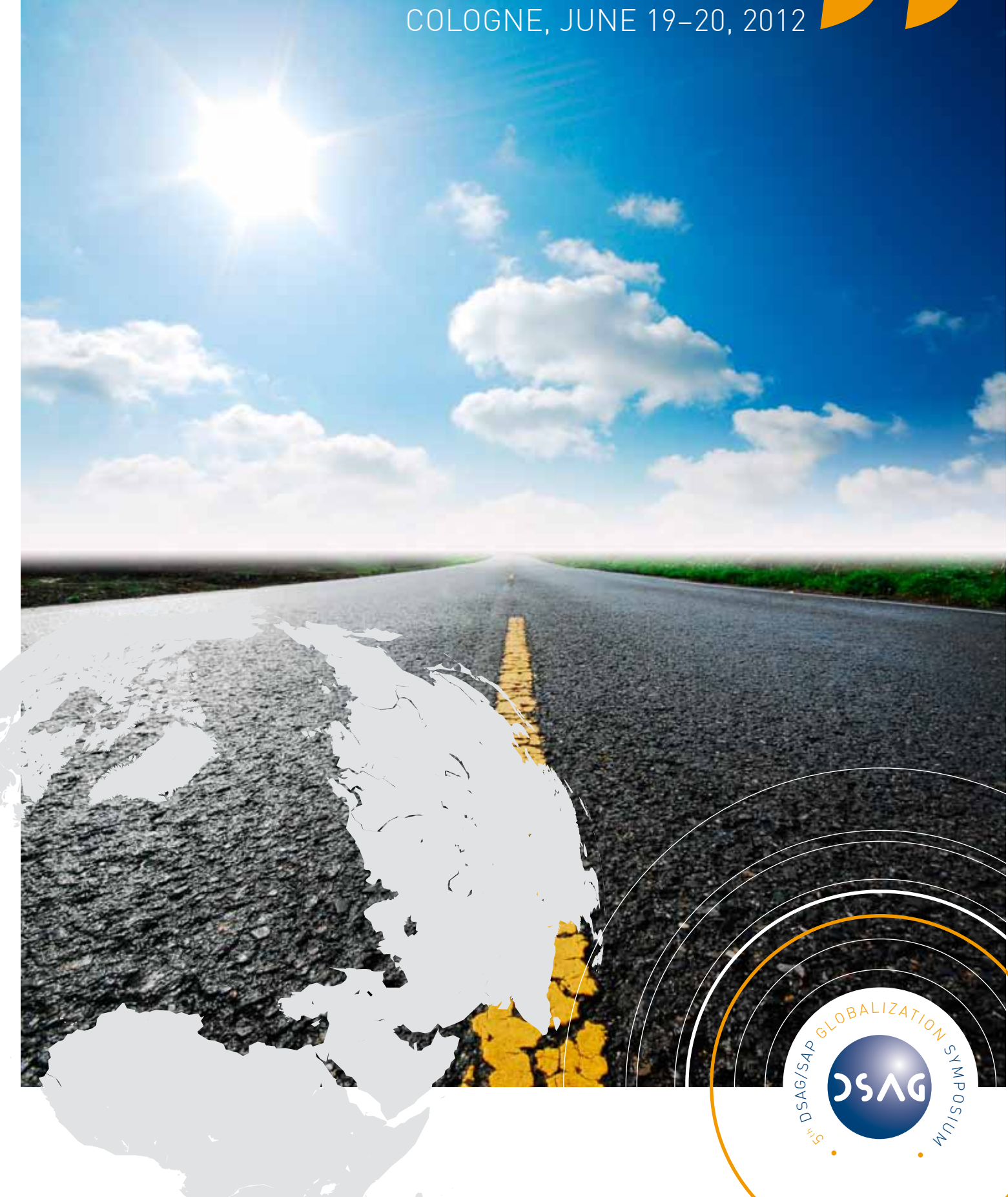NAVIGATING GLOBAL CHALLENGES –
RUNNING AN SAP ENVIRONMENT FOR SUCCESS!
5TH DSAG/SAP GLOBALIZATION SYMPOSIUM 2012

A GLOBAL SAP USER GROUP EVENT – HOSTED IN 2012 BY DSAG

COLOGNE, JUNE 19–20, 2012

5th DSAG/SAP GLOBALIZATION SYMPOSIUM

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5th DSAG/SAP GLOBALIZATION SYMPOSIUM

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NAVIGATING GLOBAL CHALLENGES – RUNNING AN SAP ENVIRONMENT FOR SUCCESS!

