Mastering

Business Analytics

with SAP

Conference: 25 - 26 February 2015
Workshops: 27 February 2015

Hyatt Regency, Johannesburg
HOT TOPICS

Over 100 people from more than 60 companies collaborated and debated in the round table discussions in Johannesburg, Cape Town and Durban to base the agenda on these 11 important business topics.

**Visualisation**

**Mobile Analytics**

**BI Culture - User Adoption**

**Value of Analytics**

**Data Management**

**SAP’s BI & Analytics Toolset**

**The Real SAP HANA**

**Complex Analytics**

**The future of Analytics**

**Predictive & Agile Analytics**

**Report Management & Governance**

**DEMONSTRATING THE VALUE OF ANALYTICS TO THE BUSINESS**

- Creating an analytics strategy that’s appealing to any business
- Aligning your strategy with key organisational objectives
- Practical ways to make analytics more relevant in your organisation
- Proven ways to champion analytics to executives
- Understanding what makes your business profitable and building analytics to support this
- Ensuring analytics is creating maximum ROI for the business
- How to identify and take advantage of analytics opportunities to drive business improvement
- Where analytics should sit within the organisational design for optimal outcomes
- Mapping stakeholders and sustaining their interest for the long term
- What analytics can offer business units and what’s available
- Exploiting your existing data to obtain real business value with little investment
- Measuring and celebrating the value of analytics for sustainable business support
- Establishing a strategy for information delivery

**ESTABLISHING A BI CULTURE - USER ADOPTION**

- Creating an inspiring analytics vision to bring your users on the journey
- Modern approaches to improve relationships between analytics teams, IT and business users
- Examples where analytics teams have forged strong partnerships with the business
- Techniques to build interest from your biggest critics - marketing great content, finding the value for users and publishing it
- Inspiring users with “the art of the possible”
- Understanding the new psyche and expectations of users
- Tips and tricks to appeal to users’ hearts and minds
- Communication strategies and language that will appeal to business users
- Tailoring your training program to specific needs
- Strategies to keep users interested post go-live
- Developing analytics user communities rather than hierarchies
- Engaging users for disruptive technologies such as HANA and predictive analysis
- Executive buy-in and senior sponsorship to drive BI culture adoption - who is getting this right?
- Getting users excited and open to change
- BI business enablement - how to move technology ownership into the business
- Coaching users into a BI lifestyle - the importance of BI evangelists in the business stimulating demand for the product and marketing it, rather than IT pushing it to business
- Real examples of leveraging self-service reporting to increase user adoption

**UNDERSTANDING SAP’S BI & ANALYTICS TOOLSET**

- The importance of developing and understanding your tool landscape and formulating a strategy and roadmap
- Principles to guide you around toolset selection
- Understanding the information need first and then aligning the appropriate tool to deliver on the user requirement
- Linking your roadmap to the SAP roadmap (and end of life)
- Understanding the positioning of tools within your organisation - your tool box: the right tool for the right purpose and for the right business user is important, as different data consumers have different reporting needs
- How best do you handle co-existence of multiple toolsets and non-SAP tools in a BI landscape?
- An outline of which tool should be used for which business situation, including tools in Analytics, Business Intelligence, Data Warehousing and Information Management
- What are the new Analytics tools in development and what’s on SAP’s roadmap? What is the lifespan of tools and what is the future?
- Is it important to stick to the SAP toolset alone?
BIG DATA & THE REAL SAP HANA
- Building a business case to purchase SAP HANA. What’s it’s purposes and how can you justify the cost?
- Honest appraisals of HANA from companies who have already deployed it
- Creating a HANA business case and demonstrating ROI
- Real-life challenges of HANA implementations and how they were overcome
- Examples where HANA has been applied in finance – Simple Finance
- Understanding what to do with your legacy data
- Leveraging HANA against ECC, BW and other data sources
- SAP BusinessObjects tools that work best with HANA
- Options for architecture and their implications for tool choice

