



International Conference on Central Finance, presented by SAP and TAC Events

Transform Tomorrow, Start Today – with Central Finance

20 – 21 September 2022, Barcelona, Spain

Group Offer*

4 Tickets
for the
price of **3**

WELCOME

Transform Tomorrow, Start Today – with Central Finance

In the digital age, the CFO faces a complex set of challenges. At the heart of it all is a need to access and engage data in real-time, enabling faster and more informed decision making. In volatile and dynamic times, organizations that wish to gain competitive advantage must take their finance service delivery model into the next generation.

The **International Conference on Central Finance** is back! SAP and TAC Events are looking forward to welcoming you and your colleagues to Barcelona, Spain from 20-21 September. We know there is nothing quite like face-to-face interaction and we are thrilled to be making a return to an in-person format. Join us to better understand how Central Finance can give your organization the opportunity to centralize and transform financial data and processes at your own pace, without disrupting your existing ERP, finance, and legacy ecosystems.

Attendees will have the opportunity to meet with the full SAP ecosystem, including SAP executives and solution experts, customers, and sponsoring partners. Our case study-led agenda will feature international-based presenters from companies such as **Corning Inc., DSM, OMV, Perrigo, Phoenix Contact, Syngenta** and more! And that's not all, the agenda will also be packed with dedicated time for networking, deep-dive workshops, panel discussions and breakout sessions.

So don't miss the opportunity to get away from the office and reconnect with the SAP Central Finance community in Barcelona. Can't join us in-person, don't worry! We also have digital tickets for those who can't make the trip to Spain.

Waldemar Kessel

Solution Management, Global
Solution Owner Central Finance
SAP

Jessica Duffy

Head of Production and Project
Management – International Events
TAC Events



PRE-CONFERENCE WORKSHOPS

TUESDAY 20 SEPTEMBER, 2022

During the pre-conference workshops you will have an opportunity to review functionalities, dive deeper into topics, get practical examples, take part in discussions, go through online demonstrations, and determine the business benefits available from SAP. Each workshop provides you with a unique opportunity to address challenges, discuss them with your peers, and gain valuable guidance from some of the most knowledgeable SAP experts.

All workshops take place on Tuesday 20 September. Please note that only one workshop can be selected per attendee, and you cannot switch between parallel sessions. Workshop registration should be completed ahead of the event and an additional charge is payable. Please check the event website for further details.

Half Day Morning Workshops (09:00 – 12:30)

Workshop 1: Central Finance Project Implementation Lifecycle, Tips, Tricks and Lessons for a Successful Project

Join this pre-conference workshop to understand how to implement Central Finance using Activate Methodology and best practices in a fit-to-future and fit-to-standard approach. This is a great opportunity to interact with SAP experts and learn about implementation best practices and a recipe for a successful Central Finance implementation project. This workshop is best suited for both business and IT professionals looking to kick-start an implementation journey adopting SAP S/4HANA for Central Finance. The workshop provides an overview that covers the following topics: an overview of Central Finance Activate Methodology, guidance on Central Finance deployment options, implementation accelerators and tools for a successful project, and lessons learned, tips and pitfalls to avoid.

Hosted by: Rita Andrade, Principle Business Architect, S/4 Hub, Cloud Success Services, SAP | Pranit Mehata, Content Hub, SAP | Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP

Workshop 2: Central Finance – Central Asset Accounting

Central Asset Accounting allows organizations to centralize Asset Accounting to manage processes, financial reporting and closing activities for fixed assets in the Central Finance system. Join this session for an overview of Central Asset Accounting in a Central Finance scenario, understand how cross-system processes of Central Asset Accounting runs in the distributed landscape with a live-demo, and get guidance on how to setup Central Asset Accounting. Key discussion points will include an overview of Central Asset Accounting with Central Finance, processes in Central Asset Accounting, implementation of Central Asset Accounting and transition to Central Asset Accounting.

