



**SECOND ANNUAL
AMERICAS' SAP® REAL ESTATE
MANAGEMENT CONFERENCE
2008**

October 21-23, 2008
Park Hyatt Philadelphia at the Bellevue
Philadelphia, Pennsylvania

SAP Invitation

In Cooperation with:



WELCOME

SECOND ANNUAL AMERICAS' SAP® REAL ESTATE MANAGEMENT CONFERENCE 2008



Ongoing economic instability, globalization, stronger competition, and soaring mergers and acquisitions have intensified the challenges of real estate and facilities life-cycle management in the Americas. Corporate real estate managers are finding that in addition to increasing cost pressures, demand for space changes often. Managers have a greater need to integrate the deployment of space with various corporate departments. In addition to improving space utilization, these managers must optimize real estate services, raise revenue through third-party use, and decrease their operational costs. The managers of commercial real estate face greater portfolio diversity, a higher dependence on capital markets for property financing, and a range of new legal requirements. To meet these challenges, they must optimize compliance and risk management, enhance the skills of their employees, address increased business competition, and modernize their IT landscapes.

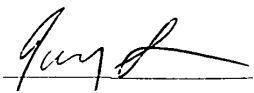
The average real estate department utilizes a patchwork of manual tasks, information technology, and software solutions, often resulting in a lack of integration and functionality. Whether you work in the corporate or commercial real estate market, this event covers all the bases. The SAP® Real Estate Management application provides full real estate and facilities life-cycle management support for managers of corporate and commercial real estate. In addition to providing a centralized database of information, the application offers robust analytical tools and powerful functions for the development, construction, operation, and deployment of property. Furthermore, all costs for any type of property management are visible and controllable with functionality offered by SAP Real Estate Management.

The Americas' SAP Real Estate Management Conference agenda has been built with you in mind, giving you **up-to-date best-practice customer case studies, expert sessions, and in-depth preconference workshops**. Hear from Aberdeen Group, Absa Bank, Halliburton, ConocoPhillips, Shell Oil Company, City of Vancouver, SGAL S.A., and many more.

Companies in 50 countries across all industries use SAP Real Estate Management to optimize real estate and facilities life-cycle management. By attending this event, you can get the most up-to-date news, valuable tools, and helpful tips from the leading experts. This is your chance to join the Americas' SAP Real Estate Management community to update your knowledge base, discuss your challenges with the experts, network with your peers, and find out how you can benefit from this powerful application. We are sure you'll agree that this is an essential event.

We look forward to meeting you in Philadelphia!

Yours truly,



Jay Irwin
Industry Principal for Real Estate
SAP America Inc.



Christian Krämer
Director, Suite Solution Management for
SAP ERP Financials and SAP Real Estate
Management
SAP AG

AMERICAS' SAP REAL ESTATE MANAGEMENT CONFERENCE AND PRECONFERENCE EVENTS

AT A GLANCE

Attend This Conference

- Discover how the SAP® ERP application helps to optimize the entire real estate and facilities life cycle
- Get a strategy update for the SAP Real Estate Management application and SAP ERP
- Understand the value of SAP Real Estate Management for commercial, corporate, and public real estate managers
- Learn more about the products and services provided by the SAP implementation partners that specialize in SAP Real Estate Management

- Find out how companies in different industries have successfully deployed SAP Real Estate Management to improve their business
- Participate in the interactive workshops for all knowledge levels
- Determine how to solve typical project challenges with creative solutions as well as SAP recommendations and best practices
- Meet SAP experts and partners in a collaborative learning environment
- Share information with the Americas' SAP Real Estate Management community

Meet Colleagues

The Americas' SAP Real Estate Management Conference attracts senior decision makers from the following departments:

- Real estate management
- Portfolio management
- IT and business analysis
- Service and maintenance
- Construction
- Facilities management



Participate in Preconference Events

- **Workshop A:** Using SAP ERP to Manage the Real Estate Life Cycle: An Overview
- **Workshop B:** Streamlining Real Estate Processes Through SAP NetWeaver®
- **Workshop C:** Enhancing SAP Real Estate Management to Resolve Project Challenges – An Advanced Guide for Decision Makers
- **Americas' SAP Users' Group (ASUG) Real Estate Special Interest Group Meeting:** This meeting is open to both ASUG members and nonmembers. To book, check the ASUG Web site at www.asug.com.

Listen to Conference Speeches

- **Corporate real estate managers** from oil and gas, banking, public sector, and construction and engineering explain how they improved support of the organization's core business by optimizing real estate and facilities life-cycle management using SAP Real Estate Management.
- **Commercial real estate managers** working in property management share lessons learned when implementing SAP Real Estate Management to make their core business more successful.

