International SAP Conference for Manufacturing

November 3–4, 2016
The Hague, The Netherlands
WELCOME

Connected Manufacturing – Enabling the Factory of the Future Through Digital Transformation

The digital enterprise is dramatically transforming manufacturing companies worldwide. Join us in The Hague, the Netherlands, on 3–4 November for the International SAP Conference for Manufacturing and learn how SAP® solutions provide full visibility into complex global manufacturing operations.

This conference is your one-stop shop for opportunities to meet with SAP experts, partners, and customers in a collaborative learning environment. You will hear first-hand from industry leaders, including Cargill, Ferrero, Nilit, PCB Technologies, Aspöck Systems, ASML Holding, and others, who will share their experiences on how connected manufacturing can deliver a platform for optimizing manufacturing operations, allowing real-time visibility across the enterprise.

With a user-focused agenda designed to address process and discrete manufacturing industries, the two-day customer-centric event will be held in an environment built for interaction, including preconference workshops, a networking evening event, live demos, partner microforums, and much more. Throughout the conference, you will have considerable opportunity to put your questions to the experts and discuss them with your peers.

As well as having a dedicated agenda for the manufacturing industry, this event is one of six conferences being held in the same venue as part of our International SAP Conferences on Extended Supply Chain and IoT. Together the conferences cover the entire range of supply chain management software from SAP.

Whether you are already using SAP solutions to enhance your manufacturing processes, or are currently evaluating your options, you will not want to miss this opportunity. Join us and become part of the vibrant community using manufacturing software from SAP.

We look forward to meeting you in The Hague!

Mike Lackey
Global VP of Solution Management
LoB Manufacturing
Extended Supply Chain

Thomas Ohnemus
Vice President Industry Cloud
Extended Supply Chain, Service Industries
SAP
Our half-day workshop is an opportunity for you to dive deep into our solutions, have your questions answered by experts, and share experiences with your peers. The workshop is a great opportunity to gain a comprehensive overview of how you can maximize manufacturing operations with SAP® solutions. Take advantage of this chance to gain an in-depth perspective prior to joining the main conference.

The following workshop will take place from 9:00 a.m. – 12:30 p.m.

**Workshop 1: Connected Manufacturing**

During this half-day preconference workshop, you learn how connected manufacturing can enable intelligent manufacturing and create new insights for your business by structuring, automating, and accelerating the flow of information across the extended supply chain. The session illustrates how SAP software can help manufacturers gain significant benefits from Industry 4.0 and Internet of Things (IoT) technology. Over the course of the workshop, we give you a comprehensive overview of the SAP for Manufacturing solution portfolio and demonstrate the value the solutions deliver to the manufacturing line of business.

Attend this workshop to:
- Understand the role and value of connected manufacturing in digital transformation
- See how IoT and Industry 4.0 enable the connection of programmably logic controllers and processes with the enterprise
- Learn how the factory of the future can be designed using the SAP Manufacturing Integration and Intelligence (SAP MII) application as the basis for the convergence of IT and operational technology (OT)
- Consider customer examples where significant gains have been achieved with manufacturing solutions from SAP and how you can leverage these benefits
- Obtain insight into recent, planned, and future developments for the SAP for Manufacturing solution portfolio to extend functions of the digital core by harnessing the in-memory computing technology of SAP S/4HANA

Workshop Leader: Paul Lasance, SAP

**ADDITIONAL WORKSHOPS**

Don’t forget that the International SAP Conference for Manufacturing is being conducted as part of the International SAP Conferences on Extended Supply Chain and IoT and is just one of six events taking place November 3–4. Additional workshops will take place at this time on the following topics:

- Asset management
- Supply chain management
- Product lifecycle management
- Environment, health, and safety
- Portfolio and project management

If you would like to register for the manufacturing event and also attend one of these alternative workshops, please contact Emma Peters at em.peters@tacook.com or +44 (0)121 200 3810.