Hosted by: Septimiu Gherghel, Senior Business Processes Consultant, Central Finance Expert, SAP | Elke Romanov, Business Expert, S/4HANA Finance, SAP

Workshop 3: Accelerate Central Finance Value Enablement with Central Finance QuickStart, Adoption Content and Coded Assets

The Central Finance QuickStart aims to speed-up the adoption of the SAP S/4HANA Central Finance solution in your organization, shortening the setup time by delivering a preconfigured, reference Central Finance system. Join this workshop to get a better understanding of how to utilize Central Finance Adoption Content in your project as complementary assets. Discover a suite of Central Finance coded assets to enhance Central Finance standard functions.

Hosted by: Sudheer Babu Katta, Business Manager, SAP | Steve Tirtha, Project Coach/Solution Architect, SAP Value Prototyping, SAP

AGENDA

TUESDAY, 20 SEPTEMBER, 2022

08:00		Workshop Registration and Morning Refreshments
09:00		Pre-Conference Workshops Select one of the below deep-dive workshops: <ul style="list-style-type: none"> • Workshop 1: Central Finance Project Implementation Lifecycle, Tips, Tricks and Lessons for a Successful Project • Workshop 2: Central Finance - Central Asset Accounting • Workshop 3: Accelerate Central Finance Value Enablement with Central Finance QuickStart, Adoption Content and Coded Assets Further information can be found on page 3 of the brochure. Please note that there is an additional charge to attend a pre-conference workshop.
12:30		Conference Registration and Networking Lunch
13:30		Conference Opening and Welcome Thomas Popp-Madsen, Centre of Excellence for ERP financials - EMEA North, SAP Guido Uhrenbacher, Customer Advisory Finance, Middle & Eastern Europe, SAP Jessica Duffy, Head of Production and Project Management - International Events, TAC Events
13:45		Opening SAP Keynote: Begin Innovating Today and Kick-Start Your Central Finance Journey With business models and processes changing so quickly, there is always the risk that the disruption and effort that come with implementation may take a long time to pay off—or not pay off at all. Central Finance directly addresses these issues by accelerating implementation, eliminating disruption to existing systems, and giving you the flexibility to roll out new capabilities, as and when you need them. This session explains why Central Finance is the successful and proven accelerator for your SAP S/4HANA adoption. Waldemar Kessel, SAP Solution Management, Global Solution Owner Central Finance, SAP Stefan Fischer, SAP Product Engineering, Head of Central Finance, SAP
14:30	 	Customer Case Study: Leveraging SAP S/4HANA Central Finance and SAP Analytics Cloud to Drive Next Generation Finance Function at Syngenta Grisiela Attizani, Global Finance Stream Lead at Syngenta AG, a provider of agricultural science and technology, will walk you through their recent Central Finance journey. Hear about Syngenta's finance function challenges and why the decision was made to take a Central Finance approach, rather than a full SAP S/4HANA implementation. Grisiela will provide a high-level overview of the project, the benefits recognised, as well as the teams SAP Analytic Cloud learnings. Grisiela Attizani, Global Finance Stream Lead, Syngenta AG Gabriele Klett-Roettcher, Head of Finance Process and Technology, Syngenta AG
15:00	 	Customer Case Study: Accelerating Digital Transformation for Finance Powered by SAP S/4HANA Solutions Interested in finding out more about DSM's transformation journey? Mischa Botterweck, Global VP Digital Group Services, DSM and Fredy Karssemaker, Global IT Business Partner will share their experiences of how they shaped their project by selecting the right solution and implementation partner, Deloitte. They will explain what went well during the project, the challenges they faced and what they would have done differently in hindsight. Attendees will also have the opportunity to hear about that value that has been delivered to date and the future potential. Fredy Karssemaker, Global IT Business Partner, DSM Ritesh Bhushan, Partner I Global SAP S/4HANA Finance Leader, Deloitte
15:30		Afternoon Refreshments Break and Networking