MOVING TOWARDS COMPLEX ANALYTICS
- What is complex analytics and what kind of things can be achieved with this method?
- How can SAP tools assist in complex analytics?
- What IT and BI skills do you need to take analytics a step further in your organisation?
- Selecting the right visualisation tools for complex analytics

THE FUTURE OF ANALYTICS
- How is the face of business changing as we all become more digitally aware?
- New business models of the future and the part that analytics has to play
- Driving your organisation and business to more complex analytics
- Skills that will be required from the analytics professional of the future
- What you need to know about “big data” and its implications
- Identifying the next industry innovation cycle
- Understanding SAP’s roadmap
- An insight into the new design methodologies affecting SAP’s next-generation tools
- Identifying where to invest now for the future
- How to set up your analytics organisation for future success
- Intellectual investment into your data model

PREDICTIVE ANALYTICS & AGILE ANALYTICS
- What’s the latest in predictive analytics? What’s available from SAP and what have other organisations done in this space?
- Defining predictive analytics and its capabilities in layman’s terms
- Strategies to help users understand what’s possible – common use cases
- Transforming a business mindset of fire-fighting to fire prevention
- How to create business models that can be used to predict the future
- Real examples of predictive analytics capabilities expanding businesses
- Understanding SAP’s roadmap for analytics tools and functionality
- Identifying potential benefits of agile methodologies
- Where you’ll find value in implementing an agile approach
- Overcoming agile’s “bad reputation”
- How to adapt the best bits of any agile methodology for your own business scenario
- Understanding how your organisation has to change to embrace agile analytics
- How to get an Agile Data Warehousing (ADW) project started
- Identifying the characteristics of a successful ADW delivery
- Balancing time-to-market with warehouse sustainability in ADW
- Understand what agile won’t help you with

MOBILE ANALYTICS
- Creating a mobile strategy for your organisation
- How mobile analytics has evolved
- What to put on-device and what to keep on-premise
- Pros and cons of various mobile platforms available to you
- Creating a device management strategy and assessing BYOD
- Security considerations and how organisations are dealing
- User adoption strategies specific to a mobile implementation

REPORT MANAGEMENT & GOVERNANCE
- Balancing control vs. flexibility. What’s the magic recipe?
- Rapid prototyping to really match the business needs – move from prototype to real report – agile and quick turnaround
- Version control and duplication strategies. What are others doing? What has worked? What hasn’t?
- Undertaking a report clean-up. Understanding what reports are being used and knowing which reports to shut down
- How to create an archiving strategy for your reports
- Strategies and incentives to ensure end-users follow reporting standards
- Prediction and prevention, rather than retrospective reporting

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OVERVIEW

Wednesday 25 February 2015

8.30 AM Registration/Arrival Tea & Coffee/Exhibition Viewing

9.00 AM Conference Opening and Welcome

Lester Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

10.15 AM Keynote Presentation: What Next for Business Intelligence? Big Data Analytics, Hype and All That Jazz
Peter O’Donnell - Lecturer, Decision Support Systems Laboratory, Monash University (AUS)

11.05 AM Morning Tea & Coffee/Exhibition Viewing

11.30 AM Course Correction in Time to Matter
Lester Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

11.45 AM How to Calculate the True Financial Cost of Poor Data in Your Business
Cait Ball – CEO, Europe & Africa, BackOffice Associates

12.30 PM Lunch/Exhibition Viewing

1.20 PM A Successful Journey in Business Intelligence Strategy
Lester Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

1.30 PM BI Enablement - Successful Business Execution Through Actionable Insights
Andrew Mayes – Decision Support Team Lead, Pick n Pay Retailers

2.15 PM Workshop Registration

2.30 PM Opening Keynote Presentation: What Next for Business Intelligence? Big Data Analytics, Hype and All That Jazz
Peter O’Donnell - Lecturer, Decision Support Systems Laboratory, Monash University (AUS)

3.15 PM Workshop 1: Learn to use the SAP BusinessObjects BI Suite 4.1 in Combination with SAP Data - in a Single Day
Julian Bruns - SAP Mentor

