

# 15<sup>th</sup> SAP Automotive Forum

## Transformation in the Driver's Seat

June 15–16, 2016  
ICS Stuttgart, Germany

DAIMLER



The Best-Run Businesses Run SAP®

Invitation



## WELCOME

A whole world of opportunity awaits. With digitization, connected cars and real-time telematics, the entire automotive industry is transforming. Customers now demand value-added services and a greater degree of personalization. And flexibility is required in manufacturing and logistics – now more than ever.

So how can you generate additional revenue streams and ensure you stay ahead of the competition? It is time to embrace digitization, adopt new analytics and customer engagement technology, and tune up your business models. On June 15 and 16, leading figures and pioneers from all parts of the automotive industry will meet at the SAP Automotive Forum in Stuttgart, Germany. The key topic will be the transformation of the industry. You can look forward to in-depth exhibitions, innovative solutions, live demonstrations, best-in-class strategies, and collaboration with peers. There will be presentations from leading companies such as Daimler, Bosch, BMW and Audi. And you will have the chance to socialize and connect with industry professionals, partners, and experts who use SAP® solutions to drive their business.

Hot topics:

- **Substantial process improvement** – reimagine business with SAP S/4HANA across engineering, manufacturing, and logistics
- **Enhanced customer centricity** – improve your interactions with customers with SAP solutions for marketing and commerce
- **Platform and technology innovations** – Accelerate the pace of innovation with SAP HANA platform and learn about trends and roadmaps

Broaden your knowledge of the hottest topics in the automotive industry, exchange knowledge with other users, gain inspiration for new business models, and establish important contacts at the evening reception.

Keep your business in the driver's seat through the digital transformation.  
We look forward to your visit!

**Dr. Daniel Holz**  
Head of Sales, Manufacturing & Automotive  
Member of the Executive Board  
SAP Deutschland AG & Co. KG

## EXHIBITION AND SHOWCASES

### Exciting Live Scenarios

Innovation and experience come together in one place. SAP and its partners present solutions, developments, and use cases to show you the bright future of the automotive industry. How can you benefit from the connected car? What impact will 3D printing have on vehicle servicing? Find the answers in three exciting showcases:

### Automotive Drivers Portal

Introducing a next-generation engagement platform for vehicle owners. See how you can use SAP Hybris marketing and commerce solutions to generate new revenue streams. Discover the potential to offer your customers additional services and provide an enhanced, highly integrated user experience. This showcase helps you to take advantage of the wide range of business opportunities by giving insights into your customers' vehicle usage.

### 3D Printing Spare Parts

Time to cut out the middleman. This showcase, based on an eCommerce B2B platform for automotive spare parts, shows you how 3D printing can revolutionize vehicle servicing. Instead of purchasing a product and waiting for delivery, 3D printing will enable repair shops to manufacture the components they need quickly and easily. They simply pay for the right to print, and mechanics initiate the process themselves. This significantly reduces the costs and work involved in logistics and cuts delivery time to almost zero.

### SAP Vehicle Insights Live

Racing ahead of the game with SAP Vehicle Insights – demonstrated by the Anki Overdrive racing toy. SAP Vehicle Insights is a cloud-based analytics platform that enables you to combine real-time telematics data with your business processes. This showcase helps you discover new ways of optimizing your connected vehicles and creating value-added services – all while racing fun, innovative toy cars!

## PROGRAM OVERVIEW

### Presentations from SAP Customers

Automobile and commercial vehicle manufacturers, suppliers, and dealers provide valuable insights into the latest solutions and strategies for complex industry issues. Leading players including Daimler, Bosch, BMW, MAN or Audi share their experiences and explain how they implemented SAP technology. Find out how SAP drives organizational process improvement in production, engineering, and logistics, or improves your management of customer interactions.

