The importance of customer centricity, speed, greater transparency, and control over your complex supply chain in today’s consumer economy is well understood. Consumers increasingly expect products to be delivered on demand. With increasing pressures being placed on the traditional supply chain, it must be reworked to accommodate the demands of customer centricity and speed of response.

At the International SAP Conference on Supply Chain 2015, the focus is on enabling business leaders to leverage innovation and technology to enable real-time decision making and end-to-end visibility. With the help of our case studies, you will see how to put your customers at the center of your business and differentiate yourselves through the responsiveness of your supply chain. Hear firsthand from industry leaders including Mondelēz, Unilever, Philips, RWE, Caterpillar, ÖBB, M.video, Boehringer, Nussbaum, and more on how they are consolidating their IT footprint, striving for new levels of operational efficiency, fulfilling customer demand, and meeting profitability goals.

The two-day event is packed with opportunities for you to learn from a diverse range of SAP customers, business leaders, and SAP experts and partners. All of this will be delivered in an environment built for interaction, including preconference workshops, a networking evening event, live demos, microforums, and much more.

We are also very excited to announce that this year’s event is co-located with the International SAP Conference on Product Lifecycle Management and the International SAP Conference for Manufacturing as part of the SAP Conference Series on Extended Supply Chain, creating world-class networking and learning opportunities. Registering for one event will give you access to all three.

Join us at this landmark event to increase efficiency, visibility, and collaboration across your extended supply chain. We look forward to meeting you in Darmstadt!

Thomas Ohnemus
Vice President Industry Cloud
Extended Supply Chain Management, Service Industries
SAP
At these workshops you will review the functionalities, dive deeper into the topics, get practical examples, take part in discussions, go through online demonstrations, and determine the business benefits of SAP for Supply Chain solutions. 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 experts on the SAP® solutions. Please note that you cannot switch between parallel workshops. For comprehensive details relating to these workshops, please visit www.tacook.com/scmworkshops

The following workshops will take place between 09:00 and 12:30

Workshop 1: Supply Chain Planning with SAP: Improve Customer Service and Effectively Manage Costs with New Capabilities and Innovation

The SAP Integrated Business Planning solution is the centerpiece of the supply chain planning strategy from SAP. Learn how latest capabilities of this solution help your business to improve customer service and effectively manage supply chain cost in a challenging demand network. Experience first-hand demonstrations of this solution and understand how its road map relates to the entire portfolio of extended supply chain solutions. In addition, this workshop will detail innovations developed for SAP Integrated Business Planning on an integrated SAP HANA® platform.

Besides the existing sales and operations planning scope, the framework brings together demand and supply planning with inventory optimization capabilities. Learn about the cloud offering for supply chain planning from SAP and how it fits with the overall supply chain road map. Also understand how to react quickly to end-consumer demand and increase demand and market visibility.

**Featuring:**
- Overview of SAP Integrated Business Planning
- Deep dive into demand management
- Deep dive into response management
- Road map

Matthias Vogel, SAP
Karsten Schierholt, SAP

Workshop 2: Strategy and Innovations in Supply Chain Execution and Integrity from SAP

Attend this workshop to experience exciting new functionalities and understand how to derive business benefits from the supply chain execution solutions from SAP, through a mix of real-life examples, demos, and case studies.

With the advent of the latest SAP Transportation Management (SAP TM) application, SAP has begun to provide a market-leading solution portfolio for supply chain execution, supporting warehousing, transportation, and tracking processes. This workshop will outline the latest innovations and use cases for the SAP Extended Warehouse Management (SAP EWM) application and SAP TM. Furthermore, it will highlight new capabilities of the SAP Global Batch Traceability application and how to achieve supply chain integrity by applying concepts of item serialization (using the SAP object event repository and the SAP Auto-ID Infrastructure offering) and the SAP Event Management application across processes and physical execution.