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WELCOME

Dear Community,

Acting quickly and competitively in global environments and adapting application/architectural templates at acceptable costs is certainly something international companies will focus on during the next few years.

5th DSAG/SAP GLOBALIZATION SYMPOSIUM 2012
Navigating global challenges – running an SAP environment for success!

Otto Schell, Member of DSAG Board (Industry Solutions), Speaker of DSAG Globalization SIG and cLT SUGEN

Which application architecture and landscape is best for your global processes, organization and future strategies? The more global and complex your processes are, the more you will have the need for transparency about how you run your current landscape and to plan and design your future landscape considering multiple drivers from technology to culture. The presentations and discussions during this conference will help you to identify the best fit for your company.

Frank Schellenberger, DSAG Speaker WG Global Application Architecture
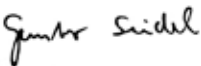
Operating and supporting a global SAP landscape is on the agenda of more and more companies. With our Globalization Symposium, we offer you information and a platform for exchanging experiences on all levels of support. Starting from basic questions like handling time zones to dealing with the challenges of governance frameworks for global template implementation.
I would like to invite you to meet other companies to share best practices for managing global SAP landscapes.

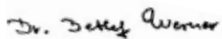Jan Schuback, DSAG Speaker WG Support of existing Global Landscapes

Global rollouts – especially for countries belonging to the BRIC region (Brazil, Russia, India, China) – remain a challenging task. We were able to compile experiences gathered by customers, consultants and SAP on how to tackle this challenge and will present you with valuable insights. I am looking forward to stimulating discussions on this subject with you during and after the session.

Dr. Gunter E. Seidel, DSAG Speaker WG Global Roll-out & Project Management

Last, but not least, as the SAP Counterpart from SAP Globalization Services for the DSAG Globalization Workgroup, I would like to welcome you to the conference!
In the last years, we have intensified our cooperation in order to provide the best joint information rollout for all customers organized in the DSAG. I am looking forward to talking to you personally during this event and continuing the discussion about interesting globalization topics.

Dr. Detlef Werner, Senior Product Manager – SAP Globalization Services

With the 5th Symposium, the German Speaking SAP User Group (DSAG) is taking a further step to drive success into DSAG member's global SAP programs by highlighting topics concerning governance, integration, technology and change management aspects. With your participation, I see a very good chance – from a DSAG Board point of view – of developing direct solutions by including globalization aspects from the start.

Enjoy the event!

Otto Schell

Otto Schell

Frank Schellenberger

Jan Schuback

Dr. Gunter E. Seidel

Dr. Detlef Werner

ARRIVAL DATE, MONDAY, JUNE 18

07:00 PM–11:00 PM	CHECK-IN & GET TOGETHER EVENT	Dorint Hotel, "Harry's New York Bar"

DAY 1, TUESDAY, JUNE 19

08:00 AM–09:30 AM	CHECK-IN	

| 09:30 AM–10:00 AM
Room Pipin 1+2 | WELCOME AND INTRODUCTION | Speaker:
Otto Schell,
Member of DSAG Board (Industry Solutions) &
Michael Boss,
VP Globalization Solution Management, SAP |

| 10:00 AM–11:00 AM
Room Pipin 1+2 | KEYNOTE
Managing a Global BP & SAP
Template Roll Out | Speaker:
Dr. Martin Nusswald,
CIO, GEA Heat Exchangers |

| 11:00 AM–11:30 AM | BREAK | |

| 11:30 AM–12:30 PM | SPLIT INTO INDIVIDUAL TRACKS 1–4 | |

TRACK 1:
Room Pipin 2

GLOBAL PROGRAM GOVERNANCE (STRUCTURES, EAM, CCOE)

Covers all aspects of the governance of global programs. It specifically considers the necessary structures to develop, deploy and maintain a global SAP system within a global system landscapes. Development aspects cover the range from program management of global initiatives to the management of the enterprise architecture. Deployment and mainte-nance handle the roll-out, operation and improvement of global SAP environments, and the structures necessary for this as for instance a CCoE.

TRACK 2:
Room Pipin 1

ORGANIZATIONAL CHANGE MANAGEMENT (HARMONIZATION, MIGRATION, TEMPLATE)

Main lessons learned from Global SAP Programs reflect management support and team availability. Nevertheless there is more to consider to execute programs successful. In this track you will discover different aspects related to specific program phases, program objectives and approach.

