prof. Dr. Walter Brenner
University St. Gallen

04:15 PM END OF THE EVENT

Networking

Influencing

*Cooperation &
Education*



Day 1 *Monday, June 21, 2010*

TRACK A

ORGANIZATIONAL CHALLENGES TO IMPLEMENT A GLOBAL SAP PROGRAM

Track owner: Gunter Seidel, Project Office Gunter Seidel

11.30 AM–12.30 PM | A1

WHAT IT-PEOPLE SHOULD KNOW ABOUT THEIR BUDDIES FROM THE BUSINESS

Holger Reichardt, SAP AG

LUNCH

1.45 PM–2.45 PM | A2

A METHOD FOR ASSESSING THE LIKELIHOOD OF BURN-OUT OF GLOBAL ERP-PROGRAMMES

Gunter Seidel, Project Office Gunter Seidel

BREAK

3.15 PM–4.15 PM | A3

2.0 UPGRADINGS IN PROJECT MANAGEMENT: OPPORTUNITIES AND RISKS THROUGH WIKI-WAY- AND (MICRO)BLOGGING-PRACTICES

Prof. Andrea Back, University St. Gallen

BREAK

4.30 PM–5.30 PM | A4

IMPLEMENTING SAP STANDARD ADMINISTRATIVE SERVICES (FI, HR-PT) FOR SMALL EUROPEAN COUNTRY LOCATIONS BY MEANS OF AGILE PROJECT MANAGEMENT

Silke Hammer, Peek&Cloppenburg KG

TRACK B

ORGANIZATIONAL CHALLENGES TO OPERATE A GLOBAL SAP PROGRAM

Track owner: Jan Schuback, Drägerwerk AG

11.30 AM–12.30 PM | B1

AN APPROACH AT PLANNING AND IMPLEMENTING A GLOBAL COE FOR OPERATIONAL EXCELLENCE

David Stefanick, IBM Corporation CHQ

LUNCH

1.45 PM–2.45 PM | B2

ESTABLISHING A SUPER USER NETWORK – CERTIFICATION AND OPTIMIZATION!

Richard F. Hacker, Tyco Electronics Corporation

BREAK

3.15 PM–4.15 PM | B3

BORDERLESS SUPPORT CENTER SERVICES WITH SAP BCM

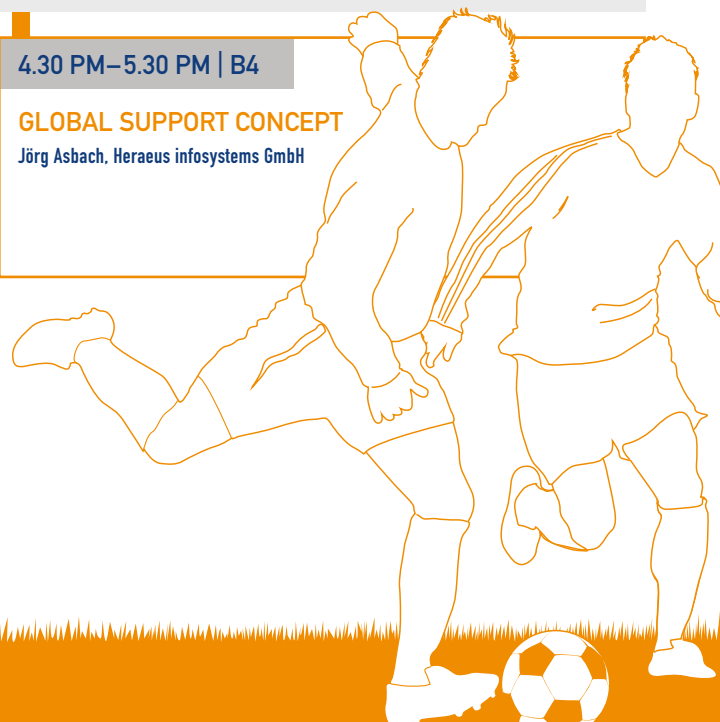
Simon Boontjes, Atos Origin Managed Operations