3.45 PM Workshop 2: Business Analytics from the Numbers Up
Jörg Steinhorst - Head of Enterprise Architecture, German Armed Forces (Bundeswehr) (Germany)

4.15 PM Workshop 3: A Successful Journey in Business Intelligence Strategy
Lester Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

4.45 PM Evening Tea & Coffee/Exhibition Viewing

5.30 PM Workshop 4: BI Enablement - Successful Business Execution Through Actionable Insights
Andrew Mayes – Decision Support Team Lead, Pick n Pay Retailers

5.30 PM Workshop 5: A Successful Journey in Business Intelligence Strategy
Lester Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

7.30 PM Conference Close

Thursday 26 February 2015

8.30 AM Tea & Coffee/Exhibition Viewing

9.00 AM Keynote Presentation: Disruption, Disintermediation, Data and Dynamism
Peter du Plooy – Chief Information Officer, Engen Petroleum Limited

9.50 AM Tea & Coffee/Exhibition Viewing

10.15 AM A Successful Journey in Business Intelligence Strategy
Lester Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

11.15 AM Making the Best Choice from the SAP BO Front-End Zoo
Jörg Steinhorst – Head of Enterprise Architecture, German Armed Forces (Bundeswehr) (Germany)

12.05 PM Lunch/Exhibition Viewing

1.00 PM Data Warehouse and Business Intelligence Governance: A Case Study of Success and Failure.
Peter O’Donnell - Lecturer, Decision Support Systems Laboratory, Monash University (AUS)

1.45 PM BI Enablement - Successful Business Execution Through Actionable Insights
Andrew Mayes – Decision Support Team Lead, Pick n Pay Retailers

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6.30 PM Conference Close

Friday 27 February 2015

8.30 AM Workshop Registration

9.00 AM Workshop 1: Learn to use the SAP BusinessObjects BI Suite 4.1 in Combination with SAP Data - in a Single Day
Led by Jörg Steinhorst - Senior Director, Solution Management, Landscape Orchestration, SAP (CAN) (SAP Mentor)

9.50 AM Workshop 2: Business Analytics from the Numbers Up
Led by Peter O’Donnell - Lecturer, Decision Support Systems Laboratory, Monash University (AUS)

3.30 PM Workshops Close

Note: Workshops are optional and separately bookable

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@masteringsap #BAT15

www.masteringsap.co.za/ba
SPEAKERS

A diverse mix of SAP practitioners, thought leaders and experts – carefully chosen by the Mastering Business Analytics Advisory Team. Empowering and arming you to fully realise the benefits of SAP in your business.

“An important part of the BI strategy element is the need to drive BI user awareness and adoption.”

Lestor Meadows – Business Partner, Business Intelligence, Kimberly-Clark Corporation, Asia Pacific (AUS)

“Best practices for dashboard design with SAP BusinessObjects Design Studio”

Ingo Hilgefort – Senior Director, Solution Management, Landscape Orchestration, SAP (CAN) (SAP Mentor)

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“A course correction: BI strategy is increasingly essential for the time and data challenged enterprise”

Jeff Walters – Enterprise Architect, Eskom Holdings SOC Limited

“Software is eating the world; how SAP can help you navigate the smorgasbord without getting indigestion.”

Simon Carpenter – Chef Customer Officer, SAP Africa (Pty) Ltd

“Discuss topical aspects from user adoption, strategy, data management and the value of analytics”

Anthony Rodriguez – Head of Strategic Initiatives & Delivery, BI-Blue Consulting

“The benefits of embarking on the Master Data road and some of the potential pitfalls and managing expectations”

Lynette Wilbraham – Senior Project Manager, Engen Petroleum Limited

“Understand your requirements and pick the right BI tool”

Ingo Hilgefort – Senior Director, Solution Management, Landscape Orchestration, SAP (CAN) (SAP Mentor)

“Examine issues related to the governance of data warehousing and business intelligence systems”

Peter O’Donnell – Lecturer, Decision Support Systems Laboratory, Monash University (AUS)

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Unlocking the Opportunities of Disruptive Technology
Simon Dingle - Technologist, Writer & Broadcaster

