

# International SAP® Conference for Treasury Management

July 8–9, 2014  
London, United Kingdom



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In cooperation with



# WELCOME

## Strategic Treasury Management (R)evolution: Harnessing the Power of Fast and Accurate Data to Make the Right Decisions at the Right Time

Against a challenging backdrop of increased regulatory compliance, it is critical for treasurers in this reshaped economy to maintain a 360-degree view of their corporation's financial position to make better-educated strategic decisions – always in real time.

Join us in London this July for the **7th International SAP® Conference for Treasury Management**, where you will discover how solutions from SAP are enabling corporate treasurers to be in control. Gain better insight into how to become more agile, have complete visibility into global cash positions, and react quickly to fast-changing market conditions. The time-critical nature of a treasury function reinforces the need to have a single version of the truth across your organization, so don't miss this unrivaled opportunity to hear how companies are benefiting from adopting real-time capabilities.

**Heineken, GAZPROM, Autoneum, LEGO, Novartis, Volkswagen, SAP**, and more will share best practices on using the suite of treasury applications along with real-time analytics, cloud solutions, and the SAP HANA® platform to help ensure that the right cash is available to the right people in the right currency, and at the right time.

Furthermore, with the support of a strong community of SAP users and experts, learn how you can navigate the uncertainties around regulations, so you can protect your position and remain fully compliant.

We look forward to meeting you in London, the financial center of the world.

Yours sincerely,

**Marc Astor**

Director, Global Business  
Development Treasury  
Solutions  
SAP

**Alexandra Ellison**

Director, Treasury & GRC Solutions  
Business Development, Middle and  
Eastern Europe  
SAP

**Christian Mnich**

Director Solution  
Management –  
Treasury Applications  
SAP



# PRECONFERENCE WORKSHOPS

TUESDAY, JULY 8, 2014

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In these half-day workshops, you will review functionalities, dive deeper into topics, get practical examples, take part in discussions, go through online demonstrations, and determine the business benefits of each application. 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. Please note that you cannot switch between parallel workshops, and for more comprehensive details on each of the below, please visit [www.tacook.com/treasury-workshops](http://www.tacook.com/treasury-workshops).

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**All workshops will take place between 08:30 and 12:30.**

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## **Workshop 1: SAP Treasury and Risk Management – A Day in the Life of a Treasurer**

This workshop will provide you a holistic and business-driven overview of the treasury applications from SAP, starting with SAP Cash and Liquidity Management and SAP Bank Communication Management. We'll examine the possibilities that SAP In-House Cash can deliver to your corporation and the broad functionality of SAP Treasury and Risk Management, as well as recent innovations and legal enhancements in various areas.

Dirk Joachim Henn, Chief Product Owner Treasury Applications, SAP

Alexandra Ellison, Director, Treasury & GRC Solutions Business Development, Middle and Eastern Europe, SAP

James Willis, Presales Consultant, SAP

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## **Workshop 2: Treasury and Risk Reporting – Getting More from Your Data**

Transparency of investments and risk mitigation are more important than ever. They can only be achieved by adopting a solution that provides you with accurate and real-time information. This workshop will deliver an overview of the different options of reporting supported by the treasury applications from SAP. During the workshop, we will guide you through the different reporting levels, including the new analytics capabilities supported by the SAP HANA platform and the SAP Fiori™ apps. Furthermore, we will provide an update on treasury and risk management capabilities, including fair value measurement, cash flow at risk, and more.

Arif Esa, Solution Owner, Finance Solutions, SAP

Klaus Mueller, Product Owner Treasury and Risk Management, SAP

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## **Workshop 3: SAP Financial Services Network – Leveraging SAP's Full Potential for an Integrated Payment Factory with a Streamlined Payment Process**

This workshop will provide you with a comprehensive overview of how to manage payments effectively using treasury applications from SAP and the SAP Financial Services Network. Learn how to establish an integrated payment factory as well as how to centrally monitor and track the status of payments. Get insight into how bank connectivity needs and challenges can be addressed to ensure financial transactions are automated and payment rejection rates reduced. Hear about the latest developments and news regarding payment format harmonization (CGI and ISO 20022), along with advice on how to leverage treasury functionality to support these initiatives.