AGENDA

TUESDAY, 20 SEPTEMBER, 2022

16:30

Breakout 1: F&A First - How SAP Customers Can Drive 'No Regrets' Transformation

The urgency for finance transformation is greater than ever. Organizations are investing in technology and optimization initiatives, and CFOs are questioning HOW they should innovate rather than IF. In this session, we'll share how SAP customers can deliver a 'no regret' transformation with an F&A first approach to achieve quick wins, enable the move to SAP S/4HANA with a Central Finance deployment, and provide long-term strategic value to the business.

Martin Kotze, Senior Solutions Consultant, BBlackLine

Breakout 2: The Art of Centralizing Invoice Management

Centralizing finance operations relies on the information quality of the different source systems - and this depends on the processes that are managing payables and receivables. Although almost all data resides on the source systems, it is still possible to take a centrally managed approach to those. During this session, we'll discuss how to standardize and centralize the processing of your vendor invoices and how to maximize the information advantage in combination with Central Finance.

Matthias Niessen, Senior Manager Product Marketing, OpenText

17:00



Customer Case Study: The Finance Transformation Journey to Enable Ongoing Innovation at Corning Inc.

In this session you will learn how the Finance team at Corning Inc., an American multinational technology company that specializes in specialty glass, ceramics, and related materials, has established its guiding principles, defined its strategy, and developed its roadmap to transform the organization. This transformation combines people, processes and technology with SAP Central Finance at its core.

Karen Chirico, Director IT Corporate, Corning Inc.



17:30



Panel Discussion: The Journey to S/4 – The Success Story for Central Finance as a Stepping Stone to SAP S/4HANA

During this session we will be inviting presenters from across the agenda to share their perspective on taking a Finance First approach. Our Panellists will discuss their insights, experience, key considerations and success stories when using Central Finance as a stepping stone to SAP S/4HANA.

Guido Uhrenbacher, Customer Advisory Finance, Middle & Eastern Europe, SAP

Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP

18:15

Closing Remarks and Close of Day One

18:15 – 19:15

Evening Drinks Reception



Customer Case Study



Live Stream

Sessions can be viewed live by digital attendees and will be made available on-demand post-event for both digital and in-person delegates



AGENDA

WEDNESDAY, 21 SEPTEMBER, 2022

08:30	Conference Registration and Morning Refreshments	
09:00		Welcome Back Thomas Popp-Madsen, Centre of Excellence for ERP financials - EMEA North, SAP Guido Uhrenbacher, Customer Advisory Finance, Middle & Eastern Europe, SAP
09:10	 	SAP Runs SAP: Enabling Finance Transformation and Innovation with Central Finance SAP's very own Joachim Mette will be sharing insights on how the team at SAP are enabling finance transformation and innovation with Central Finance. Hear how a more intelligent and centralized approach has helped tackle the challenges of inaccurate data, resource intensity, lack of transparency and flexibility, and more. Joachim Mette, Director, Business Innovation & IT – Strategic Initiatives, SAP
09:40	 	Case Study: Live on SAP S/4HANA Central Finance and Group Reporting - Perrigo's Finance Transformation Journey Learn about Perrigo's finance transformation journey with SAP S/4HANA Central Finance and Group Reporting. Understand why Central Finance and Group Reporting were right for Perrigo, the roadmap to go-live, lessons learned during and post implementation and Perrigo's Central Finance 'Release 2' plans. Melissa Ahrendt, Director of Finance, Perrigo Rakesh Mehta, Partner/Principal - Advisory - Consumer Markets - Finance Transformation, PwC
10:10	Morning Refreshment Break and Networking	
11:00		<div> Breakout 1: Central Processes Key Considerations Attend this breakout session to hear Guido Uhrenbacher providing key considerations and underlying logic regarding process centralization via SAP S/4HANA for Central Finance. Take this opportunity to learn and have your questions answered directly by the SAP experts. Guido Uhrenbacher, Customer Advisory Finance, Middle & Eastern Europe, SAP </div> <div> Breakout 2: Enhance Central Finance User Experience and Empower Project Leadership Teams Like Never Before with SAP Analytics Cloud (SAC) Gain an overview of the Central Finance Dashboard powered by SAP Analytics Cloud (SAC), a plug and play solution that includes key features and benefits such as automated, interactive, and pre-configured error categorization, out-of-the-box integration with SAP Knowledge Based Articles, enhanced filter capability and real-time visualization of important KPIs and trends. Brett McGee, Platinum Principal Architect, SAP Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP </div>