### Live Theater

Innovation takes center stage. Experience live demonstrations of the latest SAP solutions for the automotive industry and see what benefits they can bring to your enterprise. You will witness:

- **Digitization of the entire product lifecycle:** from engineering and production to after-sales.
- **End-to-end marketing:** put the customer first with SAP Hybris® solutions.
- **Enhanced design-to-cost capabilities:** with SAP Product Lifecycle Costing, a new solution based on SAP HANA.
- **Next-generation finance:** prepare for the digital age with SAP S/4HANA® Finance.
- **And much more ...**

### Expert Sessions

Gain even more insights into:

- **Roadmap to SAP S/4HANA in Logistics (Day 1):**  
Take a closer look at the logistics innovations that SAP S/4HANA has to offer. This session reveals the benefits of the new business suite from SAP and explains the best approaches for a successful transition.
- **News and Updates in the Automotive Services Portfolio (Day 2):**  
Want to stay on top of technology trends in the automotive industry and make the right investments? SAP consulting can help. With expert guidance, SAP's IT consulting services help businesses in the automotive industry to choose, implement, customize, and run the right software and technologies for their needs.

### Live Influencing with DSAG

Join us for 45-minute workshops on selected industry topics. SAP users will get together to discuss and prioritize ideas for new SAP solutions. Share your innovation demands and have your say in the future product development of SAP.

### Guided Tours

Take a guided tour through the exhibition and experience the latest solutions from SAP partners in live demonstrations. Each tour lasts approximately 25 minutes and gives you a concise summary of the most important information at each stand.

### 'Beyond CRM' Truck in Stuttgart

Exclusive to the SAP Automotive Forum 2016: the SAP 'Go Beyond CRM Truck' will be making a stop in Stuttgart on June 15. Visit the mobile showroom to see innovative solutions in action, covering everything to do with CRM, commerce, and customer interaction. Make sure you don't miss the truck!

### Evening Reception

After an inspiration-filled day, you have the chance to experience the unique atmosphere of the Wagenhallen venue in Stuttgart and network with other visitors. In addition, we will be showing a soccer match from the European Championship live from 9 pm.



## KEYNOTE SPEAKERS



### **Dr. René Deist, Executive Vice President Application, Robert Bosch GmbH**

Dr. René Deist is responsible for the development and maintenance of commercial applications for Robert Bosch worldwide. In addition, he is Executive Sponsor on the CI board for the Asia/Pacific region. He studied mathematics, business sciences and computer science. After graduating, he started a research initiative in the area of applied and practical computer science. Today, he supports the universities of Stuttgart, Karlsruhe and Pforzheim in various roles.



### **Helmut Schütt, CIO Daimler Trucks, Buses & Vans, Daimler AG**

Since January 1<sup>st</sup>, 2014, Helmut Schütt has been CIO of the Trucks, Buses & Vans business unit at Daimler AG. The qualified management expert began his career in telecommunications at Standard Elektrik Lorenz. In 1986, Schütt was employed as a system analyst in engineering IT at Daimler-Benz. He subsequently worked in Argentina and Brazil. In 2003, Schütt took on the role of CIO at Mitsubishi Fuso in Japan for five years before becoming Head of IT at Mercedes-Benz Cars & Vans until 2013.



### **Reinhard Breyer, CIO Mercedes AMG GmbH**

Reinhard Breyer has been CIO at Mercedes AMG GmbH since 2005. After receiving a degree in business administration and computer science from the University of Cologne, he worked as a consultant at Debis Systemhaus. In 1998, he took on a management position at Springer Verlag. Breyer became Senior Manager at Bertelsmann Media Systems in 2000, where he was responsible for the global IT infrastructure of Bertelsmann Springer Scientific Publishing. In 2004 he assumed the role of Head of IT Operations at Mercedes AMG.



### **Dr. Wieland Schreiner, Executive Vice President SAP S/4HANA, SAP SE**

Dr. Wieland Schreiner leads the development and applications of the next-generation business suite from SAP. With his deep understanding of supply chain execution and manufacturing processes coupled with his extensive technological expertise, he plays a crucial role in supporting customers who want to digitally transform their business processes with SAP S/4HANA and achieve competitive advantages. Dr. Schreiner has over 20 years of experience in a variety of management positions.