BREAK

4.30 PM–5.30 PM | B4

GLOBAL SUPPORT CONCEPT

Jörg Asbach, Heraeus infosystems GmbH





TRACK C

ARCHITECTURAL CHALLENGES IN A GLOBAL SAP PROGRAM

Track owner: Frank Schellenberger, Robert Bosch GmbH

11.30 AM–12.30 PM | C1

SYSTEM CONSOLIDATION – WAYS TO BUILD UP GLOBAL SYSTEMS

Ralf Debus, SAP AG

LUNCH

1.45 PM–2.45 PM | C2

SAP HARMONIZATION AND CONSOLIDATION SAP SYSTEM CONSOLIDATION (SAP_SYSCO)

Thomas Giedeck, T-Systems International GmbH

BREAK

3.15 PM–4.15 PM | C3

TRANSFORMATION FROM MULTI SYSTEMS TO SINGLE CLIENT AT BEIERSDORF EUROPE

Georg-Friedrich Henke, Beiersdorf Shared Services GmbH

BREAK

4.30 PM–5.30 PM | C4

FLEXIBLE REACTION OF IT AT M&A, CARVE OUT OR INTERNAL REORGANIZATION

Round table: Ralf Debus, Thomas Giedeck, Georg-Friedrich Henke, Karlheinz Mohr, Frank Schellenberger

TRACK D

TECHNICAL CHALLENGES IN A GLOBAL SAP PROGRAM

Track owner: Detlef Werner, SAP AG

11.30 AM–12.30 PM | D1

AUTOMATION OF SAP UPGRADES AND UNICODE-CONVERSIONS

Jörg Wirthmann, smartShift GmbH

LUNCH

1.45 PM–2.45 PM | D2

GLOBAL MASTER DATA MANAGEMENT CHALLENGES IN SUPPLY CHAIN WITH SAP MDM

Holger Reimer, Camelot ITLab GmbH

BREAK

3.15 PM–4.15 PM | D3

BUSINESS IMPACT ASSESSMENT OPTIMIZE YOUR SAP INVESTMENT WITH THE INDUSTRY AND INNOVATION EXPERTS

Günther Fischer/Michael Wanzke, Siemens IT Solution and Services

BREAK

4.30 PM–5.30 PM | D4

IMPLEMENTATION OF COUNTRY VERSIONS & DETAILED INFORMATION ABOUT SPECIAL ISSUES FOR BRAZIL

Birgit Beimborn-Becker, SAP AG

Day 2 *Tuesday, June 22, 2010*

TRACK A

ORGANIZATIONAL CHALLENGES TO IMPLEMENT A GLOBAL SAP PROGRAM

Track owner: Gunter Seidel, Project Office Gunter Seidel

9.00 AM–10.00 AM | A1

INTEGRATED AND HARMONIZED ANALYZE COCKPIT FOR EFFECTIVE SALES CONTROLLING

Manuel Grieshaber, IBSolutions GmbH

BREAK

10.15 AM–11.15 AM | A2

BUSINESS PROCESS STANDARDIZATION THROUGH TEMPLATE MANAGEMENT

Tim Steuer, SAP AG

BREAK

11.30 AM–12.30 AM | A3

LEAN COMPLIANCE: CREATING MORE VALUE FOR LESS THROUGH COMPLIANT USER PROVISIONING

Priska Altorfer, wikima4 AG
Will Keenan, International Olympic Committee (IOC)