For more comprehensive event details, please visit www.tacook.com/sapmanufacturing
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Workshop Registration Opens</td>
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| 09:00 | Optional Preconference Workshops  
Please see page 3 for further details. |
| 12:30 | Conference Registration, Lunch, and Visit to the Exhibition Area |
| 13:30 | Chairman’s Opening Remarks and Welcome  
Thomas Ohnemus, SAP |
| 13:45 | Keynote Address from SAP  
**Digitalizing the Extended Supply Chain**  
- How digitalization and the Internet of Things are reinventing the world economy; connecting individuals, businesses, and societies in real time; and driving a new digital economy  
- How your organization can ensure it is in a position to create and capture these new opportunities  
- The new evolution of supply chains – drive customer-centric processes, deliver personalized products, and service demanding customers across a business network of global partners  
- How this transformation has influenced – and will continue to impact – the business processes and systems that are required to remain competitive  
Hans Thalbauer, SAP |
| 14:30 | Insights from Global Leaders in the Extended Supply Chain  
- Hear the results from 2016 research on key drivers for digital transformation  
- Understand how omnichannel leaders widen the gap  
- Key actions to deliver solutions for individual customer demand  
- Leverage business networks for better collaboration in a sharing economy  
Kevin O’Marah, SCM World |
| 15:15 | Afternoon Refreshments, Visit to the Exhibition Area, and Interactive Microforums |
| 16:15 | **Track A: Supply Chain in Focus**  
Chaired by: Matthias Vogel, SAP  
Digital Supply Chain at BSH  
Dietmar Baumann, BSH Hausergäte |
|  | **Track B: Product in Focus**  
Chaired by: Mike Lackey, SAP  
From Idea to Launch: Managing the New Product Development Process  
Victor Trivelli, Nestle S.A. (retired) |
|  | **Track C: Asset in Focus**  
Chaired by: Achim Krueger, SAP  
Dynamic Maintenance Management System: Trenitalia’s Turning Point  
Paolo Masini, Trenitalia SpA  
Francesco Mari, SAP |
| 17:00 | Driving Supply Chain Planning and Inventory Optimization with SAP  
Klaus Worle, Plansee Group  
Marc Hoppe, SAP |
|  | Delivering Digital Business Transformation and Product Innovation at Unilever  
Jan-Peter Lochschmidt, Unilever |
|  | Underpinning Product Safety and Operational Risk Management with SAP® EHS at Reliance  
Shashank Singh, Reliance |
| 17:45 | Close of Day One and Evening Event |
# Conference Day Two
**Friday, November 4, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Topics</th>
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<tbody>
<tr>
<td>08:00</td>
<td><strong>Chairman’s opening remarks</strong></td>
<td>Carlos Portillo, SAP</td>
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<tr>
<td>08:05</td>
<td><strong>Keynote Address from SAP</strong></td>
<td>Mike Lackey, SAP</td>
<td>- Understand how digital transformation is impacting manufacturing</td>
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<td></td>
<td><strong>Connected Manufacturing: Leverage Big Data to Drive New Insights into Operations</strong></td>
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<td>- Discover how organizations are incorporating innovative technologies and ideas into their manufacturing processes to enable Industry 4.0 and gain insights into operations</td>
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<td>- See how Big Data and delivering real-time data integration is helping to make Industry 4.0 a reality</td>
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<td>- Gain insight into the strategy and road map from SAP that is leading the way to the Industrial Internet of Things</td>
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<td>08:35</td>
<td><strong>Increase Business Performance with Logistic Integration on the Shop Floor</strong></td>
<td>Wolfgang Aigner, Aspöck Systems GmbH</td>
<td>- Achieving more output by less planning and more transparency in realtime</td>
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<td>- Innovations by using existing tools and bringing them together</td>
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<td>- Discover how an Austrian midsize company has realized innovations with SAP</td>
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<td>09:20</td>
<td><strong>From Challenge to Practice – Manufacturing Execution Integration for Product Lifecycle Management and SAP ERP Central Component</strong></td>
<td>Yaël Yashfe-Dery, PCB Technologies Ltd.</td>
<td>- Quick-response services – delivery of complex printed circuit boards (PCB) and assemblies within a short lead time enabled by detailed and flexible planning</td>
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<td>- Engineering change management – full control of customer specifications and engineering change requests</td>
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<td>- Quality management – data collection that supports quality analysis</td>
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<td>- Traceability – high-quality manufacturing with full process traceability of components, raw materials, and workmanship</td>
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<td>10:05</td>
<td><strong>Morning Break, Refreshments &amp; Networking</strong></td>
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<td>10:45</td>
<td><strong>An Implementation Strategy and Road Map for Success with the SAP® Manufacturing Execution Application</strong></td>
<td>Mark Griebels, ASML Holding N.V.</td>
<td>- Using an effective approach for a greenfield implementation</td>
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<td>- Taking the right steps to streamline production processes</td>
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<td>- Planning and structuring road map initiatives to align operations with company growth objectives</td>
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<td>11:30</td>
<td><strong>Streamlining Cargill’s Deployment of Enterprise Resource Planning Software in the Plant</strong></td>
<td>Tim Jordheim, SAP Applications, Cargill Inc.</td>
<td>- Overview, scope, and purpose of Cargill’s journey with SAP MII</td>
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<td>- How Cargill addressed objectives of SAP software deployment, including speed and cost</td>
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<td>- Details of how Cargill’s deployment of SAP MII enabled key process areas</td>
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<td>- Selected details of the software architecture of SAP MII</td>
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<td>- Key success factors, lessons learned, and business benefits achieved</td>
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<tr>
<td>12:15</td>
<td><strong>Lunch, Visit to the Exhibition Area, and Interactive Microforums</strong></td>
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14:00  SAP® Distributed Manufacturing – Meeting Variable Product Demand with Integrated 3D Printing Manufacturing Services
   • Hear how the SAP® Distributed Manufacturing application delivers personalized products according to individual needs and requirements
   • Examine how your business can benefit from integrated 3D printing operations to optimize manufacturing and meet distribution challenges
   • Learn how this technology is revolutionizing traditional manufacturing practices, eliminating the need for tool production, and as a result reducing costs, lead times, and associated labor
   • See examples of 3D printing in practice and the value being realized today
   Dr. Phil Reeves, Stratasys Ltd.
   Mike Lackey, SAP

