Using Technology to Create the Value-Adding Finance Function

Achieving excellence in Finance has never been more difficult with increasing regulation to comply with just at the time you are trying to free up capacity to provide business partners with better decision support. No matter where you turn, there is a challenge.

Increasing the effectiveness and efficiency of the Finance team so they can achieve more with less is the only way to break this deadlock and investing in better Analytics and Enterprise Performance Management solutions are at the top of many CFO's priority lists. They recognize that the game has changed and that they need better solutions for managing profit margins; smarter ways of monitoring risk and unified financial processes that help them cope with changing regulatory reporting while still achieving a fast and compliant close. CFO's are also increasingly involved in helping their businesses navigate through an increasingly uncertain future and that means better ways of setting and communicating strategy and more agile planning and budgeting to keep financial performance on track.

At the same time, there are a number of rapidly-maturing technologies such as in-memory calculation, mobility and cloud computing that early adopters have shown can transform financial and performance management process with real-time access to the most granular data even for managers on the move; shorter cycles that improve agility and cost savings that fall straight to the bottom line.

Attend this event to learn how leading organizations, such as Barnesandnoble.com, Marathon Oil, Schwan Food Company, Statoil, Delek, Buckman Laboratories and Altalink, are transforming their finance function with SAP solutions. You will also hear from our experts about what’s coming next in SAP EPM solutions and SAP ERP Financials and can see how technologies such as in-memory calculation, mobile and cloud computing are already changing financial and performance management processes beyond recognition.

With two full days packed of captivating customer presentations and a chance to see the very latest technology, this is the event that will put you on track to achieving 'financial excellence'. We look forward to seeing you in November!

David Williams
Senior Director
EPM Product Marketing
SAP

Bill Guilmart
Vice President
EPM Solution Management
SAP
At these workshops you will be given an overview, review the functionalities, dive deeper into the topic, get practical examples, take part in discussions, go through 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 experts in the area of enterprise performance applications.

The following workshops will take place between 8:30 a.m. and 12:30 p.m.

Workshop 1: Drive Better Business Results with Best Practices and Solutions for Financial Planning and Analysis from SAP
Rapidly changing markets and business conditions mean finance organizations have to work harder at managing performance to ensure they outperform financial expectations.
Upon completing this workshop you will be able to:
• Describe the end-to-end strategy, from planning to profitable execution
• Illustrate approaches for translating objectives throughout the enterprise
• Discuss strategies for integrating strategy, planning, and budgeting
• Understand best practices for determining costs and identifying your most profitable customers, products, and channels
• Identify the SAP® solutions for EPM applications and SAP BusinessObjects™ business intelligence (BI) tools that can best support your financial planning and analysis initiative
Malcolm Faulkner, SAP
Rob Jenkins, SAP

Workshop 2: Accelerate Your Financial Close-to-Disclose Process with SAP Solutions
See how SAP solutions can help streamline your financial close-to-disclose process with fewer errors and at a lower cost.
At this workshop, you will gain an understanding of how to:
• Perfect planning, execution, and monitoring of the entity financial close including leveraging new mobile solutions
• Reduce intercompany reconciliation time
• Speed financial consolidations – so you can focus on the how and why of your financial events
• Streamline the collection and management of financial notes
Elizabeth Milne, SAP
Kirk Anderson, SAP

Workshop 3: Next-Generation Planning Leveraging SAP Business Planning and Consolidation Running on SAP HANA
Improving planning, budgeting, and forecasting is at the top of the CFO’s analytics agenda. New technologies such as in-memory computing, predictive analytics, and mobile computing are transforming planning processes.
In this session you will:
• Gain a thorough understanding of the functionality within the SAP Business Planning and Consolidation application as well as the version for SAP NetWeaver® that is powered by SAP HANA®
• View demos of the solution including latest features enabled with SAP HANA in relation to planning
• Understand how to extend planning with tools such as SAP Predictive Analysis software and the SAP EPM Unwired mobile app
• Dive into the planning road map and discover what’s on the horizon with SAP Business Planning and Consolidation when it is running on SAP HANA
Pras Chatterjee, SAP
Derek Johnson, SAP
David Roberts, SAP
The following sessions are potential topics for the agenda and are subject to change. For updates, please visit www.tacook.com/sap-epm.