Stephan Bögner, Solution Management, SAP Financial Services Network, SAP

Alejandro Molina, Senior Business Process Consultant, SAP

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## **Workshop 4: Smart Cash Management Leveraging SAP HANA Technology**

The new smart cash management solution enables customers to optimize their view on global cash balances and provides capabilities for better liquidity forecast out of an integrated process using ERP-based data. This workshop will discover how the new application Smart Cash Management powered by SAP HANA helps customers get a real-time overview of their bank accounts, including workflow capabilities to set up new bank accounts, manage signatories, limits, and risks, and more.

Christian Mnich, Director Solution Management – Treasury Applications, SAP

Sigrid Bauer, Senior Product Manager, SAP

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## **Workshop 5: Regulatory Compliance with SAP Treasury and Risk Management**

Compliance is one of the most challenging tasks treasury departments are facing today. Learn in this workshop how SAP Treasury and Risk Management can help you to fulfill this task.

Heike Ripp, Solution Manager Treasury, SAP

Carola Schönfelder, Product Manager Treasury and Risk Management, SAP

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# AGENDA

TUESDAY, JULY 8, 2014

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Optional half-day workshops will take place between 08:30 and 12:30.  
Please see previous page or visit [www.tacook.com/treasury-workshops](http://www.tacook.com/treasury-workshops) for more details.

12:30	<b>Registration, Lunch, Visit the Exhibition Area</b>
13:30	<b>Chairman's Opening Remarks</b> David Ormerod and Alexandra Ellison, SAP
13:45	<b>The Future of Finance – A Technology-Driven Transformation</b> <ul style="list-style-type: none"><li>• Becoming a partner to the business: making better-educated decisions in shorter time frames as a CFO in a volatile world</li><li>• Transforming organizations to enable real-time finance with technology designed for people</li><li>• Developing technology for businesses that operate globally and achieve legal compliance in all entities</li><li>• Leveraging a high degree of automation to better connect to the world</li></ul> Kai Finck, Senior Vice President for Office of the CFO Solutions, SAP Ivo Bauermann, Global Vice President EPM and Finance, SAP
14:15	<b>World-Class Treasury Organization and Processes at Heineken</b> <ul style="list-style-type: none"><li>• Treasury transformation approach – seven steps to optimizing treasury processes (by Zanders)</li><li>• Heineken's steps toward world-class treasury organization and processes</li><li>• How Heineken's treasury department is effective with limited FTEs compared to other multinational corporations with a comparable international footprint</li><li>• Never stand still: challenges going forward</li></ul> Niels W. van Popta, Director Global Treasury, Heineken Laura Koekkoek, Associate Director Zanders Treasury and Finance Solutions
14:55	<b>Finance Transformation Program; Payment Factory Project Using SAP Solutions at Novartis</b> <ul style="list-style-type: none"><li>• Designing a payment factory for the next decade</li><li>• A key benefit: cash on demand</li><li>• Details of the technical solution</li><li>• How to measure success: key performance indicators for a global payment factory</li><li>• Achievements and outlook</li></ul> Hamed Hedjem, Program Manager, Novartis Pharma
15:35	<b>Afternoon Refreshments, Visit the Exhibition Area, SAP and Partner Demos</b>
16:20	<b>SAP Innovations for Treasury Management</b> <ul style="list-style-type: none"><li>• Enabling treasury transformation with new technologies</li><li>• Solution portfolio and new innovations for 2014</li><li>• Strategy and road map for treasury applications from SAP</li></ul> Christian Mnich, Director Solution Management Treasury, SAP
16:50	<b>The Way to Treasury Excellence at SES</b> <ul style="list-style-type: none"><li>• An overview of the integrated treasury platform implemented at the SES Group</li><li>• Increasing automation and straight-through processing</li><li>• FX hedging through an online trading platform</li><li>• Streamlining and centralizing payments by leveraging the in-house bank component from SAP</li><li>• Optimizing treasury reporting using the SAP BusinessObjects Business Intelligence suite</li><li>• The project challenges and benefits</li></ul> Claudia Bresser, Senior Back Office Manager, SES Michael Diet, Director – Head of Finance & Treasury, INTENSUM
17:30	<b>Wrap-Up of Day 1</b>
18:30	<b>Depart for Evening Event</b>