14:45  Rapid Smart Manufacturing Execution Environment (RaSMEE): SAP MII Without Boundaries
   • Explore requirements for shop-floor operational environments; tailor the right solution with SAP MII
   • Join a walk through an implementation methodology that enables quick time to market
   • Realize the industrial Internet of Things (IIoT) and use real-time data for online operational tasks
   • Gain new revenue streams and reduce cost using the SAP ERP application and related processes
   • See how RaSMEE enables smart manufacturing, reduces manual manufacturing tasks, lowers processing time, and eliminates errors with support from SAP MII
   Idan Barak, Nilit Ltd.

15:30  Enabling Seamless Real-Time Shop-Floor to Top-Floor Integration with ifm and SAP
   • Company and product portfolio overview
   • Typical customer requests and challenges to integrate shop floor to top floor
   • Predictive maintenance with big data
   • Connectivity port and line recorder agent from ifm electronic
   • Integration to SAP® Plant Connectivity software and the SAP Manufacturing Integration and Intelligence Application
   Hans Van Aken, ifm electronic b.v.
   Carlos Portillo, SAP

16:15  Wrap Up & Closing Remarks
Throughout the conference, don’t miss the opportunity to visit our microforums and demos, hosted by SAP and SAP partners. Covering an array of topics, these sessions will allow you to interact, ask questions, and discover the latest innovation. For further information and session outlines please visit www.tacook.com/sapmanufacturing

### CONFERENCE DAY ONE
**THURSDAY, NOVEMBER 3, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Details</th>
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<tbody>
<tr>
<td>15:30 – 16:10</td>
<td>SAP Theatre</td>
<td><strong>Microforum: SAP IoT Solutions for Digital Transformation</strong> Rakesh Gandhi, SAP</td>
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### CONFERENCE DAY TWO
**FRIDAY, NOVEMBER 4, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Details</th>
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<tbody>
<tr>
<td>10:30 – 10:40</td>
<td>ifm Exhibition Stand</td>
<td><strong>Live Demo: How to Link Factory Automation to ERP Software</strong> Hans van Aken, ifm electronic b.v.</td>
</tr>
<tr>
<td>12:30 – 13:10</td>
<td>SAP Theatre</td>
<td><strong>Microforum: SAP S/4HANA for Extended Supply Chain</strong> Patrick Crampton-Thomas, SAP</td>
</tr>
<tr>
<td>13:15 – 13:55</td>
<td>SAP Theatre</td>
<td><strong>Microforum: Business Networks in Extended Supply Chain</strong> Patrick Crampton-Thomas, SAP</td>
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</table>
ifm group

