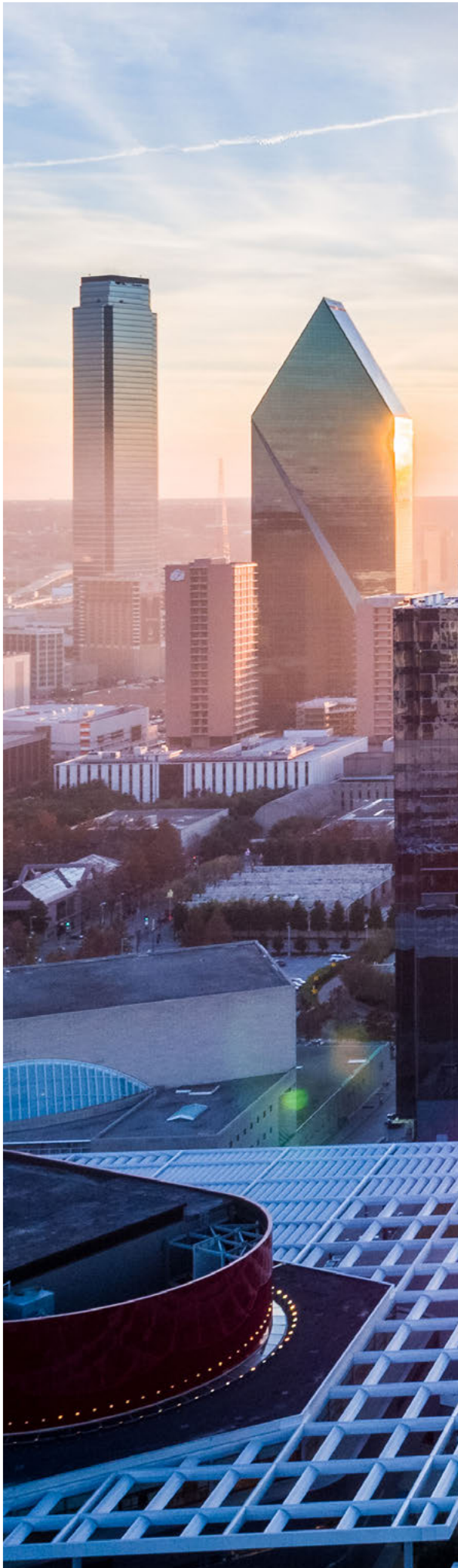# SAP for Quote-to-Cash Conference Americas, presented by TAC Insights

18th – 19th October 2023, Dallas/Plano, Texas, United States

TAC
Events
A **TAC Insights** brand

In collaboration with

SAP

Welcome from TAC Events

Companies worldwide are elevating their quote-to-cash processes to offer subscriptions, pay-per-use, bundles, and other innovative offerings. Join us to learn how you, too, can accelerate the monetization of your business model and implement recurring revenue models to stay competitive in the subscription and service-based economy with SAP solutions for quote-to-cash management.

You can attend workshops led by SAP experts to get tips and tricks on product capabilities and insights into the roadmap. Take this opportunity to meet with peers and SAP partners working on similar projects. Most importantly, take time to network and create valuable connections.

Best regards,

America Herrera
Production, Project and Communities
Manager – International, TAC Events

Email America

Introducing the **Team**

The TAC Events team look forward to welcoming you on site. Please feel free to approach us with any queries before, during, or after the event.

Libby Beavon
Marketing Manager

Email Libby

Casey Campbell
Delegate Manager

Email Casey

Richard Carrington
Event Sponsorship Manager

Email Richard

Oksana Kesh
Bookings & Registrations Manager

Email Oksana

About
TAC Events

An entirely independent B2B information services provider, we specialize in content and community development in the SAP and asset performance management spaces.

Learn more about our exclusive Quote-to-Cash content:
Cengage Group's Digital Transformation Journey with SAP.

Discover how Cengage quickly monetized subscriptions and usage plans for its B2C and B2B business models.

Our mission

Through our events and content, our mission is to inspire, educate, and unite professional communities.