# AGENDA

WEDNESDAY, JULY 9, 2014

08:00	<b>Refreshments, Visit the Exhibition Floor</b>
08:30	<b>Welcome Back</b> David Ormerod and Alexandra Ellison, SAP
08:35	<b>Strategic Priorities for Treasurers in 2014–2015</b> <ul style="list-style-type: none"><li>• Current and emerging priorities for treasurers</li><li>• Managing the expanding remit of treasurers' responsibilities</li><li>• Taking a place at the boardroom table: moving from operations to strategy</li><li>• Making treasury count as the agent of success</li></ul> Helen Sanders, Director, Asymmetric Solutions
09:15	<b>ERP Treasury Component Versus TMS "Best-of-Breed"? – A Benchmark Study</b> <ul style="list-style-type: none"><li>• A benchmarking survey on the use of the treasury component from SAP compared to the use of treasury management systems (TMSs) at global corporations</li><li>• Outlining the trend of corporations changing their system and vendor over a period of eight years, using a comparison between 2006 and 2014</li><li>• Reviewing the breakdown by industry</li><li>• Using past migration trends to determine future migration patterns of the TMS landscape</li></ul> Liam Ó Caoimh, Associate Director, Manager, Switzerland, Zanders
09:45	<b>Morning Refreshments, Visit the Exhibition Area, Meet the Expert Sessions, SAP and Partner Demos</b>
10:30	<b>PANEL DISCUSSION: Quo Vadis Payments – What's the Next Wave of Payment Innovations?</b> <p>Payments and related services remain at the heart of the banking relationship for any corporation and bank. Regulatory changes and a growing focus on operational excellence are two driving factors in the evolution of the payment landscape. Banks are challenged to make fundamental decisions regarding their go-to-market approach and related technology investments in this area. At the same time, non bank service providers are increasingly entering the payments space. Corporations need to pick reliable partners and see how operational excellence can be accelerated. Against this background, the panel aims to discuss key issues around the next wave of payment innovations, strategies, and views around the impacts on banks and corporations alike.</p> Moderator: Dr. Matthias Heiden, Senior Vice President, Head of Global Treasury, SAP Panelists: Christian Mnich, SAP; Etienne Bernard, RBS; Neil Gray, Swift; Hamed Hedjem, Novartis
11:10	<b>Banking Integration: From Incubation to Innovation</b> <ul style="list-style-type: none"><li>• Integrating into the digital financial supply chain process</li><li>• How innovative technologies can help corporations and banks achieve higher service value</li><li>• Can the digital business network replace the traditional human-to-human processes?</li><li>• The future of the corporation-to-bank integration relationship</li></ul> Robert Grimes, Director, FSN Solution Management, SAP Sanjay Chikarmane, SVP and General Manager SAP Information Management, SAP
11:40	<b>Autoneum's Project POWER: From Bank Connectivity to In-House Cash and Virtual Accounts</b> <ul style="list-style-type: none"><li>• SAP as the new treasury management system – a five-year project starting in 2012</li><li>• Laying the foundation: implementation of the relevant treasury components and an early focus on bank connectivity</li><li>• Improvements of the global banking strategy</li><li>• The next steps: streamlining and centralizing payments and collections by leveraging the SAP In-House Cash application</li><li>• Outlook and future plans</li></ul> Janko Hahn, Head Treasury Operations, Autoneum Management AG
12:20	<b>Lunch, Visit the Exhibition Area, Meet the Expert Sessions, SAP and Partner Demos</b>