AGENDA

WEDNESDAY, 21 SEPTEMBER, 2022

11:30

Breakout 3: Green Line Reporting - Meeting Expectations for Evolving Reporting Requirements

Sustainability is top-of-mind for business leaders, global policy makers and standard setters alike. Unsurprisingly, there has been an acceleration of climate policies, updates, and announcements like the creation of the IFRS International Sustainability Standards Board with the goal to measure sustainability impacts on financial position and prospects of a company. Before long, this will significantly increase the reporting of climate risk and opportunities affecting financial departments across industry and region. Hear how SAP can help you to comply with these new rules and how to formulate a sustainable business strategy within the office of the CFO and transform your enterprise to a more sustainable business.

Stephan Müller, Global Solution Owner Finance, SAP Solution Management, SAP

Breakout 4: Achieve Hyperautomation with New Low-Code/No-Code Experience and Transform Your Business into an Efficient and Intelligent Enterprise

SAP Process Automation (SPA) provides a simpler and faster way to automate business processes. It combines Robotic Process Automation (RPA) and advanced workflow management capabilities with other necessary automation functionality to provide users with a complete automation suite. Join this session to understand how to empower business and IT users to automate business processes in a citizen developer experience. This session covers core functionality, extensibility capabilities, sample use cases, live demo and links to access pre-built SAP content.

Steven Jacobson, Product Manager, SAP Process Automation, SAP

Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP

12:00

Breakout 5: Expanding Accounting View of Logistics Information (AVL) to Third-party Sources in Central Finance

Did you know that Central Finance can leverage logistics data to unlock capabilities like predictive accounting, and enhanced compliance and tax reporting? The framework, known as Accounting View of Logistics Information, gained a critical new capability in 2021: support for non-SAP logistics data. Learn the capabilities of AVL and how Transaction Replication by Magnitude [now part of insightsoftware] can accelerate your integration of third-party logistics data into the AVL framework.

Jon Simpson, Lead Solution Engineer, Insightsoftware

Breakout 6: Centralized Cash Management Established by Central Finance

Join this session for a deepdive into centralized process integration of Cash Management within Central Finance, Purchase-To-Pay integrated Central Payment process and usage of Central Finance for Cash and Liquidity Management.

Christian Bauer, Director, Business Consulting, Finance, EY
Michael Portermann, Partner, Business Consulting, Finance, EY

Denise Wirth, Manager, Business Consulting – Finance, EY

12:30

Lunch Break and Networking

13:30



Customer Case Study: Finance Transformation in a Heterogenous SAP and Non-SAP Ecosystem – The Journey of Phoenix Contact

With a wide variety of ERP systems, including e.g., SAP, BaaN and SAGE, Phoenix Contact has a heterogeneous system landscape with more than 90 subsidiaries worldwide as well as a complex global reporting. This complexity often leads to a loss of transparency as well as more difficult control for compliance with corporate principles. In this session, we will present why and how Central Finance was a first step in our companies journey to S/4HANA. Learn about the reasons behind and get an impression on the challenges we faced, connecting different SAP and 3rd party systems to Central Finance.