TAC Events A TAC Insights brand

Are you ready to **Elevate Quote-to-Cash to Monetize Recurring Revenues?**

Do you have the knowledge to **streamline new processes?**

Our event places you at the centre of your **CPQ**, **Quote-to-Cash**, **Subscription Billing**, and **SAP BRIM** transformation journey. SAP product owners, partners and fellow customers will share their advice, expertise, and learnings to give you the tools necessary to innovate, accelerate and transform your business.

Whether you are completely new to the world of SAP or you're an existing customer looking to maximize your existing financial landscape, you'll find the support you are looking for.

What can you expect?

Grow revenues by elevating your quote-to-cash process to offer subscriptions, pay-per-use, pay-per-outcome, bundles, and other innovative recurring revenue offerings.

Increase customer lifetime value and build long-lasting customer loyalty with personalized offerings and promotions.

New to SAP? Attend expert-led pre-conference workshops to prepare for your upcoming CPQ and Subscription Billing implementations.

Reduce your costs, time to market, and revenue leakage with actionable solutions and lessons learned from your peers, fellow SAP users.

Canvas a wide range of SAP partners in our exhibition who can support your company's BRIM, Subscription Billing, and CPQ projects.
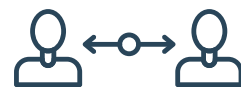
Organize 1-to-1 meetings with SAP product owners to secure answers to your most pressing questions.

Your **registration package** includes

Access to the 1.5-day conference and much more!

Please Note! There is an additional charge for attending pre-conference workshops (Morning of October 18– see pages 8 & 9)

REGISTER TODAY

All plenary presentations, microforums, and demos

ENTRY PASS QTC 2023

The event app

PROFIT
FROM THE THE CONFERENCE LONG AFTER THE EVENT

Social events

Recorded sessions
Keynotes will be recorded and made available for one year after the conference

Exhibition & networking

The venue
Hilton Dallas Plano

The Hilton Dallas Plano hotel is a luxurious and well-appointed hotel that offers guests a comfortable and convenient stay in the heart of Plano, Texas. The hotel is situated in the heart of the upscale Legacy Town Center, which offers guests access to a wide range of shopping, dining, and entertainment options. The hotel offers a range of amenities for guests to enjoy, including a fitness center, restaurant, bar, outdoor pool, and hot tub.

You will receive a link to our discounted room block upon registration.

LEARN MORE

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Adopting new business models?

How to elevate Quote-to-Cash to create recurring revenues?

Organizations of all sizes are accelerating recurring revenue initiatives to increase flexibility and variability among their offerings, to build long-term customer loyalty and retention. Join us to learn how you can gain actionable, real-world insights from SAP users, including:

HEAR FROM LEADING COMPANIES

Brightspeed

GETNET

Google

HPE

IBM

Lenovo

NBCUniversal

ServiceNow

Synopsys

Warner Bros Discovery

and more!

It's **not all work** in Dallas...

Take time to network, meet with old friends, get inspired, and more!

Meet colleages and network with experts, peers & partners at our at our **exhibition** and **drinks reception.**

Maintain your productivity by participating in **demos**, **microforums & networking** throughout the conference.

Pre-conference **workshops**
Wednesday October 18 9:00 – 10:30

The conference begins with 6 interactive product workshops during which 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 – but which workshop is right for you?

Please note: Workshop registration is not part of the in-person ticket and requires separate registration (choose one from Group 1 and one from Group 2). For full workshop information and to register, visit the event website.

Group 1 9:00 – 10:30	1	**Managing B2B and Complex Subscription Offerings with BRIM Subscription Order Management**

SAP Product experts show how to best leverage BRIM Subscription Order Management to manage and fulfill complex subscriptions, such as managing the subscription lifecycle using the intuitive Fiori UI and setting up multi-level configuration for subscriptions with complex product models. Get the product deep dive you need to fully take advantage of BRIM, including insights into what's coming up next in the roadmap for Subscription Order Management.

Group 1 9:00 – 10:30	2	**Deep Dive into SAP Subscription Billing**

Get an in-depth overview of SAP Subscription Billing, a key component of the public cloud portfolio of SAP solutions for quote-to-cash management. Take advantage of a SaaS solution to quickly launch subscription and pay-per-use business models. View a demo highlighting the seamless, end-to-end coverage of the solution. An overview of upcoming enhancements and product roadmap will be shared.