TRACK 3:
Room Severin

CONCEPTS TO INTEGRATE SAP PRODUCT PORTFOLIO IN GLOBAL LANDSCAPES (SUBSIDIARIES, MOBILE, CLOUD)

The adoption of new available technologies and solutions within a Global Program Landscape is still challenging. Show-ing possibilities to integrate subsidiaries via demand solutions or discussions on cloud set up will shape this track.

TRACK 4:
Room Martin / Augustin

SAP GLOBALIZATION BASICS (SET-UP, GKB, DOWNTIME, MAINTENANCE)

Basics such as : - Time Zone and Daylight saving handling in SAP
- Unicode
- Global Printing
- Translation
- Country versions
- GKB & Legal Changes
- Global System Landscape (Single instance vs. multiple instances)
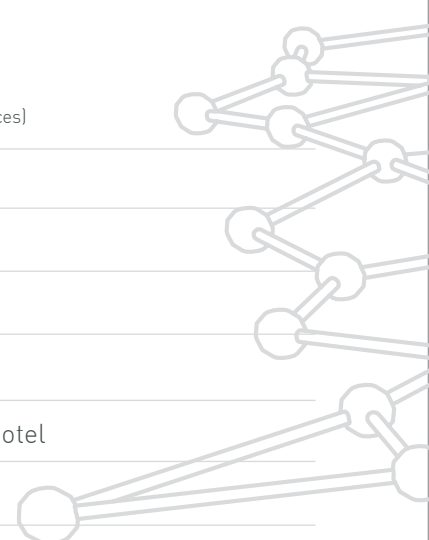
12:30 PM–01:45 PM	LUNCH	

| 01:45 PM–02:45 PM | SPLIT INTO INDIVIDUAL TRACKS 1–4 | |

| 02:45 PM–03:15 PM | BREAK | |

| 03:15 PM–05:30 PM | SPLIT INTO INDIVIDUAL TRACKS 1–4 | |

| 06:30 PM–07:30 PM | GUIDED TOUR COLOGNE | Start at Dorint Hotel |

| 07:30 PM–01:00 AM | EVENING EVENT: BREWERY "GILDEN IM ZIMS" | |

DAY 2, WEDNESDAY, JUNE 20

08:00 AM–09:00 AM	CHECK-IN
09:00 AM–12:30 PM	**SPLIT INTO INDIVIDUAL TRACKS 1–4**
TRACK 1: Room Pipin 2	GLOBAL PROGRAM GOVERNANCE (STRUCTURES, EAM, CCOE)
TRACK 2: Room Pipin 1	ORGANIZATIONAL CHANGE MANAGEMENT (HARMONIZATION, MIGRATION, TEMPLATE)
TRACK 3: Room Severin	CONCEPTS TO INTEGRATE SAP PRODUCT PORTFOLIO IN GLOBAL LANDSCAPES (SUBSIDIARIES, MOBILE, CLOUD)
TRACK 4: Room Martin / Augustin	SAP GLOBALIZATION BASICS (SET-UP, GKB, DOWNTIME, MAINTENANCE)
12:30 PM–01:45 PM	LUNCH
01:45 PM–02:45 PM	**SPLIT INTO INDIVIDUAL TRACKS 1–4**
02:45 PM–03:15 PM	BREAK
03:15 PM–04:15 PM Room Pipin 1+2	**KEYNOTE** Security in SAP?

Speaker:
Prof. Dr. Hartmut Pohl,
Safety and Security
Research Institute (IFS) –
University of Applied
Sciences Bonn-Rhine-Sieg

DAY 1, TUESDAY, JUNE 19

TRACK 1 ROOM PIPIN 2

**GLOBAL PROGRAM GOVERNANCE
(STRUCTURES, EAM, CCOE)**

Session Chair: Frank Schellenberger

11.30 AM–12.30 PM | 1A

Global System Landscapes
Dr. Alexander Davidenkoff, SAP AG

LUNCH

1.45 PM–2.45 PM | 1B

**Supporting enterprise-wide critical programs
by combining EAM tools with the SAP Solution
Manager**
Dietmar Gerlach, CTI Consulting AG &
Claus Thiede, Continental Automotive Division