Drastically and demonstrably reduce the cost and risk of your data projects
Clive Bellmore - CEO, Europe & Africa, BackOffice Associates

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SAP Simple Finance: Bring the simplicity of the SAP Cloud powered by SAP HANA to finance departments worldwide
Steve van Wyk - Head Business Analytics SADC, SAP South Africa

“How to REALLY use analytics to increase your profits... sustainably”
Berry Diepeveen - Director, Africa Enterprise Intelligence, EY

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It is possible to bring a non-SAP and SAP Enterprise Information Management ecosystem into equilibrium
Janakies Louca - Lead Data Architect, Enterprise Architecture, Nedbank Group Ltd

“Unless an organisation can clearly define and measure what BI success means, the value of BI may never be realised”
Maritza Curry - IT Business Intelligence Manager, Woolworths

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Predictive analysis: Big Data lessons from big physics
Jake Bouma - Business Analytics Consultant, Britehouse

Looking at predictive and driver-based modelling techniques and case studies
Stephen Owen - Managing Director, EPI-USE Analytics

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Kimberly-Clark’s regional BI strategy includes self-service as a key enabler across all levels of the business
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Jörg Steinhorst - Head of Enterprise Architecture, German Armed Forces (Bundeswehr) (Germany)

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Strategies to attract and retain skills and knowledge for your BI team as well as in-house skills development and knowledge transfer
Jacques du Preez - Managing Director, BI-Blue Consulting

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BRINGING TOGETHER TWO COMMUNITIES

We will be co-locating two vibrant communities – Mastering Business Analytics with SAP and Mastering SAP Technologies.

It will provide all delegates, partners, thought leaders and experts an even greater opportunity to come together to share knowledge, experience and innovation.

This means that you will have access to all the Mastering SAP Technologies speakers, sessions, content and workshops.

Check out the alongside Technologies Hot Topics and view all the details on www.masteringsap.co.za/tech

HOT TOPICS

Mobile Solutions & the Future of Mobility

SAP Solution Manager

Moving to the Cloud

User Interface Tooling & Strategy

System Integration & Integration Strategy

System Security & GRC

Archiving

Harnessing SAP HANA

Upgrades & Enhancement Packages (EhPs)

Business Culture, People & Training

WORKSHOPS

These intensive seven hour workshops offer you an opportunity to focus in on the issues that matter most to you. Led by business analytics experts, the workshops are limited in number to provide an intimate learning environment with plenty of one-on-one time. Workshops are on Friday 27 February and are separately bookable.

Workshop 1
LEARN TO USE THE SAP BUSINESSOBJECTS BI SUITE 4.1 IN COMBINATION WITH SAP DATA – IN A SINGLE DAY

Led by: Ingo Hilgefort - Senior Director, Solution Management, Landscape Orchestration, SAP (CAN) (SAP Mentor)

SAP BusinessObjects Business Intelligence (BI) 4.1 is the latest suite release from SAP and offers a broad set of BI tools to choose from.

Each tool has its own special focus in the area of reporting and analytics. This full-day, hands-on seminar is a series of activities focused on SAP BusinessObjects BI 4.1 products in combination with SAP BW, BW on HANA, and SAP ERP.

Workshop 2
BUSINESS ANALYTICS FROM THE NUMBERS UP

Led by: Peter O’Donnell - Lecturer, Decision Support Systems Laboratory, Monash University (AUS)

This workshop will cover the fundamentals of analysis. It will cover the use and misuse of statistics, causal modeling and forecasting, optimisation modeling, productivity measurement, influence diagramming and systems dynamics.
PARTNERS

Premier Partners

BackOffice Associates is a worldwide leader in information governance and data migration solutions. Our products and services enable organisations to accelerate growth, gain actionable visibility and reduce risks. Founded in 1996, we have an unparalleled track record of success in the most complex data environments across a variety of industries. We are a global corporation headquartered in Massachusetts with additional offices in the US, Australia, Canada, Dubai, India, Singapore and the UK. www.boaweb.com