- **SAP experts** share their insights into the strategy for SAP ERP and SAP Real Estate Management, explain the value proposition of SAP solutions, and discuss what they believe is key to being a best-run real estate business.
- An **Aberdeen Group analyst** discusses what goes into best-in-class performance for real estate and facilities life-cycle management.

Share Customer Experiences

- Hear about **Absa Bank's** journey with SAP Real Estate Management and find out what has been the net benefit
- Gain insight from the **City of Vancouver** with their implementation highlights, challenges, and lessons learned
- Learn more about **ConocoPhillips'** implementation and the company's use of a real estate management portal
- Discover how **Halliburton** ensured usability with the SAP Records Management application and the SAP NetWeaver Portal component for real estate searches
- Find out why **ProLogis** made the decision to implement SAP Real Estate Management
- Find out how **SGAL** developed apartments using SAP Real Estate Management: the key drivers, challenges, and benefits
- Understand how **Shell Oil Company** uses SAP Real Estate Management for global property management



See the Exhibits of SAP Partners

- SAP partners will do the following:
- Explain their project-related services and complementary products
 - Share their views and expertise on the real estate business
 - Provide concrete solution proposals for commercial and corporate real estate managers

PRECONFERENCE AGENDA

TUESDAY, OCTOBER 21, 2008

Preconference Workshops

8:30 a.m. **Workshop Registration and Coffee**

9:00 a.m. **Workshop Opening**

A	B	C
<p>Using SAP® ERP to Manage the Real Estate Life Cycle: An Overview</p> <p>This workshop is designed for participants who are planning to implement the SAP® Real Estate Management application and may have little or no experience with the application or with implementing SAP software. It covers the tools available to aid in implementation, customization decisions, and application enhancement. Testing and change management strategies are discussed, in addition to the following:</p> <ul style="list-style-type: none"> ■ What is SAP Real Estate Management? <ul style="list-style-type: none"> – Introduction to the SAP ERP application – Solution overview and solution map for SAP Real Estate Management – Real estate processes – Live demo of core processes ■ Who should use SAP Real Estate Management? ■ Why SAP Real Estate Management? ■ How should design decisions, configuration, and development be handled? <p>Matt Makaila, Senior Consultant, SAP America Inc.</p>	<p>Streamlining Real Estate Processes Through SAP NetWeaver® – An Introduction to Records Management and BADls, BAPI, and BDT</p> <p>This workshop provides technically interested conference participants with concise instructions on how to configure and use records and case management software and to learn more about the technical structure of SAP Real Estate Management, including table architecture, common development tools, basic enhancement techniques, and sample extensions:</p> <ul style="list-style-type: none"> ■ Introduction to records and case management ■ An acquisition and disposal process with SAP Real Estate Management and software functionality for records and case management ■ Introduction to common development tools: a BAPI® programming interface, business add-ins (BADls), and business development tools (BDTs) ■ SAP Real Estate Management table architecture for all objects ■ Interlinking of tables using keys, objects, and so on ■ Important BAPI interfaces for all real estate objects: Create, Change, and Get_Details ■ BADls for all real estate objects: methods in each BADl and their uses ■ Configuration of SAP software for records and case management ■ Use of BAPI and BADl to connect to SAP Real Estate Management and SAP software for records and case management ■ Implementation scenario ■ BDTs for different SAP Real Estate Management objects <p>Sanjay Bhatia, Senior Application Consultant, SAP America Inc.; Jan Gilg, National Practice Lead for SAP Records Management, SAP America Inc.</p>	<p>Enhancing SAP Real Estate Management to Resolve Project Challenges – An Advanced Guide for Decision Makers</p> <p>This advanced workshop is designed for project team members, consultants, project managers, and decision makers who want ideas to resolve project challenges. The workshop focuses on SAP applications that enhance SAP Real Estate Management and provide additional integrated support for extended business processes.</p> <p>Topics covered during this workshop include:</p> <ul style="list-style-type: none"> ■ Using SAP Records Management to provide structure and control for real estate acquisition, lease administration, and disposition processes ■ Using SAP Business Planning and Consolidation to forecast revenues and expenses at the lease and property level, including how to leverage this application for vacancy and market analysis ■ Using SAP Business Planning and Consolidation to complete financial planning for space acquisition and disposition decisions, including how this application supports a better understanding of the financial impact of leasing decisions before execution of such decisions ■ Leveraging BusinessObjects™ analytical reporting solutions to analyze portfolio information across the enterprise, combining financial and nonfinancial data for full visibility into the portfolio <p>Thomas Anderson, Principal Consultant, SAP America Inc.; Michael Marcotte, Solution Engineer, SAP America Inc.</p>

1:00 p.m. **Lunch Break**

2:00 p.m. **Workshop Continuation**

5:00 p.m. **Close of Workshop**

The workshops above are held simultaneously. To ensure maximum quality for each participant, the number of participants per workshop is limited.