Eike Busse, Director Digital Processes & Solutions Financials, Phoenix Contact

Julia Hildebrandt, SAP Inhouse Consultant FI/CO (Service Owner Central Finance), Phoenix Contact

AGENDA

WEDNESDAY, 21 SEPTEMBER, 2022

14:00



Customer Case Study: OMV Group – The Central Finance Journey So Far

Join this session to hear why OMV chose Central Finance. Robert Arnold, Business Project Manager Central Finance will explain OMV's current and future landscape, what has been achieved to date and an insight into the project timelines. Attendees will also have the opportunity to hear about the challenges and lessons learned from an operational, organizational and legacy perspective, as well as the challenges and opportunities of co-habitation with non-replicated company code.

Robert Arnold, Business Project Manager Central Finance, OMV



14:30

Comfort Break

14:45



Closing SAP Presentation: Jumpstart your implementation with the SAP Activate and Product Roadmap for S/4HANA Central Finance

Join this session to learn how SAP Activate Implementation Roadmap can guide and support your Central Finance journey. This Roadmap is a one-stop-shop for all your implementation needs and provides end to end visibility. Content harvested from multiple SAP Teams designed to support Central Finance Customers with prescriptive guidance, break down Project Activities into Deliverables and Tasks, important links, configuration guides, SAP Notes, tips, recommendations, and lessons learnt from recent Project Implementations. In this session, we shall share details on how you can leverage the Activate Roadmap to accelerate your Projects and gain efficiency. This is a great opportunity for new and existing SAP Customers to learn from early adopters, consume new innovations, avoiding typical Project pitfalls and build your Central Finance Project rollouts successfully.

Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP
Waldemar Kessel, SAP Solution Management, Global Solution Owner Central Finance, SAP

15:15

Closing Remarks and Close of the 2022 Conference



GOLD SPONSORS



BlackLine

Companies come to BlackLine because their traditional manual accounting processes—often performed outside the ERP—are not sustainable. BlackLine offers SAP solution extensions that help companies move to modern accounting by unifying processes, automating repetitive work, and driving accountability through visibility. The SAP solution extensions from BlackLine seamlessly integrate with SAP and free accounting teams to focus on what matters most by addressing processes like balance sheet substantiation, journal entry management, and intercompany accounting.

More than 3,900 companies, including more than 1,300 running SAP software, trust BlackLine to help them transform F&A processes.

For more information, visit: www.blackline.com



Deloitte

The Deloitte global SAP alliance can help you break every boundary and overcome the obstacles that stand between you and your vision for the enterprise. We bring deep industry experience at the intersection of business transformation and technology enablement, a global network of 26,000 SAP-focused professionals; end-to-end transformation capabilities and solutions; and an extensive track record of delivering the outcomes that matter. Discover how Deloitte can help you shatter expectations with the built-to-evolve Kinetic Enterprise™, enable constant innovation, and grow.

For more information please contact: SAP@deloitte.com



EY

As EY Business Consulting, we are building a better working world by transforming businesses through the power of people, technology and innovation. It's our ambition to become the world's leading transformation consultants. The diversity and skills of 70,000+ people will help clients realize transformation by putting humans at the center, delivering technology at speed and leveraging innovation at scale. These core drivers of "Transformation Realized" will create long-term value for people, clients and society.

For more information about our Consulting organization, please visit: www.ey.com

GOLD SPONSORS



insightsoftware

insightsoftware is a leading provider of reporting, analytics, and performance management solutions. Over 30,000 organizations worldwide rely on us to support business needs in the areas of accounting, finance, operations, supply chain, tax, budgeting, planning, HR, and disclosure management. We enable the Office of the CFO to connect to and make sense of their data in real time so they can proactively drive greater financial intelligence across their organization. Our best-in-class solutions provide customers with increased productivity, visibility, accuracy, and compliance. Learn more at insightsoftware.com.

