



International SAP Conference for Real Estate Management

8-9, November, 2017
Budapest, Hungary





Welcome

This flagship event, now in its 12th year, brings together Real Estate professionals from across the globe to discover and discuss how innovation from SAP is driving real estate management forward in the digital era. Participants from commercial, corporate, residential and public service organizations can learn about real estate topics that matter most to them.

These are exciting times for real estate professionals as they seek to make their business more efficient and more connected, with information available in real-time. This event ensures an inside-out understanding of the challenges you, as real estate professionals, are facing. Rest assured, the urgent topics surrounding real estate will be intensively discussed such as the new lease accounting standards (IFRS 16), space utilization and occupancy, streamlining brokerage activities, reducing project management risk and automating maintenance activities in the workplace.

Innovative products like SAP Cloud for Real Estate, Building Information Modelling, Project Information Network, SAP Leonardo and SAP Hybris will be showcased alongside recent SAP innovations in facility maintenance, space and energy management and lease administration. This is a great opportunity to understand SAP's strategy for real estate and see how SAP will help their customers operate more efficiently. It is also a great opportunity for you to understand how your peers are adopting these solutions.

As in previous years we are hosting three parallel preconference workshops, each aimed at different knowledge levels and requirements, and facilitated by experts in their field at SAP. These workshops offer a valuable opportunity to drill down into the subject matter, get answers to your most pressing questions, and gain useful insight into how to overcome your daily challenges.

The conference itself has evolved into an interactive community gathering, whereby you'll have the opportunity to participate in and benefit from a variety of sessions. They include meet-the-expert sessions, updates and expert presentations on SAP solutions, case studies highlighting global SAP customers, entertaining networking events, live demos and much more.

Join us this November to take advantage of this invaluable opportunity to discuss SAP Real Estate Management amongst your peers. Leave with updated solution information, best-practice tips, and actionable takeaways to help you overcome your day-to-day and long-term challenges to make yours a truly best-run real estate business.

We look forward to welcoming you to Budapest.

Thomas Anderson
Solution Owner
SAP SE

Patricia Clemas Sanchez
SVP, Global Events
T.A. Cook Conferences

Preconference Workshops

Wednesday November 8, 2017

At these workshops you will review product functionality, dive deeper into topics, get practical examples, take part in discussions, go through online demonstrations, and determine the business benefits of each solution. Each workshop offers you a unique opportunity to address challenges, discuss them with your peers, and gain valuable guidance from some of the most knowledgeable experts on SAP applications.

Please note that you cannot switch between parallel workshops.

The following workshop will take place between 09:00 and 13:00

Workshop 1: How to Comply with New Lease Accounting Standards Using SAP Real Estate Management

The new leasing standard recently released by FASB and IASB will radically change how organizations account for their equipment and real estate leases. This workshop will help organizations prepare for the new leasing standard.

- How proposed FASB/IASB lease accounting standards will impact your balance sheet and income statements and bring real estate leasing under intense scrutiny by the CFO
- An overview of how SAP Real Estate Management simplifies the administrative tasks associated with managing real estate leases
- Detailed steps on how you can prepare today for the new leasing standard in order to meet compliance deadlines

Holger Nickolaus, SAP
Silja Huebner, SAP

Workshop 2: Manage Real Estate End-to-End with the SAP Real Estate Management Application

During this workshop you will be led through the individual components of the real estate lifecycle management solution from SAP. See process samples, and hear about customer benefits and references. This is an ideal opportunity to receive a comprehensive introduction to SAP Real Estate Management and understand the value for your organization.

- Understand the scope of SAP Real Estate Management
- Solution mapping for key real estate business processes
- How to use SAP Real Estate Management to comply with the new lease accounting standards
- Hear about recent software enhancements

Thomas Anderson, SAP
Gabriel Calvo, SAP

Workshop 3: Coping with Changing Business and Customer Engagement Modles within the Real Estate Industry using SAP Hybris

Real Estate companies are faced with tough competition, constantly changing business models and new methods of engaging with customers. The new breed of competitors like online real estate listing, investment portals and companies like Airbnb; with their new age business models, are making it difficult for traditional firms to survive. SAP Hybris, an omnichannel customer engagement & commerce suite of products, can help these Real Estate companies to digitize and transform their customer engagement lifecycle to compete more effectively in the market.

- This session will explore how SAP Hybris can help real estate companies:
- Compete with this new breed of competitors.
- See SAP Hybris' vision for customer engagement in Real Estate industry
- Experience different process from different portfolio products.