PRECONFERENCE AGENDA

TUESDAY, OCTOBER 21, 2008

Your Workshop Leaders

Thomas Anderson is a principal consultant for SAP America and has worked with real estate clients in many different industry segments, including banking, oil and gas, utilities, and retail. He was a ramp-up coach for enhancement package 2, helping his client implement multicurrency functionality, permanent occupancy, CAD integration, and records management. At last year's real estate conference, he taught the beginners workshop and has presented in a number of ASUG online forums, including the use of real estate controlling objects and the implementation of the SAP software that supports compliance with Financial Accounting Standard 13 (FAS 13). He was also involved in the first teaching of a new real estate training course. Prior to joining SAP, Thomas was a consulting manager specializing in real estate and worked within the utilities industry implementing and supporting SAP finance and management accounting solutions.

Sanjay Bhatia is a senior consultant with in-depth expertise in several SAP components. He has more than six years of SAP software implementation experience as an SAP functional consultant in industries such as oil and gas, engineering products, automobiles, fast-moving consumer goods, and copper smelting. Sanjay is an experienced leader in reengineering business processes and developing software solutions to meet specific customer requirements. He has led project implementation teams in the financial management arena, including finance, commercial, accounting, internal audit, budgetary control systems, and management information systems.

Jan Gilg is a development consultant at SAP. He currently manages the records management practice for the North American National Competency Center and has over five years of consulting experience. In addition, he has extensive experience in the development of data-based interactive multimedia productions, with several years' experience leading Web-based software developments.

Matt Makaila is a senior consultant with SAP who has seven years of diverse financial accounting, cost management, and real estate management experience. He has worked with manufacturing, public services, healthcare, oil and gas, and media clients. Matt is also familiar with integrating real estate management with other SAP industry solutions including SAP for Public Sector, SAP for Oil & Gas, and SAP for Media. Most recently, he was involved with a major oil and gas company and helped them implement all of their contracts for corporate real estate and manage their internal space allocations.

Michael Marcotte is a solution engineer at SAP America focusing exclusively on solutions for real estate and construction. He currently supports real estate activities such as retail store life cycle, commercial real estate, and corporate management opportunities. Michael has spent the past 15 years focused on real estate, including 4 years of global real estate implementations for the real estate division at Wal-Mart prior to joining SAP.

Americas' SAP Users' Group (ASUG) Real Estate Special Interest Group Meeting

5:00 p.m. Registration and Coffee

5:30 p.m. Opening Remarks

5:45 p.m. Business Meeting Focus

Identify and prioritize requests for development and enhancements that we would like to see considered for SAP Real Estate Management

Gary Cobb, SIG Program Chair, Forest City Enterprises Inc.; **Judy Laube, SIG Chair, AT&T Inc.**

The ASUG Real Estate Special Interest Group (SIG) provides educational, networking, and influencing opportunities for real estate professionals and the information technology teams that support them.

Join your colleagues from the ASUG Real Estate SIG to **share** firsthand experiences, **discuss** challenges and pain points, and **identify** common busi-

ness requirements leading to requests for development and suggestions for enhancements.

For additional information and registration for the ASUG Real Estate SIG meeting, visit the registration page at www.asug.com/realestateyrmeeting.

7:00 p.m. Close of Meeting



AGENDA

WEDNESDAY, OCTOBER 22, 2008

Day One: Morning Schedule

8:00 a.m. **Welcome Coffee and Check-In**

9:00 a.m. **Welcome to Philadelphia**

Jay Irwin, Industry Principal for Real Estate, SAP America Inc.

9:10 a.m. **Today's Real Estate World – Building a Deeper Foundation for an Evolving Global Enterprise**

Keynote Speech

- Building a sustainable real estate growth model through globalization
- Challenges of marrying a global growth platform with the need for operating discipline and consistency
- How ProLogis plans to use SAP® solutions to streamline business processes and establish process consistency, improve speed and efficiency, and increase the accessibility and utility of key enterprise information

Debra Bonebrake, Senior Vice President, ProLogis; Luke Lands, Managing Director, ProLogis

9:55 a.m. **How to Get Best-in-Class Real Estate Management**

SAP Speech

- Characteristics of best-in-class real estate management
- Solution offering and business support by SAP Real Estate Management and SAP ERP
- Benefits of deploying SAP Real Estate Management
- Strategy and road map for SAP Real Estate Management