BREAK

3.15 PM–4.15 PM | 1C

**Enterprise Architecture – key for
Harmonization & Consolidation – Best Practice:
Deutsche Telekom's One.ERP project**
Andreas Böhmann, Deutsche Telekom AG &
Thomas Giedeck, T-Systems International

BREAK

4.30 PM–5.30 PM | 1D

SAP Financials for Global Enterprises
Lothar Rieger, SAP AG

TRACK 2 ROOM PIPIN 1

**ORGANIZATIONAL CHANGE MANAGEMENT
(HARMONIZATION, MIGRATION, TEMPLATE)**

Session Chair: Dr. Gunter E. Seidel

11.30 AM–12.30 PM | 2A

**Small and Complex ERP implementations in
subsidiaries of a global Enterprise
(@ the example of Swarovski)**
Peter Umgeher, D. Swarovski KG

LUNCH

1.45 PM–2.45 PM | 2B

**Business-IT Alignment: How to derive an
appropriate Standardization strategy**
Rainer Wittwen, cbs Corporate Business Solutions
Unternehmensberatung GmbH &
Michael Schmitt, Budenheim KG

BREAK

3.15 PM–4.15 PM | 2C

**The Adventures of a Mid Sized German Company
with SAP ERP in China**
Robert Burkhardt, Murrelektronik GmbH &
Benjamin Dewilde, Westernacher Consulting AG

BREAK

4.30 PM–5.30 PM | 2D

**Applying Critical Success Factors to predict
Failure of Global EPR Programmes –
the Case of a Swiss Company in the
Pharmaceutical Sector**
Dr. Gunter E. Seidel, POGS / University of St. Gallen

TRACK 3 ROOM SEVERIN

CONCEPTS TO INTEGRATE SAP PRODUCT PORTFOLIO IN GLOBAL LANDSCAPES (SUBSIDIARIES, MOBILE, CLOUD)

Session Chair: Jan Schuback

11.30 AM – 12.30 PM | 3A

The program COVER: a global template for the WWO based on SAP Business One
Michael Götz, MAN Diesel & Turbo SE

LUNCH

1.45 PM – 2.45 PM | 3B

ByD for Large Enterprise Subsidiaries
Sabrina Kunze, SAP AG

BREAK

3.15 PM – 4.15 PM | 3C

Proof of Concept: SAP ByDesign as an subsidiary solution
Erik Mohr & Klaus Kerner, Atos

BREAK

4.30 PM – 5.30 PM | 3D

SAP Solutions for Subsidiaries including Integration Best Practices
Nicolas Fuchs & Jan Zielinski, SAP AG

TRACK 4 ROOM MARTIN / AUGUSTIN

SAP GLOBALIZATION BASICS (SET-UP, GKB, DOWNTIME, MAINTENANCE)

Session Chair: Dr. Detlef Werner

11.30 AM – 12.30 PM | 4A

Country Rollout with SAP tools like Globalization Knowledge Database (GKB) & Legal Change Reporting
Dr. Detlef Werner, SAP AG

LUNCH

1.45 PM – 2.45 PM | 4B

Test data reduction and anonymization for globally used non-productive SAP systems
Johannes Hurst, SNP-AG &
Jens-Ulrich Voigt, Evonik

BREAK

3.15 PM – 4.15 PM | 4C

Time Zone and Daylight saving handling with SAP
Dr. Alexander Davidenkoff, SAP AG

BREAK

4.30 PM – 5.30 PM | 4D

Unicode conversion and global printing
Nils Bürckel, SAP AG &
Lukas Bretschneider, SAP Deutschland AG & Co.KG

DAY 2, WEDNESDAY, JUNE 20

TRACK 1 ROOM PIPIN 2

GLOBAL PROGRAM GOVERNANCE (STRUCTURES, EAM, CCOE)
Session Chair: Jan Schuback

09.00 AM – 10.00 AM | 1E

Move your Mind – Your A*s will follow / SAPs CCoE-Program – Figured out anew
Andreas Oczko, DSAG Board Member (Operations / Service & Support)

BREAK

10.15 AM – 11.15 AM | 1F

SAP CCoE @ Allianz, our Governance
Monika Seidelmann, Allianz Managed Operations & Services SE

BREAK

11.30 AM – 12.30 PM | 1G

Global SAP License Management Governance and Opportunity
Peter Wesche, Dr-License GbR

