



Amsterdam, Netherlands  
November 7-8, 2017

Hosted by  
SAP Design  
SAP Partner Solution Center and  
SAP Cloud Platform Center of Excellence

# SAP Fiori UX/Cloud Platform Customer Forum

## Empowering You for the Possible





## SAP is pleased to invite you to this 2-day **invitation-only event** in Amsterdam on **November 7 & 8, 2017**

- 1** Understand why Fiori matters and what you can do today to identify and fix UX related problems.
- 2** Identify where to start your company UX transformation journey and gain confidence on how to plan & execute this journey.
- 3** Learn how to build and deploy the right Fiori app on the Cloud Platform.
- 4** Understand all the tools, services and available resources to help you during your implementation.
- 5** Get an overview of SAP Cloud Platform and how it can be leveraged to jump-start your digital transformation
- 6** Collaborate in an open forum and enrich your SAP network of selected partners, customers and SAP subject matter experts.

### **Introduction** UX basics

UX Strategy, available SAP technologies and tools

### **Planning** Successful rollout

Measure the business value of a UX project, identify the right opportunities, prioritize needs in the organization

### **Designing** For adoption

Methods & best practices to design the right Fiori app and ensure end user adoption

### **Building & Deploying** A better UX

Available tool and resources to build and deploy Fiori applications

# Agenda Day 1

## Basics, Planning & Designing for Adoption

	Topics		Durations
8:30 am	<b>Breakfast:</b> Sponsored by IQX Business Solutions, SUPERP, Mendix, NL4B, SOA People		
9:00 am	<b>Keynote / Welcome from Executive Sponsor</b> Stephane Jouaux, VP Sales, SAP Cloud Platform, = EMEA North		30 Minutes
9:30 am	<b>Covering the Basics</b> <ul style="list-style-type: none"><li>Objectives</li><li>SAP UX strategy – New, Renew, Empower</li><li>UX Tools and technology</li></ul> Toros Aledjian, SAP	<ul style="list-style-type: none"><li>Type of Fiori applications</li><li>Case for SAP Cloud Platform</li></ul>	30 Minutes
10:00 am	<b>Overview of SAP Cloud Platform</b> <ul style="list-style-type: none"><li>High-level review SAP Cloud Platform</li><li>What is it?</li></ul> Matthias de la Roche, SAP	<ul style="list-style-type: none"><li>Available Platform Services</li><li>Common Use Cases</li><li>Future Roadmap</li></ul>	30 Minutes
10:30 am	Break		
	UX	SAP Cloud Platform	
10:45 am	<b>Innovation By Design</b> <ul style="list-style-type: none"><li>Importance of Innovation</li><li>How User Experience Drives Innovation</li><li>Intro to Design Thinking</li><li>Best Practices for a Design-led Innovative Culture</li></ul> Sabrina Steinmetz, SAP	<b>SAP Cloud Platform a Closer Look and Demo</b> <ul style="list-style-type: none"><li>Getting started with SAP Cloud Platform</li><li>SAP Cloud Platform cockpit</li><li>Activating Services in SAP Cloud Platform</li><li>Developing apps with SAP Cloud Platform</li><li>Workflow in SAP Cloud Platform and more</li><li>Demos</li></ul> Matthias de la Roche, SAP	45 Minutes
11:30 am	<b>SAP CoPilot – Next generation UX for Enterprise Software</b> <ul style="list-style-type: none"><li>Share status and roadmap of the product</li><li>Interact through natural language instead of icons &amp; clicks</li><li>Recognize business objects relevant to your role &amp; environment</li><li>Enable conversations with others, within your business context</li><li>Create objects/workflows with minimal input</li></ul> Abdul Hakeem Mohamed, SAP	<b>Work Securely in the Cloud</b> <ul style="list-style-type: none"><li>Securing your mobile applications with SAP Identity and Access Management (User Authentication and Provisioning)</li><li>End to end single sign-on with SAP CP and SAP SuccessFactors extensions</li></ul> Wolfgang Scheer, SAP	45 Minutes

	Topics		Durations
12:15 pm	<b>Lunch:</b> Sponsored by IQX Business Solutions, SUPERP, Mendix, NL4B, SOA People		
1:00 pm	<b>Customer Panel</b> TBD		45 Minutes
1:45 pm	<b>Improve Your Results Managing Interaction with All Value Chain Stakeholders</b> Grant Slinger, IQX Business Solutions		30 Minutes
2:15 pm	<b>Extend the Power of SAP</b> Floor van Gageldonk, Mendix		30 Minutes
2:45 pm	<b>SAP Cloud platform Rapid Application Development by Mendix</b> Ronald Groennnou & Han Pieter Duyverman, Superp		30 Minutes
3:15 pm	Break		
	UX	SAP Cloud Platform	
3:30 pm	<b>SAP Leonardo and Business Impact of Machine Learning</b> <ul style="list-style-type: none"><li>SAP Leonardo Overview</li><li>What is Machine Learning ?</li><li>How do machines learn ?</li><li>Machine Learning is changing business</li><li>Demos: ML based Forecasting &amp; Computer vision &amp; Conversational AI</li></ul> Ludovic Blusseau, SAP	<b>How to Integrate your Data in the SAP Cloud Platform</b> <ul style="list-style-type: none"><li>Integrate your data easily and with confidence</li><li>Manage your data challenges for IoT, Mobile, and LoB</li><li>Safeguard data access API Management in the cloud</li></ul> Wolfgang Scheer, SAP	45 Minutes
4:15 pm	<b>SAP BUILD</b> <ul style="list-style-type: none"><li>How BUILD is supporting Digital Transformation in the enterprise</li><li>A demo of how BUILD jump-starts innovation</li></ul> Abdul Hakeem Mohamed, SAP	<b>SAP Cloud Foundry</b> <ul style="list-style-type: none"><li>Introduction to SAP Cloud Foundry</li><li>SAP Web IDE Full-Stack</li><li>Creating a demo SAP Fiori App</li><li>Build it as a multi-target application</li><li>Deploy the app to Cloud Foundry</li><li>Execute the app</li></ul> Simmaco Ferriero, SAP	45 Minutes
5:00 pm	<b>Networking Reception (Ask the Experts)</b> Sponsored by IQX Business Solutions, SUPERP, Mendix, NL4B, SOA People		