Group 1 9:00 – 10:30	3	**Spotlight on Q2C Modules: SAP Entitlement Management and SAP Convergent Mediation by DigitalRoute**

Learn about two of our most popular modules for BRIM and Subscription Billing:
1. SAP Entitlement Management (EMS) provides a single source of entitlement and licensing. Get insights into the features and functionalities that EMS provides to help automate the quote-to-cash process. Learn about recent enhancements and what's coming up in the product roadmap.
2. SAP Convergent Mediation by DigitalRoute provides control over quote-to-cash data by efficiently processing high volumes of data in real time with automatic error detection and data enrichment. Real-world use cases demonstrate how customers are rapidly launching new business models and reducing revenue leakage with Convergent Mediation.

Pre-conference **workshops**
Wednesday October 18 11:00 – 12:30

The conference begins with 6 interactive product workshops during which 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 – but which workshop is right for you?

Please note: Workshop registration is not part of the in-person ticket and requires separate registration (choose one from Group 1 and one from Group 2). For full workshop information and to register, visit the event website.

Group 2 11:00 – 12:30	4	**High Volume Billing with SAP S/4HANA Cloud for Contract Accounting and Invoicing**

Discover how SAP S/4HANA contract accounting and invoicing (I.e., Convergent Invoicing and FI-CA) supports high-volume billing in SAP BRIM. We will discuss ways in which companies have automated invoice-to-cash with these SAP solutions. Learn about recent product enhancements and get previews on what is coming up next in the product roadmap.

Group 2 11:00 – 12:30	5	**Sell Innovative Solution Bundles of Products, Services, and Subscriptions**

Gain insights into creating and selling bundled solutions that combine subscriptions with products, services, and projects. Learn how SAP BRIM and SAP S/4HANA Cloud provide order orchestration and a single view of bundled offerings. Get updates on recent enhancements as well as preview of what is coming up next in the product roadmap.

Group 2 11:00 – 12:30	6	**Integrating CPQ with Subscription Management for B2B Companies**

Learn how SAP CPQ and SAP BRIM help B2B companies sell complex offerings by fully integrating the entire quote-to-cash process. See how your sales team can quickly and easily create accurate sales quotes for subscriptions with the ability to easily manage complex contract changes, such as contract swaps, restructurings, and renewals. Learn about the latest features and get a preview of what is on the product roadmap.
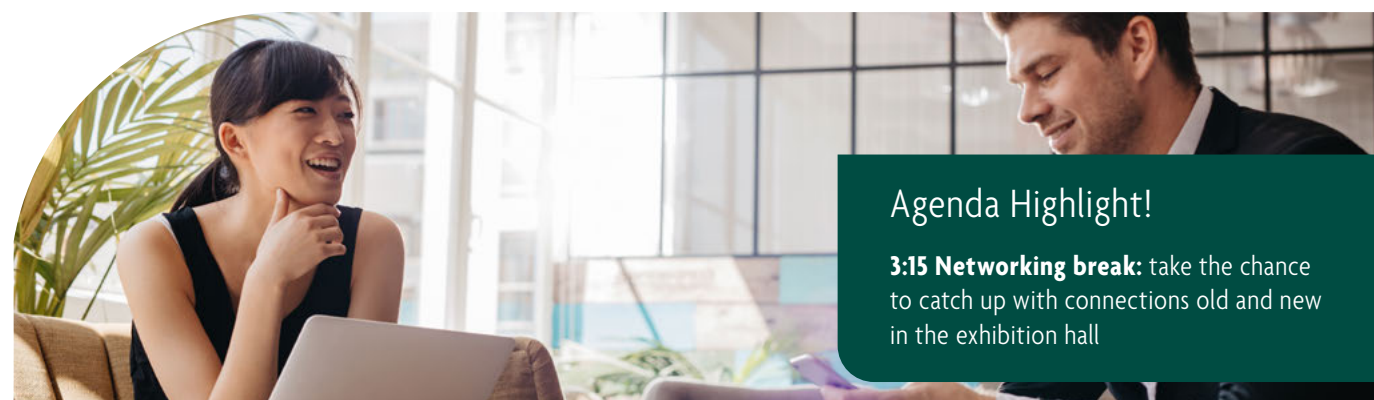
High Level Event Format **Agenda**