**Featuring:**
- SAP Extended Warehouse Management
- SAP Transportation Management
- SAP Event Management
- Connected logistics
- SAP Global Batch Traceability
- SAP Advanced Track and Trace

Bernd Kutz, SAP
Christian Roediger, SAP
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 09:00 – 12:30 | Optional Half-Day Workshops  
Please see page 3 for more details |
| 12:30 | Registration, Visit the Exhibition Area, and Time for Networking |
| 13:30 | Chairman’s Opening Remarks  
Thomas Ohnemus, SAP |
| 13:45 | Connecting Your Company Strategy with Your Customer and Product Strategy  
• The modern consumer and the importance of customer centricity, product personalization, and speed in today’s consumer economy  
• How is the extended supply chain affected?  
• Road map on how to use technologies such as the Internet of Things, cloud, and advanced analytics to transform supply chains into demand networks, and connect products, assets, and manufacturing to product networks  
Hans Thalbauer, SAP |
| 14:30 | Leveraging Business Processes with SAP Software to Improve Along the Value Chain Based on the First Swiss Helicopter Project  
• Business challenges from the point of view of a helicopter company  
• Why a startup company chose SAP software to help grow the business  
• Using augmented reality, 3D visualization, and business analytics with 3D products  
• Ensuring consistent product data in engineering, manufacturing, maintenance, and service  
• Current situation and business outlook  
• Demonstration of innovative software applications  
Andreas Renker, CEO, allvisual and Former Member of the Board, Marenco Group |
| 15:15 | Refreshments, Visit the Exhibition Area, SAP and Partner Demos |
| 16:00 | Reduce Project Cost and Risk Leveraging a Model Company Approach  
• Learn about Unilever’s advance collaboration model with SAP to use best in industry IT implementation practices  
• SAP Extended Warehouse Management as a business growth enabler  
• How can applying Unilever’s real life experiences to your business allow you to:  
  • Implement proven technologies, methodologies, and tools  
  • Reduce total cost of implementation, including project cycles  
  • Reduce total cost of ownership  
• Road map and next steps  
Jose-Luis Gonzalez, Unilever  
Martin Burke, SAP |
| 16:45 | Thought Leader’s Perspective: The Internet of Things for Business in 2020  
• Towards the next industrial revolution: agility and responsiveness  
• Lack of supply chain visibility is the key barrier to performance improvement  
• Two sides of the same coin: big data analytics and the internet of things  
• Becoming a smarter organisation with the internet of things: critical use cases and examples  
• Making the business case of the internet of things: what is the expected business outcome?  
Pierfrancesco Maneti, SCM World |
| 17:30 | Wrap-Up and End of Day One |
| 18:15 | Depart for Conference Evening Event Which is Proudly Sponsored by SAP Services |
## CONFERENCE AGENDA DAY 2
### FRIDAY, OCTOBER 2, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>08:00</td>
<td>Refreshments, Visit the Exhibition Area, and Time for Networking</td>
<td></td>
</tr>
<tr>
<td>08:30</td>
<td>Welcome Back</td>
<td>Matthias Vogel, SAP</td>
</tr>
</tbody>
</table>
| 08:40  | **Keynote Panel: Building Customer Centricity and Responsive Demand Networks** | • Road map for using the Internet of Things, cloud, and advanced analytics  
• Imagine an entirely new supply chain that leverages the latest technology platforms  
• Plan with demand-driven business processes, respond to and orchestrate supply  
• Sense and capture real-time demand and supply data  
• Establish an integrated platform for supply chain execution  
Panelists: Richard Howells, Patrick Crampton-Thomas, Martin Barkman, and Markus Rosemann, SAP |
| 09:20  | **Creating Delicious Moments with SAP Sales and Operations Planning**    | • Learn about our journey with SAP: Scope of implementations, challenges and solutions  
• Integrated business planning: What, how, and why at Mondelēz International  
• How SAP Sales and Operations Planning will support the realization of our integrated business planning process  
• Where we are with the program and what comes next  
Phil Cottrell, Mondelēz International |
| 10:00  | Refreshments, Visit the Exhibition Area, SAP and Partner Demos          |                                                                        |
| 10:45  | **Supply Chain Planning**                                                |                                                                        |
|       | **A1 Demand Management Process Powered by SAP Integrated Business Planning for Sales and Operations at Whirlpool** | • Using the cloud-based SAP IBP solution, powered by SAP HANA, to accelerate adoption  
• Using powerful visualizations to help planners set priorities  
• Product segmentation (ABC/XYZ) and lifecycle management to facilitate differentiated planning approaches  
• Effective use of advanced modelling possibilities in SAP IBP to rationalize planner effort  
• Ambitious plan to roll out SAP IBP across EMEA  
Raffaele Gianola, Whirlpool  
Ganesh Sankaran, Deloitte |
| 11:30  | **Supply Chain Execution and Integrity**                                 |                                                                        |
|       | **B1 Automated Transportation Planning as a Shipper at RWE with SAP TM** | • Why do we need SAP TM for our lignite trucks?  
• Inbound, outbound and in-between: Multiple scenarios add to complexity  
• Cost distribution: Yes, we can!  
• Major project milestones: 2013-2015  
• Best practices in a difficult project environment  
• Business functions and interfaces: Major pitfalls to avoid  
Nina Schrammel, RWE Power AG, Germany  
Jens Junior, RWE IT GmbH, Germany |
|       | **B2 Direct Integration of Complex Logistics Automation to SAP EWM and the Material Flow System at Nussbaum** | • Modernization of IT landscape with existing automated pallet warehouse  
• Integration of miniload and multishuttle  
• Successful implementation using templates in SAP EWM  
Andrea Ricciarelli, SAP  
Michael Kreutzmeier, Dematic |
| 12:15  | Lunch, Visit the Exhibition Area, SAP and Partner Demos                  |                                                                        |
## Conference Agenda Day 2  
**Friday, October 2, 2015**