LUNCH

1.45 PM – 2.45 PM | 1H

From Local to Global with HUDSON
Georg Roth, Zurich Financial Services

TRACK 2 ROOM PIPIN 1

ORGANIZATIONAL CHANGE MANAGEMENT (HARMONIZATION, MIGRATION, TEMPLATE)
Session Chair: Otto Schell

09.00 AM – 10.00 AM | 2E

Security Advisory in the Context of the European SAP Harmonization at General Motors
Markus Seibel, Adam Opel AG &
Dr. Markus Schumacher, Virtual Forge GmbH

BREAK

10.15 AM – 11.15 AM | 2F

ATLAS – centralization of the decentralized SAP ERP Landscape
Jörg Kletzing, Siemens AG – ES &
Michael Dirks, SNP Consulting GmbH

BREAK

11.30 AM – 12.30 PM | 2G

Global Rollout of SAP Sales Template to over 30 Sales branches worldwide considering language and master data issues
Dirk Köhne & Hendrik Mucke, Miele & Cie. KG

LUNCH

1.45 PM – 2.45 PM | 2H

Organization Change Management – Indirect Procurement
Manohar Esarapu, Robert Bosch Engineering and Business Solutions Limited

TRACK 3 ROOM SEVERIN

CONCEPTS TO INTEGRATE SAP PRODUCT PORTFOLIO IN GLOBAL LANDSCAPES (SUBSIDIARIES, MOBILE, CLOUD)

Session Chair: Dr. Gunter E. Seidel

09.00 AM – 10.00 AM | 3E

Usage of SAP country versions: Example BRIC countries
Birgit Beimborn-Becker, SAP AG

BREAK

10.15 AM – 11.15 AM | 3F

Template-based Rollout to Brazil at Grammer AG
Karin Maier, Jürgen Richthammer, Grammer AG &
Nina Seiler, cbs Corporate Business Solutions Unternehmensberatung GmbH

BREAK

11.30 AM – 12.30 PM | 3G

Change management in rolling out a Global Business process template to APAC country (INDIA)
Ravi Hariharan, Robert Bosch Engineering and Business solutions

LUNCH

1.45 PM – 2.45 PM | 3H

Customer self-service for SAP based on a cloud-infrastructure at TU München
Robert Heininger , TU München, Fakultät für Informatik, Lehrstuhl für Wirtschaftsinformatik &
Maik Gasterstaedt, IBM

TRACK 4 ROOM MARTIN/AUGUSTIN

SAP GLOBALIZATION BASICS (SET-UP, GKB, DOWNTIME, MAINTENANCE)

Session Chair: Dr. Detlef Werner

09.00 AM – 10.00 AM | 4E

Successfully Translating SAP Systems for International Rollouts. Customer insights on the importance of end-to-end processes and governance
Brett Cunningham, dataflo/Coke One – The Coca-Cola Company, ZA

BREAK

10.15 AM – 11.15 AM | 4F

Rollout for countries without SAP Country Version: Translation and Procedures
Dr. Alexander Davidenkoff, SAP AG

BREAK

11.30 AM – 12.30 PM | 4G

SAP-Country Versions DSAG Survey: First results on survey, discussions and next steps.
Jan Schuback, Drägerwerk AG & Co. KGaA &
Dr. Detlef Werner, SAP AG

LUNCH

1.45 PM – 2.45 PM | 4H

SAP (Global Account) Customer Support
Dr. Detlef Werner, SAP AG

ASKING QUESTIONS

HELP BAR
We have a Help Bar as a central contact point available 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 can be developed.

FEEDBACK-SURVEY / PRESENTATIONS

We would encourage you to voice your opinion about this event and the quality and usefulness of the various dedicated contributions to determine further requirements from your side and improve our approach in addressing your needs in future.

You will get some days after the event an e-mail asking you to complete the online survey. Furthermore you will get a link to the DSAGNet indicating last minute changes of some presentations.

An USB flash drive with all presentations of this event will be available at the check-in desk at the end of the event.

W-LAN
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On the first floor you can use WLAN at no charge.
Please choose the wireless network "DSAG" and use the password "Symposium2012".