Alexander Schroeter, SAP
Nitesh Saini, SAP

Agenda Day One

Wednesday November 8, 2017

08:00	Workshop Registration and Refreshments	
09:00	Pre-Conference Workshops Go to page 3 of this brochure for a full overview of the pre-conference workshops on offer ahead of the International SAP Conference for Real Estate Management. These deep-dive sessions offer a brilliant introduction to SAP's full portfolio of solutions and provides a strong foundation for the topics and themes being discussed during the main conference agenda.	
13:00	Networking Lunch and Conference Registration	
14:00	Chairman's Welcome and Opening Remarks Reinhard Taucher, SAP	
14:10	The Connected Building Revolution <ul style="list-style-type: none">• Digital technology and the sudden, transformative, sustainable and personal impact on our lives• How SAP solutions are fueling the digital real estate revolution• Industry vision and how real estate professionals can be ready to capitalize on digitalization Thomas Anderson, SAP	
14:50	Realizing Value and Benefits - IFRS 16 with SAP Real Estate Management <ul style="list-style-type: none">• Operational background and business drivers for choosing SAP solutions• Business reality - implementation, challenges and learnings• Next steps for managing IFRS 16 with SAP Real Estate Management Fadil Mamode, Vodafone	
15:30	Afternoon Refreshments and Browse Exhibition	
	Meet-the-Expert Sessions Meet-the-expert sessions are your opportunity to join with peers as part of a small group in which you can discuss your challenges and issues with highly qualified experts from the SAP solution management team. Attendees can choose from one of the following sessions.	
16:15	Overview of SAP's IFRS 16 Solution <ul style="list-style-type: none">• How SAP Real Estate contract and leasing functionality has been extended• Demonstration of leasing functionality• System requirements and next steps for compliance Silja Huebner, SAP	Project Information Network (PIM) - A New Method for Project Delivery <ul style="list-style-type: none">• Status of new project management approaches in the Engineering, Construction, and Operations (EC&O) industry• What is the value of Building Information Modeling (BIM)? Michael Quadt, SAP
16:45	Intelligently Connecting People, Buildings and Processes <ul style="list-style-type: none">• Meet your business needs with SAP solutions• Technologies for real estate transformation and innovation• Fast forward: The digital twin Tobias Decker, SAP	
17:30	Closing Remarks	
18:00	Evening Reception	

Agenda Day Two

Thursday November 9, 2017

08:30	Registration and Refreshments	
09:00	Welcome Back from the Chairman Reinhard Taucher, SAP	
09:10	RE-FX Powered by SAP S/4HANA® – Real Estate Management in the Context of Digitalization <ul style="list-style-type: none"> • The SAP software landscape • Motivation for SAP S/4HANA • The project: RS4GT • Lessons learned • SAP S/4HANA and digitalization Rainer Velten, MEAG	
09:50	Real Estate Leaders Panel: The Journey to Digital Real Estate Management - Where is the Global Industry, and What Challenges are Ahead? <ul style="list-style-type: none"> • How real estate corporates should digitally transform • What framework conditions should be in place • How to build digital competence Panelists to be Confirmed Shortly	
10:30	Morning Refreshments and Browse Exhibition	
	Track A (IFRS 16)	Track B (Real Estate)
11:00	IFRS 16: Approaches in Transition Accounting Overview of the different transition approaches for IFRS 16 <ul style="list-style-type: none"> • How each approach impacts your IFRS 16 project deadline • Demonstration of the retrospective and modified retrospective transition within SAP Real Estate Management Silja Huebner, SAP	Let Buildings Talk: Building the Foundation for Data-Driven Real Estate Management <ul style="list-style-type: none"> • How data is reshaping the way we use and manage Corporate Real Estate • Discover how SAP Cloud for Real Estate is providing the foundation to build a data-driven approach to better manage corporate facilities, provide amazing insights and set the way for smart building operations • SAP Asset Intelligence Network (AIN) - connecting building equipment and installations to become a vital part of building operations, predictive processes and employee productivity Marco Hofmann, SAP
11:30	CRE Management in a New Regulatory Environment <ul style="list-style-type: none"> • Main impacts of IFRS 16 regulation • Change management • Challenges and opportunities • Implementation plan • Lessons learned Maria Arteaga Ros, BBVA	Reducing Occupancy Expense Through Efficient Work-space Management Speaker to be Announced Shortly