# AGENDA

WEDNESDAY, JULY 9, 2014

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13:35	<b>Managing Treasury at LEGO Using SAP Software</b> <ul style="list-style-type: none"><li>• Managing SAP In-House Cash software</li><li>• Improving forecasting with cash management software from SAP</li><li>• Trading and settlement using FXall integrated with SAP software</li><li>• Implementing the SAP Credit Management application</li></ul> Lars Thulstrup Bruhn, Vice President, Treasury, LEGO
14:15	<b>Unveiling the Full Potential of Treasury Functions in SAP Standard Software: GAZPROM Germania Implements the Liquidity Planner from SAP Based on Individual Requirements</b> <ul style="list-style-type: none"><li>• Challenges and requirements in the current process to create and analyze a monthly direct cash flow statement</li><li>• Design, implementation, and customization of the liquidity planner from SAP, based on basic and GAZPROM's individual enhancements in SAP standard software</li><li>• Project experiences and recommendations</li><li>• The benefits of realizing a direct cash flow statement with the liquidity planner from SAP</li></ul> Marcus Schreyer, Senior IT Manager, GAZPROM Germania GmbH Jochen Stiebe, Managing Director, SymQ GmbH
14:55	<b>Short Refreshment Break</b>
15:10	<b>Volkswagen Group – Our Way to EMIR</b> <ul style="list-style-type: none"><li>• Background: Volkswagen's group structure</li><li>• How the journey began: Meetings, roundtable discussions, participation in official working groups (BaFIN)</li><li>• Overcoming challenges: European Market Infrastructure Regulation (EMIR) timeline delays, moving targets, change of trade repositories, and UTI</li><li>• Pending issues and future outlook</li></ul> Thomas Bartelt, Head of Global Financial Risk Controlling at Group Treasury, Volkswagen AG
15:50	<b>Optimization of Foreign Exchange Hedging with SAP Treasury and Risk Management</b> <ul style="list-style-type: none"><li>• Standardization and centralization of foreign exchange and cash management processes</li><li>• Link of treasury processes to operational business and other SAP components</li><li>• Full end-to-end process transparency in treasury-changed job profiles of treasurers</li><li>• Treasury risk management as process driver for nonfinancial processes</li><li>• Why change and people management is more important than systems implementation</li><li>• System presentation of ABB Switzerland's SAP Treasury and Risk Management application</li></ul> Thomas Zickler, Country Treasurer, ABB Switzerland AG Sven Mueller, Treasury Analyst, ABB Switzerland AG
16:30	<b>Wrap-Up and End of Conference</b>

## MEET THE EXPERT SESSIONS

WEDNESDAY, JULY 9, 2014

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<b>Morning Sessions</b>	
9:45–10:15	<b>Meet the SAP Experts on Treasury Regulations and Compliance</b> Experts: Carola Schönfelder and Heike Ripp, SAP
9:45–10:15	<b>Meet the SAP Experts on Optimizing Your Payments</b> Experts: Stephan Bögner and Alejandro Molina, SAP
<b>Afternoon Sessions</b>	
12:45–13:15	<b>Meet the SAP Experts on Cash Management</b> Experts: Christian Mnich and Sigrid Bauer, SAP
12:45–13:15	<b>Meet the SAP Experts on Treasury and Risk Reporting</b> Experts: Arif Esa and Klaus Müller, SAP

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### ZANDERS

Zanders is the leading independent treasury consultancy globally. Our company was established in 1994 and is exclusively focused on treasury management, risk management, and corporate finance. From our offices in the Netherlands, Belgium, the United Kingdom, and Switzerland, a team of over 130 qualified treasury professionals offers global services.

The company has an excellent track record and diversified client portfolio consisting of multinationals, financial institutions, public sector entities, and NGOs. Our strengths are specialization and independence. Being independent means that we work solely on behalf of and in the best interests of our clients. This avoids any conflict of interests. Specialization forces us to stay at the forefront of all developments in our areas of expertise and to remain innovative. The added value of Zanders is to assist our clients from “idea to implementation,” bringing best practices and latest developments together into workable treasury solutions!