### A Supply Chain Planning

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
</tr>
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</table>
| 13:30 | **A3** Integrated Business Planning: Balance Demand Plans with Network Constraints for Profitability | Martin Barkman, SAP                
|       |                                  | Jonathan Karczewski, EY          |

### B Supply Chain Execution and Integrity

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td><strong>B3</strong> Achieving Transparency: Global Batch Traceability</td>
<td>Klaus Imig, Boehringer Ingelheim</td>
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<td></td>
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</tbody>
</table>
|       | **B4** Truck Transportation for Shippers: SAP TM Rapid Deployment Solution Implementation in the Consumer Goods Industry | Elinor Castell, SAP               
|       |                                  | Frank Delbruegge, arvato Systems |

### 14:15

**A4** Organizational Effectiveness by Aligning Transformed Supply Chain Processes with SAP

- Challenges due to complexity of engineer-to-order business at Caterpillar
- Using networks for scheduling and constrained assembly planning to help identify the critical path
- Visualizing and managing assembly capacity shortages - from the point of project creation
- Planning parameters and master data quality improved with SMART and GRIEF
- Organizational effectiveness across supply chain planning, manufacturing, and warehouse operations
- Driving commitment by establishing a transparent KPI framework

**B4** Truck Transportation for Shippers: SAP TM Rapid Deployment Solution Implementation in the Consumer Goods Industry

- Implementation of SAP TM in a Shipper Scenario using Modules Transportation Requirements and Order Management (Outbound, Interplant, Returns)
- Transportation Planning & Optimization (Outbound, Interplant, Returns)
- Freight Tendering including Carrier Portal (Outbound)
- Event Management (Outbound) and Transportation Charge Management (Outbound, Interplant, Returns)

**A4** Organizational Effectiveness by Aligning Transformed Supply Chain Processes with SAP

**B4** Truck Transportation for Shippers: SAP TM Rapid Deployment Solution Implementation in the Consumer Goods Industry

**15:00**

**Short Break**

### 15:15

**Achieving 98% On-Time Deliveries During the High Season with SAP Transportation Management**

- Building the infrastructure to support company growth and increase efficiency
- Increasing truck utilization: Routing more than 3,000 orders per day
- Reducing costs in replenishment and building a new process for client deliveries
- Increasing transparency and helping managers optimize resources with automation
- Helping raise revenue and customer satisfaction
- Results from the last 12 months with SAP TM

**15:15**

**How to Transform Your Supply Chain into A Demand Network with SAP**

- Demand network solutions from SAP, including SAP Integrated Business Planning and supply chain execution software
- Customer case studies and best practices
- Outlook on future direction and innovation road map

**16:00**

**16:30**

**Wrap-Up and End of Conference**
Deloitte drives progress. Our firms around the world help clients become leaders wherever they choose to compete. Deloitte invests in outstanding people of diverse talents and backgrounds and empowers them to achieve more than they could elsewhere. Our work combines advice with action and integrity. We believe that when our clients and society are stronger, so are we.