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>12:30 p.m.</td>
<td>Lunch and Time for Networking in Exhibit Area</td>
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<tr>
<td>1:30 p.m.</td>
<td>Welcome to Dallas</td>
<td>Bill Guilmart, SAP</td>
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<td>David Williams, SAP</td>
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<tr>
<td>1:40 p.m.</td>
<td><strong>SAP Keynote</strong></td>
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<td></td>
<td><strong>Powering the Value-Adding Finance Function with Next-Generation Technology</strong></td>
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<td></td>
<td>Achieving excellence in finance has never been more difficult. Companies are faced with increasing demands for compliance and mounting regulations, while at the same time they must try to free up capacity to provide business partners with better decision support. Increasing the effectiveness and efficiency of the finance team so it can achieve more with less is the only way to break this deadlock. Investing in better analytics/performance management solutions is at the top of many CFO priority lists. During this keynote, you will hear how many companies have turned their finance teams into value-adding business partners supporting analysis and better decision making. You will also learn how newer technologies such as in-memory computing, enterprise mobility, and the cloud can transform performance management processes with real-time access to the most granular data even for managers on the move, and how shorter planning and close cycles can improve agility and cost savings that fall straight to the bottom line.</td>
<td>Christian Rodatus, Senior Vice President, SAP Analytics, SAP</td>
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<tr>
<td>2:15 p.m.</td>
<td>Enhance Budgeting, Forecasting and Analytics with SAP Business Planning and Consolidation Powered by SAP HANA</td>
<td>Holly Moe, Sr. Manager Finance Systems and Training, The Schwan Food Company</td>
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<td></td>
<td>• Discover how SAP Business Planning and Consolidation 10.0 can provide the basis for streamlining and enhancing your financial planning and analysis</td>
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<td>• Hear how The Schwan Food Company implemented the SAP Business Planning and Consolidation application powered by the SAP HANA platform to deliver improvements to the company’s financial planning processes and laid the foundation for enhancing their analytic capabilities</td>
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<td>• Understand the key success factors for their implementation and next steps in Schwan’s journey for this capability</td>
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<tr>
<td>3:00 p.m.</td>
<td><strong>Afternoon Refreshments and Networking Break</strong></td>
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<tr>
<td>3:30 p.m.</td>
<td>Streamline and Enhance Your Financial Close and Consolidation Process</td>
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<td></td>
<td>• Realize greater operational efficiency and enhanced visibility into consolidated financials</td>
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<td>• Hear how Marathon Oil deploys the SAP Business Planning and Consolidation application, version for SAP</td>
<td>Todd Richards, Consolidation Accounting Supervisor, Marathon Oil Company</td>
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<td>• NetWeaver powered by SAP HANA, along with expertise from the SAP Services organization to improve the financial reporting process</td>
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4:15 p.m.  **Get Your Finance Organization Mobile with SAP Solutions**
Transform your finance organization through access to strong analytics and new mobile technologies, underpinned by solutions including SAP BusinessObjects BI solutions and SAP solutions for EPM. This session explores how to:
- Deliver high-quality and effective reporting for all levels in the organization for effective decision making
- Access all BI and EPM data seamlessly from a single mobile user interface to achieve alignment across the organization
- Quickly create dashboards and reports leveraging the powerful BI technologies with EPM data
Karuna Mukherjea, SAP  
Sean Johnson, SAP

5:00 p.m.  **Flextronics Maximizes the Value of Planning and Forecasting, Consolidations and Management Reporting with SAP Business Planning and Consolidation**
Go behind the scenes with Flextronics to see how they are currently leveraging SAP Business Planning and Consolidation 7.5 for the Microsoft platform for financial and management reporting, as well as budgeting and forecasting.
- Understand how Flextronics developed an internal business case for implementing SAP Business Planning and Consolidation across its global, multi-data source environment
- Explore how Flextronics leverages input templates, data manager, SSIS packages, and script logic to load financial and operational data into SAP Business Planning and Consolidation
- Obtain best practices to ensure a successful implementation, hear about the benefits derived, their current project around integrating critical financial and operational metrics in SAP BusinessObjects dashboards and their plans for upgrading to version 10 in the near future
Rajnish Gupta, Senior Manager, IT Finance Solutions, Flextronics  
Steve Sussman, Vice President, Column5 Consulting

5:45 p.m.  **Chair’s Closing Remarks and Close of Day 1**

6:00 p.m.-7:30 p.m.  **Evening Reception**- Extend your networking opportunities by joining us in the Exhibition Hall for a beer and wine reception in a relaxed environment.