### **Rolf Schumann, Chief Technology Officer and Head of Innovation EMEA & MEE, SAP SE**

Rolf Schumann works closely with SAP customers to understand their business needs and requirements and align them with SAP's technology and overall strategy. In addition, he advises executives and IT managers on matters concerning digital transformation. His book, "*Update – Why the Data Revolution Affects Us All*", received the prestigious getAbstract International Book Award as the best business book of 2015.

## KEYNOTE SPEAKERS



### **Stephan Brand, Senior Vice President Product & Innovation, Internet of Things (IoT) Moving Assets, SAP SE**

Stephan Brand is responsible for the development and go-to-market strategy for innovative solutions in this field. He joined SAP in 1996 and has held various management positions in sales and development in Europe and the Asia-Pacific region.



### **Frank M. Rinderknecht, CEO Rinspeed AG, Founder and CEO, Rinspeed Inc.**

Frank M. Rinderknecht is the founder and CEO of Rinspeed Inc., which he has established in 1977. As pioneer and first mover in the tuning industry, Rinspeed started to build proprietary prototypes and concept cars in 1995. The invention of the steering wheel with integrated controls for radio, sustainable powertrains and driver assistance systems are amongst noteworthy milestones in the company's history. Rinderknecht's activities are centered today on being a think tank of the automotive industry and create and promote innovative technologies, materials and mobility means of tomorrow.



### **JP Gotter, Director of Global SAP Center of Excellence, Dell | Engineered Solutions and Cloud**

As a member of Dell's Engineered Solutions and Cloud Group, JP Gotter is the head of the Global SAP Center of Excellence – Dell's think tank for the latest SAP technology and Dell's global SAP strategy. In this role, he leads the development of new solutions in the SAP environment, driving and supporting the digital transformation of businesses. Gotter has over 18 years of experience in technology and the IT industry, having worked in various management positions at IDS Scheer, Software AG, and Dell.



### **Dr. Oliver Kelkar, Head of Innovation Management, MHP – A Porsche Company**

As Head of Innovation Management, Dr. Oliver Kelkar drives innovative products for the automotive and manufacturing industries. He is responsible for topics relating to digitization and Industry 4.0 and works with innovation communities to develop effective strategies, solutions, and services for the digital age. Dr. Kelkar is also a member of the board for Industry 4.0 at Bitkom.



### **Michael Zimmermann, Director of the Technical Unit for ADAS, Altran Germany**

Michael Zimmermann is the head of the German technical unit for driver assistance systems at the engineering and consulting firm Altran. In this role, he is responsible for the advanced development of next-generation driver assistance and connectivity technology. Zimmermann holds a Master of Science degree in aerospace engineering and has 30 years of experience working with computers that are used in devices, systems, and machines for the aerospace and automotive industries.



# AGENDA

## Day 1

8:30 a.m.	<b>Check-In and Business Breakfast</b>
9:30 a.m.– 9:45 a.m.	<b>Welcome</b> Dr. Daniel Holz, Head of Sales Manufacturing and Automotive, Member of the Management Board, SAP Germany Stefan Krauss, Global Head of Discrete Industries, SAP
9:45 a.m.– 10:30 a.m.	<b>Keynote: The SAP® S/4HANA Suite – the Digital Core for the Automotive Industry</b> Dr. Wieland Schreiner, Executive Vice President SAP S/4HANA, SAP SE
10:30 a.m.– 11:00 a.m.	<b>Keynote: Opportunities and Challenges of Digitalization</b> Dr. René Deist, Executive Vice President Application, Robert Bosch GmbH