EVENING EVENTS

PRE CHECK-IN & GET TOGETHER ON MONDAY, JUNE 18
SPONSORED BY Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

Start networking and enjoy finger food in a jovial atmosphere. Take your chance and get into the right mood for the global event!
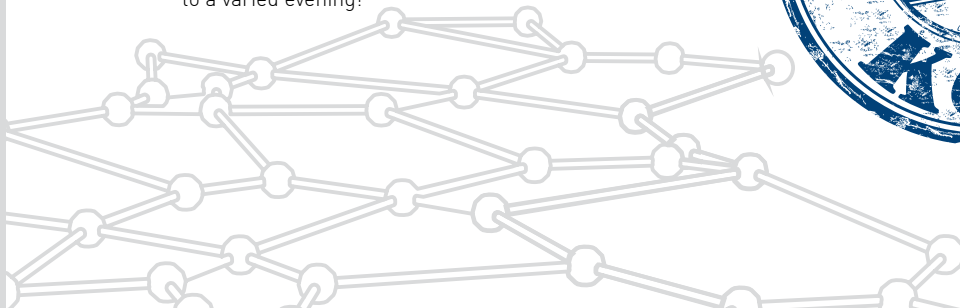
The pre check-in is open from 07:00 PM –11:00 PM at Dorint Hotel, Harry's New York Bar.

EVENING EVENT ON TUESDAY, JUNE 19
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> 6:30 PM – 7:30 PM, Guided Tour 'Cologne'
> 7:30 PM – 1:00 AM Brewery 'Gilden im Zims'

Do some networking and party in the spirit of the 'homeland of famous Cologne heroes'. Enjoy typical culinary specialties from Cologne. Look forward to a varied evening!

ABOUT 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 2.600 member companies and has
established itself as the largest user group world wide in the SAP field.
www.dsag.de