Dimension Data accelerates clients’ ambitions by delivering ICT solutions and services that enable, operate, and transform their businesses. Focus areas include IT-as-a-Service, IT Outsourcing, Systems Integration Services, Communications, End-user Computing, the Network as the Platform, Next Generation Data Centres and Applications Services. Dimension Data is a wholly owned subsidiary of the NTT Group. www.dimensiondata.com

EPI-USE Labs is a specialist software development company. Our vision is to boost the performance and management of SAP® data. Through our unique technical know-how honed by the realities of global business, and fired by a passion to innovate, we create tailored solutions that save time, reduce costs and increase productivity. www.epiuselabs.com

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Know your business and act with confidence. Our business analytics solutions give you real-time access to relevant information - processing vast amounts of data instantly so that you have the facts you need for informed decisions. Use business analytics to get the precise information you need at anytime and anywhere, even from your mobile device. Respond to events as they unfold. Plan for success, knowing that you’re able to adapt to constant change. And take advantage of SAP guidance, best practices and tools that support continuous improvement. www.sap.com
Register

Mr/Mrs/Ms First Name
Surname
Job Title
Organisation
Address

Postcode

VAT Number
Purchase Order Number
Phone
Mobile
Fax
Email

Which contact details would you like to include on the conference networking list?

☐ Phone  ☐ Mobile

Special Dietary Requirements

Approving Manager
Position
Email

Accounts person to be copied when we email the tax invoice:
Name
Telephone
Email

(Please photocopy for additional participants)

Confere Conference Registration Fees:
Includes access to all content, participant contact list, entry into conference and exhibition, lunches, refreshments and networking drinks. Team bookings are encouraged to accelerate the spread of knowledge across your organisation.

<table>
<thead>
<tr>
<th>EARLY-BIRD (Register by 21 November 2014)</th>
<th>STANDARD (Register after 21 November 2014)</th>
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<tbody>
<tr>
<td>□ 1-4</td>
<td>☐ R1 950 (+VAT) / participant (R1 000 saving)</td>
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<td>□ 5+</td>
<td>☐ R10 950 (+VAT) / participant (R2 000 saving)</td>
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<td>□ 10+</td>
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Please Note: To capitalise on the discounted rate on offer, we need you to have either paid or given us an official PO # prior to the dates stated above.

TOTAL 1: R

Workshop Registration Fees:
The workshops are optional and separately bookable and you may attend only one. Preference will be given to conference attendees.
R5 550 (+VAT)/participant

Business Analytics Workshops
☐ Workshop 1: Learn to use the SAP BusinessObjects BI Suite 4.1 in Combination with SAP Data – in a Single Day
☐ Workshop 2: Business Analytics from the Numbers Up

Technologies Workshops
☐ Workshop 1: Building an SAP Fiori-like App From (Almost) Scratch – Hands On!
☐ Workshop 2: Practical Process Orchestration and the Internet of Things
☐ Workshop 3: SAP Solution Manager’s Rock Stars

TOTAL 2: R

Accommodation:
We have secured special conference rates at the Hyatt Regency and the Holiday Inn.
Upon registering, you will receive all the accommodation prices and booking contact details. You will need to book your accommodation with the hotel directly.

Please feel free to contact us on +27 21 460 0434 should you require this information before registering.

TOTAL 2: R

Payment Options:
Special Note: Payment is required prior to the event.
☐ Cheque made payable to: The Eventful Group (Pty) Ltd
☐ Visa ☐ Mastercard ☐ AMEX ☐ Diners

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Name of Cardholder:
Signature:
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Register Online: www.masteringsap.co.za/ba
Register by Phone: +27 21 460 0434
Register by Fax: +27 86 689 0163

Terms and Conditions
Cancellations must be advised in writing at least 14 days prior to the event. Where an alternate delegate is not possible, an administration fee of R 2000 (+VAT) per delegate will be incurred for cancellations. A refund will not be given if a delegate fails to attend or cancels within 14 days of the event.

*The Eventful Group (Pty) Ltd reserves the right of admission