LUNCH

1.45 PM–2.45 PM | A4

SUCCESSFUL APPROACHES TO GLOBAL SAP HARMONIZATION, SSC & ROLL-OUT PROGRAMMES

Podiums discussion: Gunter Seidel, Wolfram Gewehr, Rainer Wittwen, Franz Hollich

TRACK B

ORGANIZATIONAL CHALLENGES TO OPERATE A GLOBAL SAP PROGRAM

Track owner: Jan Schuback, Drägerwerk AG

9.00 AM–10.00 AM | B1

PLANNING OF DOWNTIME IN A GLOBAL ENVIRONMENT

Rob Schimmel, UNILEVER – IT Global Services

BREAK

10.15 AM–11.15 AM | B2

FOSTERING BI SUCCESS – FROM DEPLOYMENT TO USE

Dr. Felix Wortmann, University St. Gallen

BREAK

11.30 AM–12.30 AM | B3

SAP SOLUTION MANAGER: CHANGE REQUEST MANAGEMENT USED FOR TEMPLATE BASED SAP ROLLOUTS

Johannes Hurst, SNP AG with customer

LUNCH

1.45 PM–2.45 PM | B4

ERP SYSTEMS FOR IT-ORGANIZATIONS AND IT SERVICE PROVIDER – FIRST INSIGHTS FROM A PILOT

Dr. Falk Uebernickel, University St. Gallen





TRACK C

ARCHITECTURAL CHALLENGES IN A GLOBAL SAP PROGRAM

Track owner: Frank Schellenberger, Robert Bosch GmbH

9.00 AM–10.00 AM | C1

GLOBALLY INTEGRATED ENTERPRISE. IBM'S INTERNAL PROJECT

Karlheinz Mohr, IBM Deutschland GmbH

BREAK

10.15 AM–11.15 AM | C2

SHARED SERVICE CENTER, DECOUPLING FINANCE AND LOGISTICS

Lothar Rieger, SAP AG

BREAK

11.30 AM–12.30 AM | C3

A VALUE BASED APPROACH TO ENTERPRISE ARCHITECTURE ENGINEERING

Bettina Gleichauf, University St. Gallen

LUNCH

1.45 PM–2.45 PM | C4

PERFORMANCE CHALLENGES IN GLOBAL SAP DEPLOYMENTS

Xiaoqing Cheng, SAP AG

TRACK D

TECHNICAL CHALLENGES IN A GLOBAL SAP PROGRAM

Track owner: Detlef Werner, SAP AG

9.00 AM–10.00 AM | D1

TIME ZONE HANDLING IN SAP SYSTEMS

Alexander Davidenkoff, SAP AG

BREAK

10.15 AM–11.15 AM | D2

REDUCE IT-COMPLEXITY BY SHUTTING DOWN LEGACY SYSTEMS WITH SAP NETWEAVER ILM

Helmut Stefani, SAP AG

BREAK

11.30 AM–12.30 AM | D3

BEST PRACTICES FOR SYSTEM DECOMMISSIONING AND DATA GOVERNANCE WITH SAP NETWEAVER INFORMATION LIFECYCLE MANAGEMENT

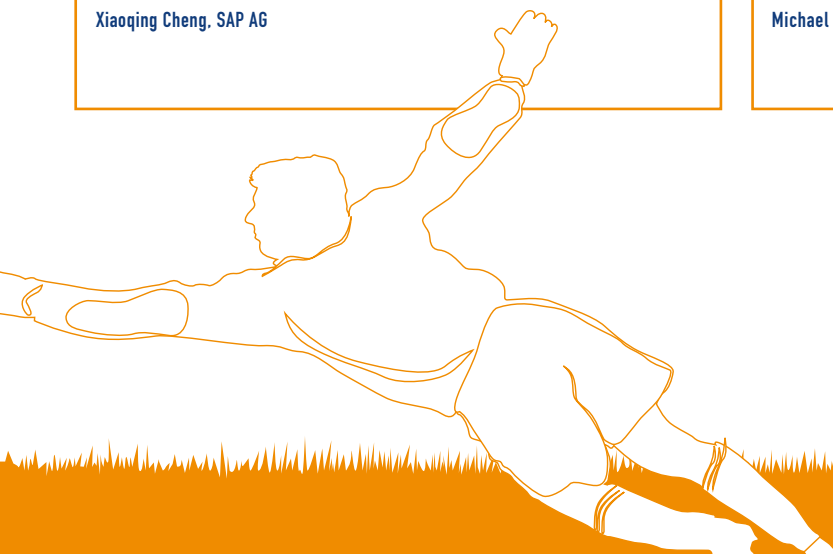
Frank Rust/Christoph Graf, SAP AG

LUNCH

1.45 PM–2.45 PM | D4

MONITORING OF GLOBAL/HETEROGENOUS SYSTEM LANDSCAPES

Michael Klöffler, SAP AG



Asking Questions

Meet the SAP Experts

Participants will have the possibility to meet experts from SAP and/or SAP customers on different subjects. Speakers will be available at the 'Meet the Experts' corners where you have the possibility to discuss your specific globalization issues face to face with these experts.

Help Bar

In addition, to the 'Meet the Experts' corners, we will set up a Help Bar as a central contact point to provide hints or to direct you to the right experts.