No matter how great the business strategy, if the operations function can’t deliver, it’s game over. Today’s supply chains have to be more nimble than ever before, able to respond quickly to the slightest changes in direction. More global. New products. Greater risk of disruptions. Faster paced. And more. All while meeting new demands for lower costs and increased productivity in a ferociously competitive global environment.

We can help companies build lasting competitive advantage at every level of their operations, from product development, planning, and sourcing to manufacturing, logistics, and distribution with SAP. Building on a vast experience of implementing SAP software environments since the first releases of SAP ERP, SAP Advanced Planner and Optimization, and SAP Service Parts Planning, we ensure that our clients benefit from our support of their business transformation programs from both a business and an IT/technology integrator point of view.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries; legal advisory services in Germany are provided by Deloitte Legal. With a globally connected network of member firms in more than 150 countries and territories, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte’s more than 200,000 professionals are committed to becoming the standard of excellence.

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DEMATIC is the worldwide leading solution supplier for logistics automation and specialized in the integration of highly complex automated Sites with SAP EWM/MFS / LES.

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Descartes

Descartes (Nasdaq:DSGX) (TSX:DSG) is the global leader in providing on-demand, software-as-a-service solutions focused on improving the productivity, performance and security of logistics-intensive businesses. Descartes has over 220,000 connected parties using its cloud-based services. Customers use our modular, software-as-a-service solutions to route, schedule, track and measure delivery resources; plan, allocate and execute shipments; rate, audit and pay transportation invoices; access global trade data; file customs and security documents for imports and exports; and complete numerous other logistics processes by participating in the world’s largest, collaborative multimodal logistics community. Our headquarters are in Waterloo, Ontario, Canada and we have offices and partners around the world.

For more information, visit www.descartes.com

Run Simple SAP Service and Support

Run Simple with SAP Service and Support for PLM and eSCM

Complexity is the single greatest challenge facing organizations today. Businesses struggle to manage rapidly changing demands of their markets, employees, and customers. SAP Service and Support helps you reimagine your business in order to run simple. We provide a road map to accelerate innovation, so you can maximize return on your SAP software investment, achieve faster time to market, and meet your customersí expectations. We bring a new level of accountability and a framework that supports collaboration, flexibility, and vision across all partners.

SAP Service and Support will help you navigate complex supply chain and product lifecycle challenges by establishing an innovation network that continuously assesses and socializes your specific business needs and we partner with you to build and deliver a complete set of features and functions for adaptive supply chain networks as well as provide complete support for all your product related processes. Under one contract, you benefit from the full domain of SAP experts to deliver creative and unique solutions for all your supply chain, extended supply chain and product lifecycle management consulting needs. Central to this simplified engagement is the activation of an innovation framework to build and run simple solutions for continuous optimization, innovation delivery and value realization along your journey to SAP Cloud powered by HANA.

For more information, please visit www.sap.com/services
arvato Systems

As global next generation IT systems integrator arvato Systems focuses on "Digital Transformation Solutions". We use the technology talent and expertise of over 3,000 people at more than 25 sites throughout the world. Being a part of the arvato network and belonging to Bertelsmann, we have the unique capability to create entire value chains. As a longtime SAP partner, we provide solutions for warehouse management, shipping and transport. The spectrum ranges from SAP TM, SAP EWM, to comprehensive logistics consulting.

We create streamlined digital processes that support innovative business models. Moreover we provide operation and support services. arvato Systems offers an exceptional combination of international IT engineering excellence, the open mindset of a global player, and the dedication of employees. We also ensure that all our customer relationships are as personally rewarding and long-lasting as they are successful.

For more information, please visit www.arvato-systems.com

Flo Group

Flo Group is a leading logistics consultancy employing over 160 subject matter and change management experts. They enable the required business and technology change initiatives, delivering roadmaps, solutions and projects that drive optimised logistics performance.

Through working with some of the most complex global supply chains, including DHL, IKEA, Mazda, UPM and KN, they have identified various points to help companies achieve logistics excellence:

Future Operating Model – a 6Ps model identifies potential options and lets you leverage the most value from the best of logistics solutions

Systems Assessment - Technology is vital to enabling logistics operations, selecting the right systems can be crucial

Network Optimisation - Utilise the data in your supply chain systems. Visualise, plan, measure and optimise your network, find the optimal balance of customer service and cost to serve.