Christian Krämer, Director, Suite Solution Management for SAP ERP Financials and SAP Real Estate Management, SAP AG

10:45 a.m. **Coffee Break – Time to Network and Experience the Show Floor**

11:15 a.m. **Increasing Insight into a City's Real Estate Portfolio – The City of Vancouver**

Case Study: Public Sector

- Introduction to the City of Vancouver
- Master-data structure
- Contract management
- Accounting and business intelligence reporting
- Implementation highlights and challenges

Janie Parr, SAP Business Analyst, the City of Vancouver

12:00 noon **The SAP Real Estate Management Journey: From Concept to Commitment – Absa Bank**

Case Study: Banking

- The strategic journey at Absa since 2003
- Business acceptance of SAP Real Estate Management in the real estate division
- Value realization: what's the net benefit?
- Are we there yet? A perspective 3 years later

Peter Alkema, Head of Purchase to Pay, Absa Bank (Member of the Barclays Group)

12:45 p.m. **Lunch Break – Time to Network and Experience the Show Floor**

Day One: Afternoon Schedule

2:15 p.m.	Life-Cycle Management with SAP Real Estate Management (Including Live Demo) <ul style="list-style-type: none">▪ Portfolio management▪ Contract and lease management▪ Facility management▪ Moving and inventory of office equipment▪ Space and move management Thomas Anderson, Principal Consultant, SAP America Inc.	SAP Speech
3:00 p.m.	Coffee Break – Time to Network and Experience the Show Floor	
3:30 p.m.	Global Property Management Using SAP Real Estate Management – Shell Corporate Real Estate <ul style="list-style-type: none">▪ Implementation management across multiple regions▪ The cost object debate▪ Management of a global portfolio▪ A phased approach to going live▪ Challenges and lessons learned Fareed Zein, Business Systems Manager, Property/Facility Management Systems, Shell Real Estate, Royal Dutch/Shell Group	Case Study: Oil and Gas
4:15 p.m.	Corporate Real Estate Transaction Management – Halliburton <ul style="list-style-type: none">▪ Using the SAP NetWeaver® Portal component to initiate real estate search▪ Integrating case management with SAP Real Estate Management search▪ Managing documents and records through FileNet P8▪ Managing, approving, executing, and reporting on transactional activity Maggie Hatfield, Principal Real Estate Manager, Halliburton	Case Study: Engineering
5:00 p.m.	Review and Wrap-Up of Day One Jay Irwin, Industry Principal for Real Estate, SAP America Inc.	
	Time to Discover the City of Philadelphia	
7:30 p.m.	Enjoy the Evening Networking Event	

AGENDA

THURSDAY, OCTOBER 23, 2008

Day Two: Morning Schedule

8:30 a.m. Time to Network and Experience the Show Floor

9:00 a.m. Review of Day One

Jay Irwin, Industry Principal for Real Estate, SAP America Inc.

9:05 a.m. **Good to Great: Best-in-Class Performance in Real Estate and Facilities Life-Cycle Management** Analyst View

- From Main Street to Wall Street: how your business location plays an important role in influencing and defining your business
- What are best-in-class enterprises doing to wield their real estate and facilities life-cycle management (REFLM) functions as a strategic weapon?
- The increasingly strategic role of REFLM within the enterprise
- Trends and findings from the Aberdeen Group's latest benchmark report on REFLM

Andrew Bartolini, Vice President and Group Director, Aberdeen Group

9:45 a.m. Coffee Break – Time to Network and Experience the Show Floor

10:15 a.m. **Trends in Today's Real Estate Industries and the Role of Modern Technology**

Panel Discussion

Panelists:

Andrew Bartolini, Vice President and Group Director, Aberdeen Group;

Patrick DeMore, Senior Program Manager, AT&T;

James Keeley, Head of Global Real Estate, SAP America Inc.;

Luke Lands, Managing Director, ProLogis

Moderator: Jay Irwin, Industry Principal for Real Estate, SAP America Inc.

11:00 a.m. **Developing Apartments Using SAP Real Estate Management**

Case Study: Commercial Real Estate

- Key challenges
- Making it happen
- Main outcomes
- Lessons learned

Nuno Guilherme, Senior Manager for Construction and Real Estate Industry Segment, Accenture Portugal S.A.;

Neil D. Walker, CFO/CIO, SGAL S.A.