For comprehensive details relating to this event, please visit www.tacook.com/sap-epm
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Registration, Breakfast, and Time for Networking in Exhibit Area</td>
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<td>8:45 a.m.</td>
<td>Welcome Back</td>
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<td>Bill Guilmart, SAP</td>
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<td>David Williams, SAP</td>
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<tr>
<td>9:00 a.m.</td>
<td>Beyond Budgeting to Next-Generation Management</td>
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<td>• Learn how to plan more effectively and continuously steer your organization without the pain of annual budgets by implementing the 12 Beyond Budgeting principles</td>
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<td>• Learn the two paths of implementation – revolutionary and evolutionary – and how to pick the right one for your organization</td>
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<td>• See these concepts in action through the Statoil case experience, hearing directly from the vice president of performance management development who led these efforts</td>
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<td>Bjarte Bogsnes, Vice President of Performance Management Development, Statoil</td>
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<td>Steve Player, North America Program Director, Beyond Budgeting Round Table</td>
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<td>9:45 a.m.</td>
<td>Introducing Innovation in Finance: Empowering Finance with Real Time Insight</td>
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<td>• View product demos for insight into the latest innovations in applications, analytics, cloud, enterprise mobility, and collaboration available in the Finance portfolio</td>
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<td>• Learn how to exploit key functionality in Finance to improve end-to-end compliance and predict the financial implications of strategic decisions</td>
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<td>• See how you can leverage customized dashboards with key performance indicators that are calculated in real time, to gain instant access to information to make better decisions</td>
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<td>Birgit Starmanns, SAP</td>
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<td>10:30 a.m.</td>
<td>Morning Coffee Break</td>
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<td>11:00 a.m.</td>
<td>Track A: Financial Planning and Analysis</td>
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<td>The Power of Predictive Planning</td>
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<td>• Discover how to get out of “spreadsheet hell” while still being able to use Microsoft Excel, with SAP Business Planning and Consolidation</td>
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<td>• Understand how SAP Business Planning and Consolidation, when powered by SAP HANA, works with predictive tools to extend your current budgeting and forecasting scenarios, providing the ability to make better decisions</td>
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<td>• View demos on predictive tools used within a planning and forecasting scenario</td>
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<td>• See live mobile planning scenarios driven through the new mobile client for SAP EPM Unwired</td>
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<td>Pras Chatterjee, SAP</td>
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<td>Derek Johnson, SAP</td>
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<td>Track B: Close-to-Disclose</td>
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<td>Consolidations and Beyond - Streamlining the Entire Close-To-Disclose Process</td>
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<td>• Provide better visibility into the entity close</td>
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<td>• Improve financial consolidation and intercompany process</td>
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<td>• Streamline disclosure management</td>
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<td>• Accelerate deployment with SAP rapid deployment solutions</td>
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<td>Elizabeth Milne, SAP</td>
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AGENDA
WEDNESDAY, NOVEMBER 6

Lunch

12:30 p.m.

Track A: Financial Planning and Analysis

Connect the Dots Between Strategy, Planning and Profitability for Superior Performance
See how SAP solutions for EPM enable you to link the strategy through planning to profitable execution process. Attend this session to learn how SAP Strategy Management, SAP Business Planning and Consolidation and SAP Profitability and Cost Management can help you achieve superior performance by allowing you to execute better and more profitably. We’ll discuss:
• How a best practice approach to strategy management can help you align process execution with strategy
• Ways in which budgeting and planning can be streamlined with improved access to reliable and timely data
• The importance of identifying cost and profitability drivers, and performing powerful “what-if” scenarios and simulations
Malcolm Faulkner, SAP
Rob Jenkins, SAP

Track B: Close-to-Disclose

How SunEdison Manages Cash Flow with SAP Business Planning and Consolidation
• Learn how SunEdison has improved and streamlined Cash Flow preparation
• Hear how the company uses business rules and flow members in the cash flow process
• Discover how SunEdison has rolled out Cash Flow preparation to their global accounting organization significantly reducing the cycle time to produce consolidated Cash Flow results
Andrew Fresenburg, Manager, Financial Reporting / Technical Accounting, SunEdison

11:45 a.m.