	<b>Forum 1</b>	<b>Forum 2</b>	<b>Forum 3</b>
	<b>Manufacturing and Logistics</b>	<b>Customer Experience</b>	<b>Technology and Platform</b>
11:15 a.m.– 11:45 a.m.	<b>Digitized Procurement Processes at BMW Group: Direct Material Procurement and Multi-Backend Integration with the SAP SRM Application on the SAP HANA® Platform</b> Alexander Scholz, Head of Project Management Global Supply Chain, BMW AG Volker Popp, Head of Customer Office Business Suite Procurement, SAP	<b>Digital Transformation in Automotive Retail</b> Cheng Liu, IT General Manager, China Grand Auto Christopher Naab, Solution Architect, SAP	<b>Journey to SAP Business Suite Software on SAP HANA: A Full-Scale Migration from Infrastructure to Application</b> Jeff Heyde, Senior Director Global Systems, Dana Holding Corporation Simon Spence, Global SAP Practice Director, Dell Services

12:00 p.m.– 12:30 p.m.	<b>Driving Digital Performance: AMG's Road to SAP S/4HANA</b> Dirk Zeller, Head of IT Consulting, Mercedes-AMG GmbH Michael Vogl, Head of IT Consulting, Mercedes-AMG GmbH	<b>Experiencing Fast Business Transformation in Automotive Retail at AAB by Implementing 10 Principles of SAP Quality Award</b> Alexious Mulemba, Director Information Technology, AAB Adeeb Salam, Deputy Manager – SAP Projects, AAB Grzegorz Buhl, Project Manager, Hicron	<b>Transparent Sample Tracking with SAP Operational Process Intelligence Software</b> Jürgen Rentschler, Senior Vice President Standardization Processes BBM Matthias Fűßer, Process Manager Samples, both Business Sector Mobility Solution, Robert Bosch GmbH
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12:30 p.m.– 2:30 p.m.	<b>Lunch and Exhibition</b>
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	<b>Live Influencing</b>	<b>Live Theater</b>	<b>Guided Tours</b>
	1:00 p.m.–1:45 p.m. <b>Supplier Logistics 4.0:</b> • New Collaboration in Logistics • Intelligent Container Handling • Batch Traceability Hosts: Dr. Volker Vogelgesang, Director of Business Systems, Brose Gruppe, Brose Fahrzeugteile GmbH & Co. KG, and Spokesman DSAG Working Group Automotive Horst Eissfeller, VP Business Solution Architect, Global Service and Support, SAP	1:00 p.m.–1:20 p.m. <b>How to Model One-Piece-Flow in a Digitized Supply Chain with SAP S/4HANA</b> Boris Kopp, Business Development Manager Extended Supply Chain, SAP	1:00 p.m.–1:25 p.m. <b>Guided Tour</b>

	<b>Expert Session</b>	<b>Live Theater</b>	<b>Guided Tours</b>
	1:00 p.m.–2:15 p.m. <b>SAP S/4HANA in Automotive</b> • SAP® S/4HANA Manufacturing • SAP® S/4HANA Logistics • Transition to SAP S/4HANA Jürgen Helmle, Product Manager Logistics, SAP Frank Wagner, Product Expert, SAP	1:30 p.m.–1:50 p.m. <b>Enhance Your Product Quality with Predictive Quality Methods</b> Timo Deiner, Solution Advisor Expert, SAP	1:30 p.m.–1:55 p.m. <b>Guided Tour</b>

		2:00 p.m.–2:20 p.m. <b>End-to-End Marketing with SAP Hybris: From Tweet to Receipt</b> Martin Irle, Director Business Development, Customer Engagement and Commerce, SAP	2:00 p.m.–2:25 p.m. <b>Guided Tour</b>
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	<b>Forum 1</b>	<b>Forum 2</b>	<b>Forum 3</b>
	<b>Manufacturing and Logistics</b>	<b>Customer Experience</b>	<b>Technology and Platform</b>
2:30 p.m.– 3:00 p.m.	<b>Factor of Success – Digital Production</b> Fred Schulemann, Head of Digital Production, AUDI AG	<b>Key Trends Shaping the Automotive Industry – SAP Hybris Customer Engagement for Automotive Industries</b> Birgit Hess, SAP Hybris Customer Engagement and Commerce, SAP	<b>How to Build a Cloud-Based Web Shop Based on New Technologies and Agile Software Development Processes</b> David Huperz, Director IT Media and Service Desk, BPW Bergische Achsen