Day One – October 18 2023

For full session and speaker information and to register, visit the event website:

ONLINE AGENDA | REGISTER

08:00	**Workshop Registration and Morning Refreshments**
09:00 – 12:30	**Pre-Confrence Workshops - Require additional registration (for more information see pages 8 & 9)** Additional registration is required (09:00 – 10:30) Workshop 1: Managing B2B and Complex Subscription Offerings with BRIM Subscription Order Management Workshop 2: Deep Dive into SAP Subscription Billing Workshop 3: Spotlight on Q2C Modules: SAP Entitlement Management and SAP Convergent Mediation by DigitalRoute (11:00 – 12:30) Workshop 4: Automate Invoice-to-Cash for Usage-Based Billing Workshop 5: Sell Innovative Solution Bundles of Products, Services, and Subscriptions Workshop 6: Integrating CPQ with Subscription Management for B2B Companies
12:30	**Conference Registration and Time to Browse Exhibition**
1:30	**Opening Keynotes, Customer and Partner Presentations and Case Studies** Hear customer updates, challenges, lessons learned and new innovations on the SAP radar
3:15	**Afternoon Refreshments Break and Networking** Including partner demos and your chance browse the exhibition
4:15	**Customer and Partner Presentations and Case Studies** Listen to a range of case study sessions, to hear advice and implementation journeys
6:00	**Evening Networking Reception** Wrap up the day's learnings with a cool drink

Agenda Highlight!

3:15 Networking break: take the chance to catch up with connections old and new in the exhibition hall

High Level Event Format **Agenda**

Day Two – October 19 2023

For more details and to register, visit the event website

07:50	**Registration and Breakfast Refreshments**
08:20	**Opening Keynotes, Customer and Partner Presentations and Case Studies** Stories, advice, challenges and lessons learnt from innovative SAP customers and partners
10:00	**Morning Refreshment and Networking Break** Networking & time to browse the exhibition
11:00	**SAP and Partner Microforums** Microforums are your opportuinity to take a hands-on approach to the technology: join interactive talks and demos from SAP and partners
12:40	**Lunch & Dedicated Exhibition Time** Head to the expo hall for networking and refreshment breaks
2:10	**Customer and Partner Presentations and Case Studies, Closing Keynotes** Hear customer insights and SAP Road Map
3:55	**Close of 2023 Conference**

Agenda Highlight!

11:00 Hands-on technology demos
SAP and Partner Microforums

Thanks to our **platinum sponsor**

EY

Knowing your business needs to transform and understanding how to do it are very different. So is making the right technology investment and getting the most out of it. But by partnering with EY's trusted advisors, you'll never have to face these issues. Through integrated, end-to-end solutions, EY transforms your people, processes, and technology across the enterprise – architecting performance by unlocking hidden value, accelerating innovation, and building business models primed for the future. And at all stages of your SAP journey, EY's industry-focused tools and services maximize your investment, adapt to regulatory change, and optimize impact and growth. Working together, EY and SAP build the human-centric, technology-powered business solutions to turn your potential into sustainable performance. That's building a better working world.

For more information, please visit: ey.com

Thanks to our **gold sponsors**

Acuiti Labs

A specialist SAP consulting firm based out of London, servicing clients globally for 'Order to Cash' process transformation and optimisation with a presence in Europe, North America, and South Asia.

As an SAP Certified Partner, Acuiti Labs has been successfully delivering business technology solutions & digital transformation deploying SAP BRIM (Billing) on S/4HANA and cloud-based applications such as Subscription Billing, CPQ & Entitlement Management. To manage the business requirement of real-time usage data monetization, Acuiti Labs uses SAP Billing and Revenue Innovation Management (BRIM) for providing end-to-end solutions for order-to-cash processes.