For more information, please visit: insightsoftware.com



Open Text

Headquartered in Waterloo, Ontario, Canada, OpenText is a world leader in Information Management, helping companies securely capture, govern and exchange information on a global scale. OpenText solves digital business challenges for customers, ranging from small and mid-sized businesses to the largest and most complex organizations in the world.

OpenText and SAP have been partners for more than 25 years, developing solutions for 5000+ customers in 130+ countries in nearly every vertical and Line-of-Business. This strategic partnership offers co-development and cooperation that is characterized by sustained growth, tangible customer value, thought leadership and consistent innovation.

For more information please visit: www.opentext.com/sap



PwC

Combining more than 150 years of leadership and industry expertise with new thinking and the latest technologies, PwC has introduced a new equation for better results — go all in to accelerate growth. One that helps people and processes enable powerful technology with implementation that gets it done right—with minimal disruption and maximum impact. Whatever your focus—greater innovation, cloud or business transformation, operational efficiency or faster product and service speed to market—PwC and SAP are here to help.

For more information, please visit: www.pwc.com

REGISTRATION FORM

International Conference on Central Finance, presented by SAP and TAC Events

I would like to register for the International Conference on Central Finance,
presented by SAP and TAC Events
20 – 21 September 2022, Barcelona, Spain

(Please complete clearly in BLOCK CAPITALS)

First Name	Last Name
Company	Job Title
Department	Street
City, State	Zip Code, Postal Code
Country	Phone
Industry Sector	E-mail
Date	Signature

Attendance format:

☐ Digital ☐ In-Person

I wish to attend the following:

Conference (20 – 21 September)

- ☐ Day and a Half Conference (20 – 21 September)
- ☐ Evening Event (20 September – Open to in-person conference registrants only)

Pre-Conference Half Day Workshops (20 September) (In-Person Only)

(please select which session)

- ☐ Workshop 1: Central Finance Project Implementation Lifecycle, Tips, Tricks and Lessons for a Successful Project
- ☐ Workshop 2: Central Finance – Central Asset Accounting
- ☐ Workshop 3: Accelerate Central Finance Value Enablement with Central Finance QuickStart, Adoption Content and Coded Asset

Payment Method

☐ Credit Card ☐ Invoice

☐ I have read and agreed to these [terms and conditions](#) plus the [privacy & cookie policy](#)

Fax to +44 (0)121 212 1623

or [register online](#)

Conference Venue

Hotel NH Collection Barcelona Constanza
Carrer de Déu i Mata, 69-99, 08029 Barcelona, Spain
Tel +34 932 81 15 00
[Website](#)

Registration and Contact Office

TAC Insights Ltd.
7th Floor, Charles House
148 – 149 Great Charles Street, Birmingham, B3 3HT, UK
Tel +44 - 121 200 3810 Fax +44 - 121 212 1623
Email info@tac-insights.com
Registered in England No 4263656
VAT Registration No 781495788

Event Fees

Type	SAP Customers, Prospects and Employees	SAP Partners, Analysts, and Others
Attend the Conference Digitally	499 €	599 €
Attend the Conference In-Person	1150 €	1350 €
Workshops (In-Person Only)	400 €	400 €

* All in-person fees are subject to 21% VAT

* All digital tickets are subject to a 20% VAT charge for companies based in the UK. A reverse VAT charge applies (at a rate of 0%) to organizations based in the EU. No VAT will be levied to organizations based outside of the EU and UK.

Further Information

I am happy for TAC Insights Ltd to share my contact information with SAP for post-event communication regarding their products and services

- ☐ Yes, I am happy to share my details with SAP
- ☐ No, please do not share my details with SAP

I am happy for TAC Insights Ltd to share my contact information with the event's sponsors and exhibitors for post-event communication regarding their products and services

- ☐ Yes, I am happy to share my details with the event sponsors
- ☐ No, please do not share my details with the event sponsors

TAC Insights Ltd would like to keep you informed of future events and content within your field of interest.

- ☐ Yes, I would like to opt-in