3:15 p.m.– 3:45 p.m.	<b>Real-Time Production Control Cockpit: Insights at the BMW Group</b> Karin Peisl, Section Manager Order to Delivery, Shared Service Center, Americas, BMW Group	<b>Warranty Management and Warranty Data Analytics at Continental</b> Frank Pischulti, Head of BA Cross Applications, Continental Automotive GmbH Clemens Paulus, Business Process Consultant, SAP	<b>SAP HANA Migration at Volvo Group: Status and Lessons Learned</b> Pascal Cesar, Enterprise Architect SAP and BI, CIO Office, Volvo Group IT
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3:45 p.m.– 4:45 p.m.	<b>Coffee and Exhibition</b>
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	<b>Live Influencing</b>	<b>Live Theater</b>	<b>Guided Tours</b>
	4:00 p.m.–4:45 p.m. <b>Digital Manufacturing</b> • Visual Assembly Planning • 3D Visual Work Instruction: From Product Visualization to Production Virtualization Host: Dr. Stephan Kohlhoff, Visual Enterprise Manufacturing Integration, SAP	4:15 p.m.–4:35 p.m. <b>Production Planning and Execution in the Digital Factory in the Era of Industry 4.0</b> Boris Kopp, Business Development Manager Extended Supply Chain, SAP	4:00 p.m.–4:25 p.m. 4:10 p.m.–4:35 p.m. 4:20 p.m.–4:45 p.m. <b>Guided Tours</b>

4:50 p.m.– 5:15 p.m.	<b>Panel Discussion: Can We Ignore How the Car of Tomorrow Will Change Our Business IT?</b> Michael Zimmermann, Altran Germany, JP Gotter, Dell and Dr. Oliver Kelkar, MHP – A Porsche Company
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5:15 p.m.– 5:45 p.m.	<b>Keynote: The Future of Enterprise Mobility – Put Your Vehicles into Business</b> Stephan Brand, Senior Vice President Product and Innovation, Internet of Things (IoT) Moving Assets, SAP SE
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5:45 p.m.– 6:15 p.m.	<b>Keynote: Driver's Seat? Which Seat for Whom?</b> Frank M. Rinderknecht, C.E.O., Rinspeed AG
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6:30 p.m.– 7:00 p.m.	<b>Shuttle to the Evening Reception</b>
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7:30 p.m.	<b>Evening Reception, Wagenhallen Stuttgart</b>
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# AGENDA

## Day 2

9:00 a.m.	<b>Business Breakfast</b>		
9:30 a.m.– 9:45 a.m.	<b>Welcome Day 2</b>		
9:45 a.m.– 10:15 a.m.	<b>Keynote: How Connectivity Changes the World</b> Helmut Schütt, CIO Daimler Trucks, Buses, and Vans, Daimler AG		
10:15 a.m.– 10:45 a.m.	<b>Keynote: Drive Live – Drive Simple</b> Rolf Schumann, Chief Technology Officer and Head of Innovation Europe, the Middle East and Africa (EMEA) and Middle and Eastern Europe (MEE), SAP SE		
	<b>Forum 1</b>	<b>Forum 2</b>	<b>Forum 3</b>
	<b>Manufacturing and Engineering</b>	<b>Customer Experience</b>	<b>Trends and Innovations</b>
11:00 a.m.– 11:30 a.m.	<b>Future Material Requirement Planning at Mercedes-Benz Trucks with SAP HANA Platform Architecture</b> Roland Antoni, Senior Manager, Information Technology Mercedes-Benz Trucks CoC Logistics and Shopfloor, Daimler AG Holger Herrmann, Chief Product Owner, SAP	<b>Putting the Customer First: Implementation of the SAP Hybris® Cloud for Customer Solution at MAN Diesel &amp; Turbo SE</b> Klaus Blüm, VP Head of Commercial Solutions, MAN Diesel & Turbo SE	<b>SAP's Strategy and Road Map for the Automotive Industry</b> Holger Masser, Vice President, Global Head of Industry Business Unit Automotive, SAP
11:30 a.m.– 1:45 p.m.	<b>Lunch and Exhibition</b>		