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### INTENSUM

Intensum is an independent European SAP consulting agency. We deliver business skills and first-class SAP implementation competencies, focusing on the optimization of treasury and financial supply chain processes, business intelligence, and process improvement through innovative solutions.

Our strength is the combination of business expertise and senior SAP competencies.

- Finance and treasury: Optimization of your financial supply chain management (cash and liquidity, treasury and risk management, in-house banking, bank communication, payment factory, credit, dispute and collection management, and more)
- Intelligence: Reporting and planning applications using SAP BusinessObjects business intelligence solutions (reporting, dashboards, and planning and consolidation)
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We accompany our customers as they adopt the latest solutions and innovative products to help ensure a long-term ROI combined with a flexible and future-proof solution architecture. INTENSUM carries solutions and services with high value and quality in the financial and treasury markets.

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### SYMQ

Founded in 2012, SymQ offers professional SAP consulting for the areas of finance and treasury for large and midsize companies of all industries. The consulting approach spans from strategy development and solution design to implementation and continuous optimization of processes in the SAP software system environment. With a team of experts and an interdisciplinary network of international strategy and implementation partners, SymQ is a one-stop provider for the analysis, design, and implementation of solutions in the SAP environment. In addition to common treasury topics covering bank communication, cash management, liquidity planning, and transaction and risk management, current topics such as Single Euro Payments Area (SEPA) and EMIR are also part of SymQ's expertise. SymQ is an entity of the Hanse Orga Group.

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Our approach secures realization of your benefits and leaves you with a high-quality solution.

For more information, please visit [www.nasarius.com](http://www.nasarius.com)

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## HOW TO REGISTER

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### Contact for Inquiries

Alice Kenning  
T: +44 (0) 121 200 3810  
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E: [a.kenning@tacook.com](mailto:a.kenning@tacook.com)

The registration fee includes participation in the conference and/or workshop, lunch on all days, refreshments, an evening event for conference attendees, and documentation material for download.

Please note that costs for accommodation and travel are not included in the registration fee.

### Event Venue

Business Design Centre  
52 Upper Street  
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This event is organized by:  
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**JULY 8–9, 2014**  
**LONDON, UNITED KINGDOM**

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**I would like to register for the International SAP Conference for Treasury Management  
 July 8–9, 2014, London, United Kingdom**

**(Please complete clearly in block capitals)**

Last Name	First Name
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**I wish to attend the following:**

Conference (July 8–9)

Morning Half-Day Workshop (July 8). Please select from one of the 5 workshops:

W1     W2     W3     W4     W5

Evening Event (Open to conference registrants only)

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**Registration and Contact Office**

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 4th Floor, McLaren Building  
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 E: [info@tacook.com](mailto:info@tacook.com)

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**Event Fees**

Type	Early Bird Fee (Valid until May 23)	Standard Fee
Conference	£990*	£1090*
Half-Day Morning Workshop	£350*	£375*

\* plus 20% UK VAT

\*\* Early Bird deadline is May 23, 2014

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All cancellations must be received in writing. Please send cancellation notice by email to [info@tacook.com](mailto:info@tacook.com) before 20 June 2014. Cancellations made before 20 June 2014, will entitle you to a refund less an administrative charge of £175. Cancellations received after 20 June 2014 will be liable for the full registration fee. This also applies to registrants who do not attend the event without cancelling.

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.

**Organizers' Changes**

It may be necessary for reasons beyond the control of the organizers to alter the contents and the timing of the programme or the identity of the speakers. The organizer reserves the right to cancel the conference in the event of an insufficient number of delegates. In this case, registrants will receive the registration fee only. Cancellation of travel reservations and hotel reservations is the exclusive responsibility of the registrant.

**I agree to the above terms and conditions**

(This must be ticked in order for the registration to be processed)

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