Expectation Board

With the Expectation Board we would like participants to let us know their expectations frankly and if necessary we will pass them on to our speakers before they give their lecture. At the same time these expectations should be compared with the feedback so that they can have an impact on future sessions or activities for GSC can be developed.

Evening Events

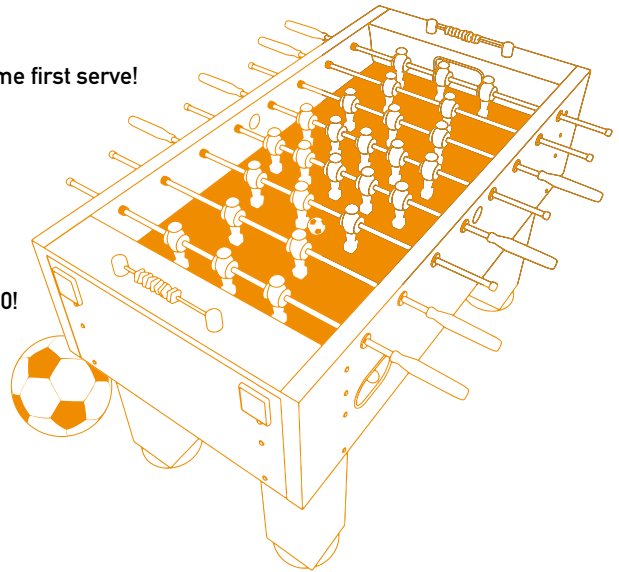
Check-in & Get-Together Event on Sunday, June 20

Start networking and enjoy finger food in a jovial atmosphere. Take your chance and get into the right mood for the global event! The pre check-in is open from 06:00–11:00 pm.

Please note, that the number of participants is limited. First come first serve!

Evening event on Monday, June 21: home match at the conference hotel

Do some networking and party in the spirit of the World Cup 2010! Enjoy culinary specialties from all over the world, relax while playing table football or watch the exciting Spain vs Honduras match on the big screen. Look forward to a varied evening!



About the Global Steering Committee Group



This picture shows the GSC Group of 2008. We welcome Dr. Detlev Werner from SAP as the successor of Michael Berchtold in the team of 2010.

Networking and influencing subjects dealing with Global SAP Programs is the mission of the Globalization Steering Committee. This community was established by DSAG, ASUG and SAP Globalization Services in 2005, and in the meantime it has extended to include additional SAP User Groups working on Globalization topics. Sharing information and processes on all relevant items regarding Program Management, Application Architecture and Support collected in a project charter is carried out by means of regular conference calls, WEB meetings or events such as the 4th SAP Globalization Symposium at Zurich from June 21–22, 2010.

About the DSAG

The Deutschsprachige SAP-Anwendergruppe (DSAG) e.V. (German speaking SAP users' group), Walldorf, sees itself as an independent lobby of all SAP users in Germany, Austria and Switzerland. The aim of the DSAG is to establish SAP solutions that are tailored to the users' needs. The DSAG was founded in 1997 as a registered society; it currently has over 2,200 member companies and has established itself as the largest user group world wide in the SAP field.
www.dsag.de



The DSAG Board, 2010

Conference Location

Renaissance Zürich Hotel
Thurgauerstrasse 101
8152 Zurich-Glattpark
Switzerland
Phone: +41/44/874 5000
Fax: +41/44/874 5001
www.renaissancezurich.ch

Registration / Entrance fee

- Full Congress Pass for SAP User Group members 840 € (plus 7,6% VAT)
 - Full Congress Pass for Non-SAP User Group members 990 € (plus 7,6% VAT)
- The fee includes meals, drinks, congress materials and access to all congress activities including the evening event. Travel and hotel costs and any other expenses are not included. Please notice, that the conference language and course materials are in English.

 Please register here!



Impressions of the 3rd SAP Globalization Symposium at Salzburg in 2008.



Current members of GSC



Deutschsprachige
SAP® Anwendergruppe

asUG



Vereniging
Nederlandstalige SAP Gebruikers



SAP AUSTRALIAN USER GROUP



Established in 1996



AUSAPE

DSAG Dienstleistungs GmbH
Altrottstraße 34 a
69190 Walldorf
Deutschland

Fon: +49 (0) 62 27 – 358 09 58
Fax: +49 (0) 62 27 – 358 09 59
E-Mail: info@dsag.de
Internet: www.dsag.de