Transformation - Strategies need to be implemented. Successful initiatives are accompanied by the pragmatic operational changes

For more information, visit www.flo-group.com

Olivehorse Consulting

Olivehorse Consulting, based in the UK, is one of the few SAP partners specialising entirely in supply chain planning and management. Our team have architected solutions that run some of the largest, fastest moving global supply chains.

We help clients achieve tangible benefits from their investments in SAP SCM and IBP applications by:

• Guiding clients to set a direction in terms of planning technology strategy which supports their business goals and makes optimum use of the SAP product set. This includes advice on the development and deployment of IBP (Integrated Business Planning)
• Maximising return on investment from existing SCM and APO implementations through evaluation of existing solutions and processes against good planning practice
• Reducing risk and managing complexity on large scale SCM programmes through the provision of highly experienced solution architect and programme management advice

For more information, visit www.olivehorse.com
HOW TO REGISTER

To register online for this event, please visit www.tacook.com/sap scm

Contact for Inquiries
Alice Kenning
T: +44 (0) 121 200 3810
F: +44 (0) 121 212 1623
E: a.kenning@tacook.com

The registration fee includes access to all three events that are part of the co-located extended supply chain conference - the International SAP Conference on Supply Chain, the International SAP Conference on Product Lifecycle Management, and the International SAP Conference on Manufacturing.

Venue Details
Darmstadtium Congress Centre
Schlossgraben 1
64283 Darmstadt
Phone: +49 (6151) 7806-0
Email: info@darmstadtium.de

The fee also includes lunch on all days, refreshments, and evening event for conference attendees, and documentation material for download. Please note that accommodation and travel are not included in the registration fee.
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INTERNATIONAL SAP CONFERENCE
ON SUPPLY CHAIN 2015
OCTOBER 1–2
DARMSTADT, GERMANY

I would like to register for this conference. (Please complete clearly in block capitals)

Last Name First Name

Company Job Title

Industry Sector Street

City, State Zip Code, Postal Code

Country Phone

Fax E-mail

Date Signature

I wish to attend the following:

☐ Preconference workshop (Morning of October 1). Please select:

☐ Workshop 1: Supply Chain Planning

☐ Workshop 2: Supply Chain Execution

☐ Conference (October 1–2) ☐ Workshop Only

☐ Evening Event (October 1) (open to conference registrants only)

Payment Method

☐ Credit Card ☐ Invoice

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1. Would you like to receive further information from SAP including special offers, reports, event news, and more along with information resulting from this inquiry?

☐ Yes, by e-mail ☐ Yes, by telephone ☐ No

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I agree to the terms and conditions ☐ (this must be ticked in order for the registration to be processed)

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You can register online, fill in this form and e-mail it to the below address or fax it to the number above (one form for each participant) or e-mail a, kennng@tacook.com.

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46 The Priory Queensway
Birmingham, B4 7LR, UK
T: +44 (0) 121 200 3810
F: +44 (0) 121 212 1623
E: info@tacook.com

Registered in England and Wales.
Company Registration Number: 4263656

Event Fees

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<tbody>
<tr>
<td>Conference</td>
<td>€1090*</td>
<td>€1250*</td>
</tr>
<tr>
<td>Pre-Conference Workshop</td>
<td>€350*</td>
<td>€425*</td>
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</tbody>
</table>

* Plus 19% German VAT
** Early Bird Fee valid until Friday August 28, 2015.

NOTE: Payment should also be received by the deadline for the early bird discount to apply.

Terms and Conditions of Registration
Cancellations must be made in writing at least two weeks before the beginning of the event. In this case we will charge a processing fee of €250. Cancellations received less than two weeks before the event will be liable for the full registration fee. This also applies to registrants who do not attend the event. If a participant cannot attend for whatever reason, it is of course possible to nominate a substitution. Substitutions must be received in writing, must be addressed to the registration office, and must include the names of both the original and the substitute registrants. Participation in an event is only possible if payment has already been received, or if it is submitted at the event in cash or with a collection-only cheque. Please note that non-attendance for any reason is subject to the cancellation terms laid out in point above.

Organizer’s Changes
We reserve the right to cancel your registration or refuse access to the event. We reserve the right to make changes to the event program. In the unfortunate event that an event is cancelled, we are not liable for any costs incurred by delegates in connection with their attendance.

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