Case Study
Ascend Burns Rubber with SAP Business Planning and Consolidation 10.0 Powered by SAP HANA
• Learn how using SAP Business Planning and Consolidation 10.0 powered by SAP HANA will enhance performance and shorten close cycles
• Gain insight into faster revenue planning with real-time actuals and cost drivers
• Hear about integration with SAP Advanced Planning and Optimization (APO) for demand planning
• Empowering users with drag and drop reporting in SAP Business Planning and Consolidation
Aaron Benner, SAP Finance Project Lead, Ascend Performance Materials
Mark Burke, VP Sales, Macrospect

Case Study
Global Reporting and Consolidations with SAP Business Planning and Consolidation
• Discover how Buckman is using SAP Business Planning and Consolidation for global reporting and consolidations
• Hear about their strategy for a successful implementation
• Learn about their future plans
David Rosenthal, CFO, Buckman Laboratories
Mark Andrews, Vice President of Sales, Aster Group
AGENDA
WEDNESDAY, NOVEMBER 6

2:15 p.m.  Case Study  Driving Value: How BarnesandNoble.com Integrated SAP Business Planning and Consolidation with their Current SAP Landscape
- Hear how BarnesAndNoble.com automated master data from SAP ECC including automating the combination of two infoObjects under a single hierarchy in SAP Business Planning and Consolidation
- Discover how to configure retraction of budget data and elimination entries from SAP Business Planning and Consolidation to SAP ECC
- Understand how a fully integrated business planning and consolidation system leads to time and process efficiencies
Graylin Johnson, EPM Practice Principal, Optimal Solutions Integration
Pras Chatterjee, SAP

3:00 p.m.  Afternoon Refreshments and Networking Break

3:30 p.m.  Drive Financial Performance Improvements with SAP Business Planning and Consolidation
- Learn how to integrate financial consolidation and reporting, including both International Financial Reporting Standards (IFRS) and U.S. GAAP
- Deliver segment reporting down to the cost center/profit center and store level
- Understand how to integrate the SAP ERP instance with other existing systems like Great Plains
- Gain knowledge on how to integrate master data and data with all operational systems – leveraging the SAP NetWeaver Business Warehouse application
- Leverage the investments and solutions over the last year as a foundation for budgeting, enabling the company to be live in time for its upcoming budget cycle, with budget collection and wage planning
Ashley Dubler, Corporate Accounting Manager, Delek US

4:15 p.m.  Road Map for SAP Solutions for EPM
Discover what’s planned for SAP solutions for EPM. See how advances in areas such as mobile, in-memory, and cloud computing are impacting our road map. The event will conclude by giving you insight into what’s planned in the future, both short and longer term.
Bill Guilmart, SAP
David Williams, SAP

5:00 p.m.  Chair’s Closing Remarks and Close of Conference

For comprehensive details relating to this event, please visit
www.tacook.com/sap-epm
Platinum Sponsor

Column5

Column5 is the world’s leading-edge consulting firm dedicated to providing high-value services that help customers leverage the power of SAP’s Enterprise Performance Management (EPM) suite, including SAP BPC and BI. Column5 was founded in 2005 by key players from OutlookSoft, and is now a global team of experts who are uniquely qualified to design and deliver comprehensive systems, addressing a wide range of industry and process-specific requirements. Column5’s custom-tailored solutions combine proven software with unparalleled technical skills and visionary process expertise to deliver prompt return on investment, long-term independence and a competitive edge for our elite list of discerning clients.

For more information, visit: www.column5.com

Gold Sponsors

Aster Group

Aster Group is a leader in Enterprise Performance Management and one of SAP’s largest selling and consulting partners for the Business Planning & Consolidation (BPC) application. By utilizing a combination of functional business experience, product expertise, and industry best practices, Aster Group enables clients to maximize the business value of their solution.

Aster Group’s services include: SAP BPC implementation (NetWeaver and Microsoft SQL), upgrades, help desk, remote administration, online and onsite training courses, health check assessments, technical services, and end-to-end Business Intelligence.

For more information, visit: www.astergroup.com

Macrospect

As a certified SAP partner, Macrospect defines, improves and automates business processes so clients can more effectively measure, manage and ultimately move the business metrics that are most important.

Macrospect assists clients in achieving higher performance by turning financial and operational data into actionable information. With knowledge in both business and technology, Macrospect quickly and accurately translates clients’ strategic plans into a tailored technology-based financial plan. As one of the oldest EPM and BPC partners the company has installed hundreds of models, and created tangible results for clients’ organizations. In addition to experienced and knowledgeable CPAs and MBAs, Macrospect’s team of principal consultants is also classified as EPM Mega Elite consultants.

For more information, visit www.macrospect.net
The Beyond Budgeting Round Table (BBRT) is a network of member organizations with a common interest in improving planning, forecasting and control, thereby improving overall performance. The BBRT helps organizations learn from world-wide best practice studies and encourages them to share information, past successes and implementation experiences to develop dramatically improved solutions to traditional budgeting constraints.

The purpose of the BBRT is to help organizations improve bottom-line performance by introducing simple adaptive control principles and continuous planning techniques. By using rolling forecasts and relative targets, organizations are able to focus on strategy and value drivers and even decentralize performance, rather than debating annual, fixed budget targets.