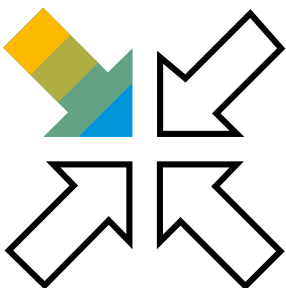
Agenda Day Two

Thursday November 9, 2017

12:10	Networking Lunch and Browse Exhibition	
13:30	Data and Process Requirements Beyond IFRS 16 Speaker to be Announced Shortly	SAP RE-FX Success Story: Efficient Capture of Sales Figures in SAP Cloud Speaker to be Announced Shortly, SCC
14:10	Lease Abstraction Tools to Accelerate your Lease Compliance Speaker to be Announced Shortly, Eucon	Beyond Traditional Housing Sector Solutions: Transitioning to an Integrated Technology Platform <ul style="list-style-type: none">• First-in-sector implementation programme from SAP• End-to-end property management solution based on multiple SAP software products that use the full functionality of the SAP Real Estate Management application• The end-to-end implementation journey: considerations, milestones, challenges• Optimization of business processes through effective adoption of SAP software• What makes this real estate implementation unique? Joanne Bain, Sanctuary Housing
14:50	Afternoon Refreshments and Browse Exhibition	
15:20	SAP Insight: How Artificial Intelligence Will Revolutionize Your Business <ul style="list-style-type: none">• How AI works and why it has become so important• Today and tomorrow: the impact on your business• A vision for a common future: the relationship between humans and machines Speaker to be Announced Shortly, SAP	
16:00	Closing Remarks and End of Conference	



How to Register



Registration

You have three options to register:

1. Register online at:
www.tacook.com/saprealestate
2. Fill in the back page of this brochure and e-mail it to: info@tacook.com
3. Fill in the back page and fax it to:
+44 (0) 121 212 1623

Contact Details

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T: +44 (0) 121 200 3810
E: em.peters@tacook.com

The registration fee includes access to the event, 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 Real Estate Management

Fax to +44 (0)121 212 1623
or register online at:

www.tacook.com/saprealestate

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:

Conference (November 8-9)

Pre-Conference Workshops (November 8)

W1 W2 W3

Evening Reception (November 8 - 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 terms and conditions
(This must be ticked in order for the registration to be processed)

Conference Venue

Corinthia Budapest
Erzsébet krt. 43-49,
Budapest H-1073
Hungary

Registration and Contact Office

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Registered in England and Wales
Company Registration Number: 4263656

Type	Early Bird	Standard
Conference Only	€ 1200	€ 1300
Half Day Workshop	€ 300	€ 350

Early Bird Fee Deadline: Friday, September 8, 2017

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

All fees are subject to 27% Hungarian VAT

Registration Cancellation and Substitutions

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 £175.00, €200.00 or \$250.00 dependent on the currency of the event that you have registered for. 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. We reserve the right to cancel your registration or refuse access to the event.

Payment Participation in an event is only possible if payment has already been received, or if it is submitted at the event via credit card payment or bankers draft/cheque. Please note that non-attendance for any reason is subject to the cancellation terms laid out above.

Liability You agree to indemnify and hold T.A. Cook Consultants and its business lines harmless against any and all loss, liability, damage, costs, expense, claims, proceedings and actions arising out of any negligent act or omission of client or their representatives; including any breach of these terms and conditions. The attendee is responsible for arranging appropriate insurance cover in connection with their attendance at this event, including prevention, postponement or abandonment. T.A. Cook and its business lines cannot be held liable for any loss, liability or damage to personal property. T.A. Cook and its business lines are not liable for damages due to technical malfunctions that may occur. We bear no responsibility if it is necessary to exchange, cancel, modify or postpone an event due to an unforeseen event or act of God, including, but not limited to, armed conflict, civil unrest, terrorist threats, natural disasters, severe weather, significant influence on transport.

Organisers' Changes We reserve the right to make changes to the event programme or to cancel the event in the case of insufficient delegate numbers. In this case, the delegate attendance fee will be refunded in full, though we are not liable for any further costs incurred by delegates in connection with their attendance. We do our best to ensure all presentations are available for electronic download, but in some cases, cannot guarantee that speakers will make their presentations available for sharing post-conference.

Data Policy By registering for this event, you grant us 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 3rd parties without your prior knowledge and permission. If you wish to unsubscribe immediately, please send an email to info@tacook.com with "unsubscribe" in the subject line. For further information, please visit us.tacook.com/service/privacy-cookie-policy.html

Governing Law/Place of Jurisdiction/Place of Performance

(1) The law of the Federal Republic of Germany is solely applicable. Application of the UN Convention on Contracts is expressly excluded.
(2) The place of jurisdiction is Berlin.
(3) The place of performance is Berlin, or in case of consulting projects the agreed location, and with regard to events the announced event location. available for sharing post-conference.

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