<b>Live Influencing</b>	<b>Expert Session</b>	<b>Live Theater</b>	<b>Guided Tours</b>
12:00 p.m.–12:45 p.m. <b>Just-in-Time Processes in the Digital Economy</b> • Handling the Increasing Number of Different Components • Rethinking Traditional Just-in-Time (JIT) Processes Host: Hans-Helmut Graef, Product Manager, SAP	12:00 p.m.–1:00 p.m. <b>News and Updates in the Automotive Services Portfolio</b> Lukas Hook, Automotive Consulting Solutions (ACS) Service Owner, Quality Management, SAP Fritz Onnasch, Service Offering Manager, Manufacturing Industries and Automotive, SAP	12:00 p.m.–12:20 p.m. <b>SAP Product Lifecycle Costing: A New Costing Solution Based on SAP HANA – Improve Your Design-to-Cost Capabilities</b> Petra Köpfer-Behnke, Program Manager, SAP	12:00 p.m.–12:30 p.m. <b>Guided Tour</b>
		12:30 p.m.–12:50 p.m. <b>Collaboration Process with Ariba® Network</b> Rolf Weiland, Vice President Business Networks, SAP	12:30 p.m.–1:00 p.m. <b>Guided Tour</b>
		1:00 p.m.–1:20 p.m. <b>Next-Generation Finance</b> Eric Bauer, Solution Advisor CFO Solutions, SAP	1:00 p.m.–1:30 p.m. <b>Guided Tour</b>



	<b>Forum 1</b>	<b>Forum 2</b>	<b>Forum 3</b>
	<b>Manufacturing and Engineering</b>	<b>Customer Experience</b>	<b>Trends and Innovations</b>
1:45 p.m. – 2:15 p.m.	<b>Visual Support for Processes and Applications in Engineering and Production</b> Dr. Markus Niklaus, Software Engineer, ZF Friedrichshafen AG	<b>Porsche Delights Customers with the SAP Hybris Marketing Solution and MHP Analytics</b> Kai Grünholz, Global IT-Manager Information Systems Customer-Service-Processes CRM, Dr. Ing. h.c. F. Porsche AG Dr. Robert Marek, Head of Customer Experience and CRM Consulting, MHP – A Porsche Company	<b>The Future of Truck Parking: Compliant, Secure, Convenient</b> Dr. Jan-Philipp Weers, Head of Bosch Secure Truck Parking, Robert Bosch GmbH
2:15 p.m. – 2:45 p.m.	<b>SAP Product Lifecycle Costing on SAP HANA: From Co-innovator to Ramp-Up Customer</b> Philipp Feger, Business Process Manager, Progress-Werk Oberkirch AG	<b>Changing the Game: End-to-End Process – General Motors' SAP Journey</b> Otto Schell, GM Global SAP Business Architect and Head of SAP CCoE, General Motors	<b>The Future of the Automotive Industry: Trends and Implications</b> Franck Leveque, Partner and Business Leader, Automotive and Transportation, Frost & Sullivan
3:00 p.m. – 3:30 p.m.	<b>Keynote: Driving Digital Performance – How AMG IT Makes the Most out of Business Strategy and Digitization Opportunities</b> Reinhard Breyer, CIO, Mercedes-AMG GmbH		
3:30 p.m. – 3:45 p.m.	<b>Farewell</b>		



## SAP PARTNERS

### Our Deluxe Partners



**Dell GmbH** [www.dell.de/sap](http://www.dell.de/sap)  
Dell offers innovative and reliable end-to-end IT solutions to its customers that are customized to their specific requirements. As Global SAP Technology partner Dell offers Hardware, Software and Services, but in particular an individual and personal consulting. With this, we help customers to grow successfully, to reach targets much quicker and to stay competitive. With the new SGI and Dell partnership, we can now offer high-performing SAP HANA systems for extreme capacities.