Measuring and controlling - When it comes to pioneering automation technology, the ifm group is the ideal partner. Since the foundation in 1969 ifm has developed, produced and sold sensors, controllers and systems for industrial automation worldwide. Today the ifm group family-run in the second generation with more than 5,500 employees in 70 countries is one of the worldwide industry leaders. ifm combines the internationality and innovative strength of a growing group of companies with the flexibility and close customer contact of a medium-sized company.

ifm – close to you!
At ifm, the key to success has always been people. A sales and service team of about 1,300 people - which is above average - supports customers worldwide.

Quality "Made in Germany"
ifm stands for high-quality products "Made in Germany". ifm is closely connected to Germany as a location for industry with its corporate headquarters in Essen and a development and production site in the Lake Constance region.

A huge variety of products
position and process sensors, sensors for motion control and safety technology are part of the product range. Furthermore ifm offers products for industrial imaging and communication as well as identification systems and systems for mobile machines.

For more information, please visit www.ifm.com/nl
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PETROCHEM
S@PPORT
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TechWeek Europe
VNSG
HOW TO REGISTER

To register online for this event, please visit: www.tacook.com/sapmanufacturing

**Contact for Inquiries**
Emma Peters  
T: +44 (0) 121 200 3810  
F: +44 (0) 121 212 1623  
E: em.peters@tacook.com

**Event Venue**
World Forum  
Churchillplein 10  
2517 JW The Hague  
The Netherlands  
T +31 (0)70 306 63 66  
E info@worldforum.nl

This event is organized by: T.A. Cook Conferences in cooperation with SAP.

The registration fee includes access to all six events of the co-located International SAP Conference on Extended Supply Chain. Included are SAP Conferences on Manufacturing, Product Lifecycle Management, Portfolio and Project Management, Asset Management, and Environment, Health and Safety Management.

The fee also includes lunch on all days, refreshments, and the evening event, and documentation material for download. Please note that accommodation and travel are not included in the registration fee.
REGISTRATION FORM

INTERNATIONAL SAP CONFERENCE FOR MANUFACTURING


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

First Name Last 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 November 3)
  Workshop 1: Connected Manufacturing

☐ Conference (November 3 – 4)  ☐ Workshop Only

☐ Evening Event (November 3) (open to conference registrants only)

Payment Method

☐ Credit Card  ☐ Invoice

Further Information

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

2. Would you like to receive further information from SAP partners or other affiliated companies and business partners of SAP including special offers, reports, and more along with information resulting from this inquiry?

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

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

Fax to +44 (0) 121 212 1623 or register online at www.tacook.com/sapmanufacturing

You have three options to register: register online; fill in this form and e-mail it to the below address or fax it to the number above (one form per participant); or e-mail em.peters@tacook.com.

Registration and Contact Office

T.A. Cook Conferences,
4th Floor, McLaren Building
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Early Bird</th>
<th>Standard</th>
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<tbody>
<tr>
<td>Conference</td>
<td>€1150</td>
<td>€1250</td>
</tr>
<tr>
<td>Half Day Workshop</td>
<td>€425</td>
<td>€425</td>
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* Plus 21% Netherlands VAT
** Early Bird Fee applies to payments received by September 23, 2016.

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 €200 euro. 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.

Data Policy

By registering for this event, you grant T.A. Cook permission to keep you informed of future events and content within your field of interest. We will only send you relevant information (by email, post or telephone) and you can unsubscribe at any time. Your details will only be held on the T.A. Cook internal database and will not be supplied to third parties without your knowledge and permission. If you wish to unsubscribe immediately, please send an email to info@tacook.com with “Unsubscribe” in the subject line. Privacy Policy

Video and Photography

We plan to take photographs and video material at the event and reproduce them in educational, news, or promotional material, whether in print, electronic, or other media, including event websites. By participating in this event, you grant us the right to use the photographs and video footage for such purposes. All photos and videos become the property of T.A. Cook. These may be displayed, distributed, or used by T.A. Cook for any purpose. Should you wish to opt out of this, please contact us at info@tacook.com.

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