CONFERENCE LOCATION

Dorint Hotel am Heumarkt Köln
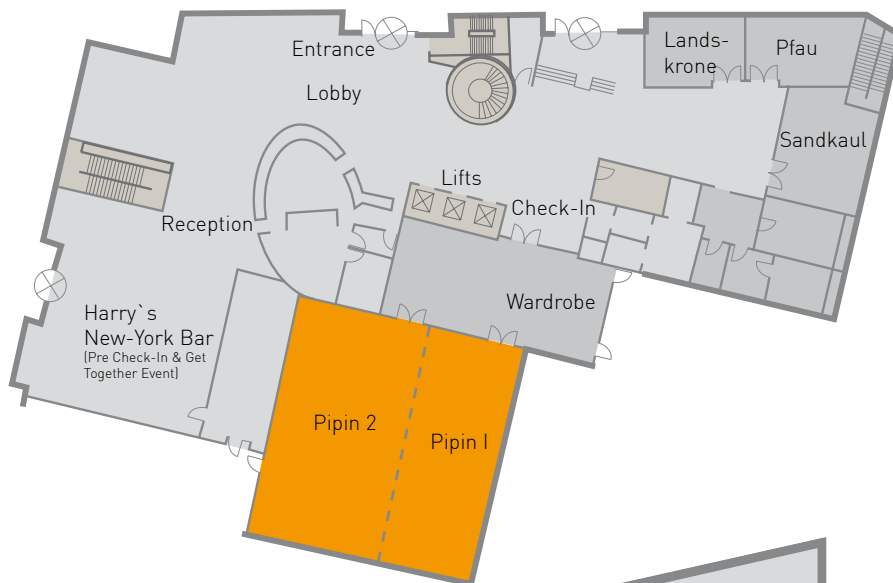Pipinstraße 1
50667 Köln
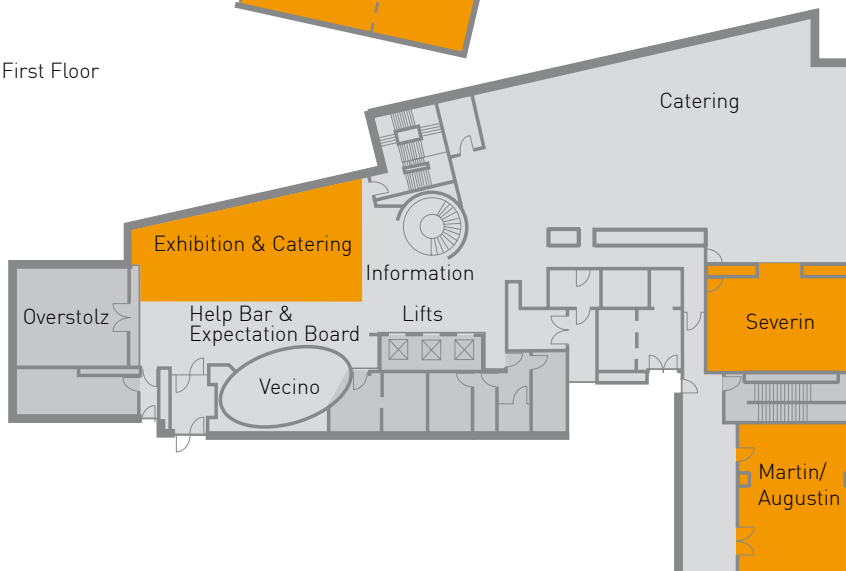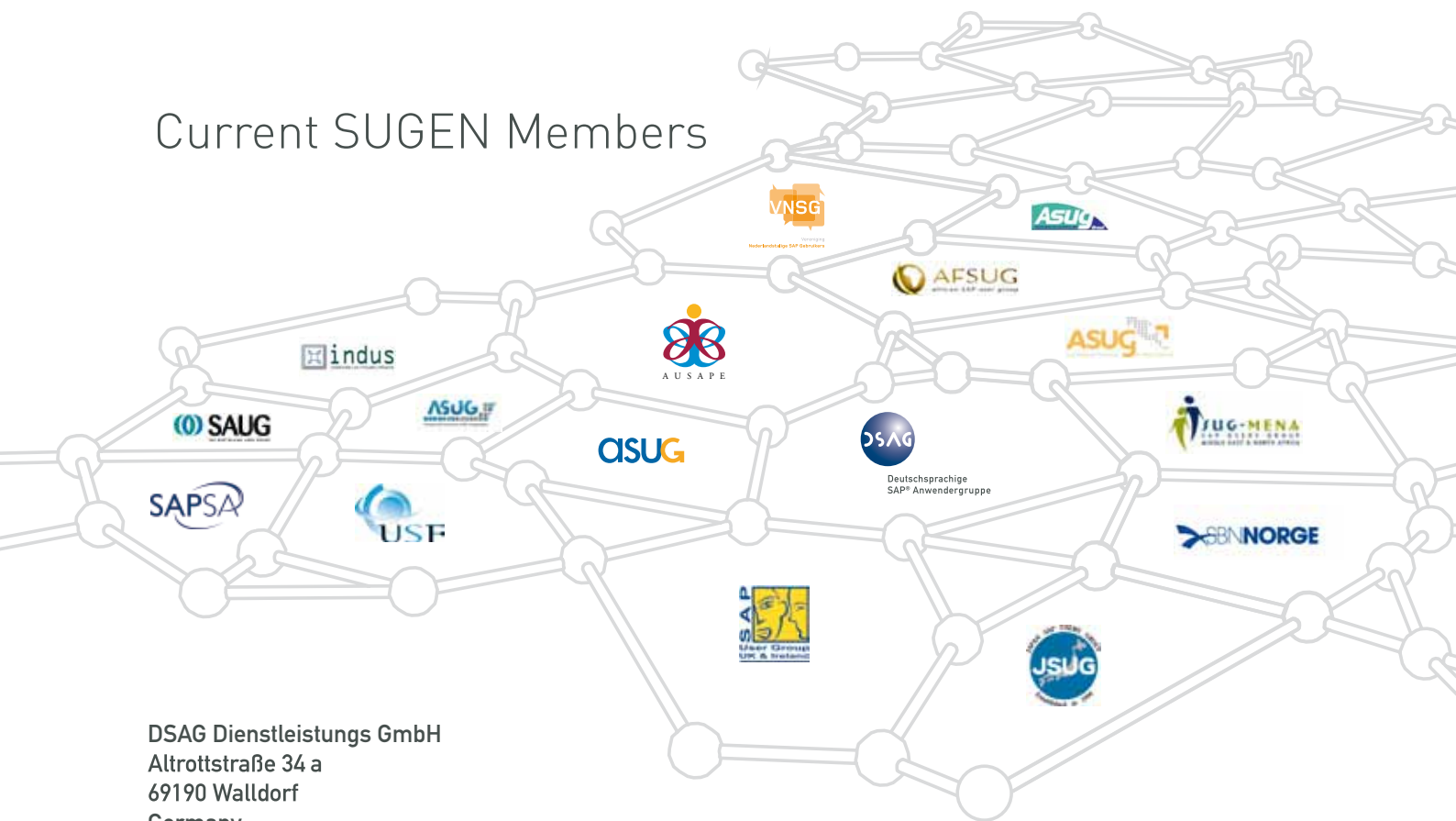Germany
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