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T-Systems supports the digital transformation of the automotive industry with modern ICT: M2M, big data, security and the world's biggest SAP cloud.

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dmc is Germany's largest owner-managed internet agency and specialist for effective online sales models and has been committed to better eCommerce since 1995.



**Deutschsprachige SAP® Anwendergruppe e.V.** [www.dsag.de](http://www.dsag.de)  
The SAP user group with 55,000 members offers expert knowledge, guides and papers on SAP, a network of experienced partners, advice on digitalization and the IoT and more.



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**WSW Software GmbH** [www.wsw.de](http://www.wsw.de)  
WSW Software GmbH realizes tailored and practical solutions introducing significantly more efficiency, speed, and transparency into the logistics, JIT, and JIS processes of the customer.

## ORGANIZATIONAL INFORMATION

Key Information at a Glance

Ridesharing with TwoGo by SAP:  
<https://www.twogo.com/de>



### Event Location

ICS Internationales Congresscenter Stuttgart  
Messepiazza 1  
70629 Stuttgart  
Germany  
[www.ics-stuttgart.de](http://www.ics-stuttgart.de)

### Opening Times

The SAP check-in desk, coat check, and exhibition are open at the following times:  
Wednesday, June 15, 2016: 8:00 a.m. through 6:30 p.m.  
Thursday, June 16, 2016: 8:00 a.m. through 5:00 p.m.

### Overnight Accommodation

For a list of recommended hotels, see:  
[www.sap.com/automotive-forum](http://www.sap.com/automotive-forum)

### Arrival and Parking

For information on directions, see:  
[www.messe-stuttgart.de/besucher/anreise-und-unterkunft/anfahrt](http://www.messe-stuttgart.de/besucher/anreise-und-unterkunft/anfahrt)  
Please use the signposted visitor parking spaces at the convention and exhibition center.

### Ridesharing with TwoGo by SAP

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## REGISTRATION

SAP Automotive Forum  
ICS International Congresscenter Stuttgart, Germany  
June 15–16, 2016

Register online now at:  
[www.sap.de/automotive-forum](http://www.sap.de/automotive-forum)



### Registration Office and Organizational Information

SCHERER Werbung GmbH  
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If you have any further questions or would prefer to register by fax, please send an e-mail to [sap@scherer-werbung.de](mailto:sap@scherer-werbung.de). We will be glad to offer prompt assistance.

### Registration Fee

Congress ticket: € 790  
DSAG ticket: € 650  
Day ticket June 15: € 450  
Day ticket June 16: € 400  
All prices excluding 19% value-added sales tax.

The registration fee includes admission to the lectures and the exhibition, the conference documents, refreshments, lunch, and attendance at the evening event. All prices are per person and subject to value-added sales tax. The registration fee does not include the costs of travel, accommodation, or other expenses.

### Cancellation

Participation may be canceled free of charge in writing until May 31, 2016. If you cancel later, or are prevented from attending on the day of the event, we will charge the entire registration fee. Naturally, you are entitled to send a proxy in place of the original participant providing this is announced in advance in writing to our registration office.

### Information about the Event

SAP Deutschland SE & Co. KG  
Sonja Becher  
Hasso-Plattner-Ring 7  
69190 Walldorf  
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E [sonja.becher@sap.com](mailto:sonja.becher@sap.com)

### Event Location

ICS Internationales Congresscenter Stuttgart  
Messepiazza 1  
70629 Stuttgart  
Germany  
[www.ics-stuttgart.de](http://www.ics-stuttgart.de)





# 15<sup>th</sup> SAP Automotive Forum

## Transformation in the Driver's Seat



[www.sap.de/automotive](http://www.sap.de/automotive)

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