# Agenda Day 2

## Designing for Adoption

Topics		Durations	
8:30 am	<b>Breakfast:</b> Sponsored by IQX Business Solutions, SUPERP, Mendix, NL4B, SOA People		
9:00 am	<b>SAP Cloud Platform Consumption Model – Resource pricing metrics and bundles for kick-starting adoption</b> Jan Penninkhof, SAP	30 Minutes	
	UX	SAP Cloud Platform	
9:45 am	<b>Mobilizing Fiori &amp; the Apple Partnership</b> <ul style="list-style-type: none"><li>• SAP Fiori Apps</li><li>• Fiori Mobile Client</li><li>• SCP Mobile Service for SAP Fiori</li></ul> Matthias de la Roche, SAP	<b>Renewing your User Experience in the Cloud</b> <ul style="list-style-type: none"><li>• What is SAP Web IDE and SAP Fiori, cloud edition and how it fits in the SAP UX Strategy</li><li>• Demo:<ul style="list-style-type: none"><li>- WEB IDE to build and extend Fiori apps</li><li>- SAP Fiori, cloud edition for SAP delivered apps in the cloud</li></ul></li></ul> Simmaco Ferriero, SAP	45 Minutes
10:30 am	<b>SAP Screen Personas</b> <ul style="list-style-type: none"><li>• Product Overview and Prerequisites</li><li>• Using SAP Screen Personas to Build Fiori-inspired Like Screens</li><li>• SAP Screen Personas DEMO</li></ul> Sylvia Barnard, SAP	<b>A closer look at SAPUI5</b> <ul style="list-style-type: none"><li>• Product Overview &amp; Roadmap</li><li>• Implementing Fiori with cloud-ready SAPUI5</li><li>• Demo of latest innovations</li></ul> Oliver Graeff, SAP	45 Minutes
11:15 am	<b>Wrap Up</b> <ul style="list-style-type: none"><li>• Lessons learned</li><li>• Event Survey</li></ul> Toros Aledjian, SAP		30 Minutes
11:45 am	<b>Lunch:</b> Sponsored by by IQX Business Solutions, SUPERP, Mendix, NL4B, SOA People		30 Minutes
12:30 pm	<b>Breakout Workshops</b>		120 Minutes

**Learning and Hands-On Practice in Design Thinking Methodology**

- Empathize with users
- Create a persona and the user point of view.
- Brainstorming & Storyboarding.
- Prototype Application design and Iterate.

Sabrina Steinmetz, SAP

**SAP Screen Personas: Simplify SAP GUI Screens to Make Users More Productive (Skills: knowledge of SAP GUI transactions, PowerPoint)**

Sylvia Barnard, SAP

**Build an App in SAP Cloud Platform**

Build / Package your SAP Fiori web app into hybrid mobile app (with offline and push functionality)

Matthias de la Roche / Wolfgang Scheer / Simmaco Ferriero , SAP

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IQX Business Solutions accelerate and control collaborative business processes, empowering Executives to make timely decisions, more confidently, with verifiable policy compliance. IQX software provides the platform for digital process automation. OneList Approvals enables cross-application decision task aggregation, mobile approvals and seamless system integration. Fiori AppBuilder (FAB) enables SAP customers to create their own workflow-enabled responsive Web Apps rapidly utilising existing in-house skills.



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Mendix is the fastest and easiest platform to create and continuously improve multi-channel applications that enable innovation. Recognized as a market leader by leading analysts, we help our customers digitally transform their organizations and industries by building, managing, and improving apps at unprecedented speed and scale. More than 4,000 forward-thinking enterprises use our platform to build business applications to delight their customers and improve operational efficiency.

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SOA People is dedicated to SAP technology, supporting its clients along the entire life cycle of their SAP platform, from design and delivery to improvement and performance, whilst providing the highest levels of support. SOA People has the breadth and depth to deliver the full end to end SAP service portfolio. Our focus on innovation, enables customers stay ahead in their industry. Product development and interesting project results with SAP Cloud Platform and Fiori are just two examples of our innovative mindset. In a global economy that continually changes, successful organizations will be the ones that embrace this digital future with a more responsive and proactive approach. Understanding how you can transform your business are just the first steps on this digital journey to evolve and improve customer satisfaction and increased profitability.SOA People is committed to supporting you on your strategic roadmap, working with you on your future state from design and delivery to improvement and performance.

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