Acuiti Labs have the experience of delivering successful transformations for multiple industries to support subscription and consumption-based Target Operating Models such as:

*Mobility-as-a-Service (travel using public transport and private vehicles)

*Tourism-as-a-Service (hotels, entertainment parks)

*Ports-as-a-Service (Airports and Seaports)

*Postal-as-a-Service

*Telco-as-a-Service

*Media-as-a-Service

*Hi-Tech

Acuiti Labs emphases on value realization and monetization of digital assets and strategies, delivering end-to-end services for clients. Customer satisfaction is at the centre of all its endeavours.

For more information, please visit: acuitilabs.com

Thanks to our **gold sponsors**

Bramasol

Bramasol, the leading provider of SAP Solutions tailored for the subscription-based Digital Solutions Economy™. Our comprehensive offerings encompass Finance, Treasury, Revenue Recognition, and Leasing, allowing businesses to thrive in this dynamic landscape.

Bramasol specializes in SAP Solutions for the Digital Solutions Economy (DSE). Our mission is to empower companies as they transition to this customer-driven economy, where recurring revenue models such as subscriptions, outcomes, XaaS, and more shape business success. With our deep expertise in Revenue Accounting, BRIM, Cash Management, Treasury, Leasing, and other areas of SAP Finance, we possess a unique position to assist you in achieving your Quote-to-Revenue goals.

Bramasol is part of the Hasso Plattner Beteiligungs GMBH family of companies. In 2004, Dr. Plattner acquired Bramasol to gain a more intimate understanding of his customers' experiences through the lens of a smaller company.

Experience the cutting-edge SAP Solutions that drive growth in the Subscription and Digital Solutions Economy. Partner with Bramasol today.

For more information, please visit: bramasol.com

Delego Payments

Delego helps world-leading companies expand their payment acceptance capabilities by seamlessly integrating and securing their payments ecosystem with SAP. Delego also offers in-house payment processing to provide merchants lower processing rates along with a one-stop location for all of their payment processing needs.

For more information, please visit: delegopayments.com

DigitalRoute

DigitalRoute unlocks the value of usage data to optimize business performance. We have the only platform that is purpose built to convert raw usage data into billable items. This enables companies to capitalize on the growing wave of subscription and usage-based business models. More than 400 companies rely on our platform for usage-based monetization, quote-to-cash automation, finance system consolidation and telecom mediation. We deliver extreme precision in the most complex environments in the world.

For more information, please visit: digitalroute.com

Thanks to our **gold sponsors**

PwC

PwC is a leading global professional services network focused on building human-led, tech-driven solutions to some of the world's most complex problems. With offices in 152 countries and nearly 328,000 people, PwC can help deliver the right SAP applications, products and technologies to your organization. Combining more than 150 years of leadership and expertise with new thinking and advanced technologies, PwC offers a new equation for better results. 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: pwc.com

SEIDOR

SEIDOR is a company dedicated to providing technology solutions in the areas of software consulting and IT services. This includes innovation, strategy, infrastructure, development and maintenance of on-demand applications, cloud computing, IoT, among others. As an international technology company with more than 40 years of experience and a business volume of USD 700MM a year with over 7.500 employees in the United States, Latin America, Europe, Africa, and the Middle East, it has strategic alliances with some of the world's largest and most advanced technology providers.

SEIDOR holds the largest SAP BRIM team in Latin America. It is a reference on the market with more than 15 projects in different industries and countries. A team of in-house consultants with a wealth of experience in solutions and familiarity with market best practices. Customized pre-sales process for the most comprehensive understanding of client needs and capacity to demonstrate solutions.

For more information, please visit: seidoramerica.com

Information and
FAQ's

How can I register a group?

We take group bookings, and also have a group offer you can take advantage of - **buy x3 full price tickets and receive 1 for free**. For more information please contact our registrations team at info@tac-insights.com

What is the dress code?

Our participants generally dress both business formal and business casual.

What is the deadline for registration?

To guarantee your place we would recommend registering up to 2 weeks before the event, especially if your registration includes a workshop or if you require a visa to travel. However registrations can be taken up until the day of the event.

Can you support me with my VISA requirements?

Yes, please complete your registration via our webiste. Once registration is completed, contact our registrations team at info@tac-insights.com as soon as possible. If your visa is rejected, you will be offered a full refund on your registration.