The BBRT promotes a set of performance management principles that lead to more dynamic processes and front-line accountability. Organizations following this approach rely on six key principles outlined in the book Beyond Budgeting: How Managers Can Break Free from the Annual Performance Trap, published by Harvard Business School Press.

For more information, visit: www.beyondbudgeting.com

Optimal Solutions
An award-winning provider of SAP solutions, Optimal specializes in helping companies and public sector organizations of all sizes leverage SAP technology to achieve operational excellence, sustainable growth, and a clear-cut competitive advantage. With unmatched SAP expertise and deep, industry-specific business process knowledge, Optimal works closely with clients to evaluate, purchase, implement and maintain the SAP solution best suited for their specific business goals and challenges. With Deep expertise in the SAP Analytical Platform including EPM, but also BI, Data Services and the HANA Database.

Optimal provides a comprehensive offering of SAP solutions and services, a proven methodology for accelerated delivery of SAP solutions, and a flexible onsite/offshore, on-demand or on-premise delivery model that accommodates the unique requirements of each client. Our reputation for on-time, on-budget delivery is earned from over 18 years of successfully planning, deploying, maintaining and supporting SAP solutions for Fortune 1000 companies, midsize enterprises and small businesses worldwide, spanning a wide range of industries.

For more information, visit: www.optimalsol.com

Beyond Budgeting
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For more information, visit: www.beyondbudgeting.com
HOW TO REGISTER

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

Contact for inquiries
Shelley Cromartie
T: +1 919-510-8142
F: +1 919-510-8143
E: s.cromartie@tacook.com

Event Venue
Union Station Dallas
400 South Houston Street
Dallas, Texas 75202
T: 214-651-1234
www.unionstationdallas.com

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

The registration fee includes participation in the conference and/or workshop, breakfast and 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.
REGISTRATION FORM
SAP ENTERPRISE PERFORMANCE MANAGEMENT (EPM) CONFERENCE 2013
DALLAS, TEXAS
NOVEMBER 5–6, 2013

I would like to register for the SAP Enterprise Performance Management (EPM) Conference 2013, (Please complete clearly in block capitals.)

First Name     Last Name
Company       Job Title
Street       City, State, Zip Code
Country       Phone
Fax           E-mail
Date          Signature

I wish to attend the following sessions:

☐ Conference (afternoon November 5; all day November 6)
Workshops (morning of November 5). Please select:
☐ W1    ☐ W2    ☐ W3
☐ Please mark your intention to attend the evening event on November 5, 2013.

PAYMENT METHOD
☐ Credit Card ☐ Invoice

CREDIT CARD
☐ Visa    ☐ MasterCard ☐ Discover ☐ American Express

Credit Card Number

Security Number   Expiration Date (Month/Year)

Name of Card Owner   Signature

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

3. In addition to information about this event, would you like to receive news from T.A. Cook Conferences?
☐ Yes, by e-mail ☐ Yes, by telephone ☐ No

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

You can register for SAP Enterprise Performance Management (EPM) Conference 2013 online at www.tacook.com/sap-epm or by using this form.

Please copy the form, complete it, and send it to the following address (one form for each participant):

Registration and Contact Office
T.A. Cook Conferences
9212 Falls of Neuse Road, Suite 201
Raleigh, NC 27615
T: +1 919-510-8142
F: +1 919-510-8143
E: registration@tacook.com

Event Fees

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<tr>
<th>Type</th>
<th>Early Bird Fee (Valid Until 9/13)</th>
<th>Standard Fee</th>
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<tbody>
<tr>
<td>Conference only</td>
<td>$990*</td>
<td>$1,090</td>
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<tr>
<td>Half-Day Workshop Only</td>
<td>$350*</td>
<td>$400</td>
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<tr>
<td>Conference &amp; Half Day Workshop</td>
<td>$1,340*</td>
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Registration Cancellation and Substitutions
All cancellations must be received in writing. Please fax your cancellation notice to: +1 919-510-8143 or send an e-mail to registration@tacook.com before the October 11, 2013 deadline. When canceling before October 11, you will be liable to pay an administration charge of $150. Cancellations received after October 11, as well as registrants not attending without canceling, will be liable for the full registration fee. 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 refuse entry to an event.

Organizer’s Changes
It may be necessary for reasons beyond the control of the organizers to alter the contents and the timing of the program or replace speakers. The organizer reserves the right to cancel the conference or workshops in the event of an insufficient number of delegates. In this case, registrants will be reimbursed for 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 checked in order for the registration to be processed)