11:45 a.m. Lunch Break – Time to Network and Experience the Show Floor

Day Two: Afternoon Schedule

1:15 p.m.	Implementation of SAP Real Estate Management at ConocoPhillips <ul style="list-style-type: none">▪ About ConocoPhillips▪ Global real estate and facilities processes and systems project▪ Review of SAP Real Estate Management▪ Review of real estate management portal (SAP NetWeaver Portal) Tony R. Behar, Global Real Estate and Facilities, Senior Consultant, ConocoPhillips; Karen Boswell, Senior Analyst, SAP Global Financial Team, ConocoPhillips	Case Study: Oil and Gas
2:00 p.m.	SAP ERP: What's New? What's Next? <ul style="list-style-type: none">▪ Application strategy for SAP ERP in 2010 and beyond▪ Feedback from the SAP customer base▪ What's new and how to leverage SAP ERP today Pete Graham, Director, Suite Solution ERP & Market Development – Americas, SAP Labs LLC	SAP Speech
2:45 p.m.	Wrap-Up and Farewell Jay Irwin, Industry Principal for Real Estate, SAP America Inc.	



SPEAKERS

Peter Alkema brings deep experience and a strong delivery track record in complex programs and projects acquired during his 10 years of working experience, during which he has led large multifunctional projects and teams at large financial services companies. The client-centric, leading-edge, and innovative environment in Accenture, where he has spent most of his career, has proven to be an accelerator to Peter's growth, and he has flourished on tough, high-risk, high-reward assignments. Professional leadership, unquestionable ethics, and a relentless commitment to delivery have been the building blocks of Peter's career. Highly effective communication skills have ensured that his presence and contribution are matched by the long-lasting, trust-based relationships he has built with clients, stakeholders, and managers.

Thomas Anderson is a principal consultant for SAP America and has worked with real estate clients in many different industry segments including banking, oil and gas, utilities, and retail. He was a ramp-up coach for enhancement package 2, helping his client implement multicurrency functionality, permanent occupancy, CAD integration, and records management. At last year's real estate conference, he taught the beginners workshop and has presented in a number of ASUG online forums, including the use of real estate controlling objects and the implementation of SAP software that supports compliance with FAS 13. He was also involved in the first teaching of the new real estate course. Prior to joining SAP, Thomas was a consulting manager specializing in real estate and worked within the utility industry implementing and supporting SAP finance and management accounting solutions.

Andrew Bartolini is a recognized expert in sourcing, procurement, and supply management. As the leader of global supply management research at Aberdeen Group, Andrew has responsibility for all associated research, programs, and services. Andrew focuses his research on helping enterprises identify and leverage solutions to achieve operational excellence within their procurement, finance, and real estate departments. Andrew has held leadership roles in sales, marketing, and services at Ariba, Commerce One, and Ernst & Young Kenneth Leventhal and has rich experience in real estate investment, business process transformation, and software implementation. He is widely quoted and has delivered keynote presentations at user conferences, industry trade shows, and business conferences in the United States and abroad. He has twice been named a "Pro to Know" by *Supply and Demand Chain Executive* and holds a BA in economics from Holy Cross College and an MBA in finance from Indiana University.

Debra Bonebrake is senior vice president of ProLogis, a FORTUNE 500 company and the world's largest owner, manager, and developer of distribution facilities. ProLogis leases industrial space in North America, Europe, and Asia to some of the world's largest manufacturers, retailers, transportation companies, third-party logistics providers, and other enterprises with large-scale distribution needs. Since joining ProLogis in 1995, Debra has had overall responsibility for all aspects of property management and customer service in North America and has played significant roles in numerous ProLogis operating and systems initiatives during that time. She has recently been appointed as coexecutive leader of ProLogis's SAP software implementation project, where she will focus her efforts full time on the implementation of the SAP suite across ProLogis's global business.

Karen Boswell is a senior support analyst with ConocoPhillips' SAP Global Financial team. She has over eight years' experience as an analyst providing end-user support primarily for financial and controlling software components. She was a member of the implementation team at ConocoPhillips for SAP Real Estate Management and currently provides production support for the application.

Patrick DeMore is a senior program manager at AT&T and has worked in the telecommunications industry for over 21 years in the area of information technology. He has worked with ERP packages since 1994 and worked with SAP software since 2004. Patrick has project managed AT&T's SAP Real Estate Management implementation since the beginning. This includes creating the business case for implementing our first release in October 2006. He has been certified as a project management professional (PMP) since 2004.

Pete Graham currently leads suite solution and market development activities in the Americas for SAP ERP. He helps customers understand the latest information about SAP ERP and how the application helps any business to become a best-run business. Pete also works with SAP colleagues and partners to bring new SAP ERP functionality to market. He has over 10 years of experience in the enterprise software industry in a variety of product strategy and operational roles.

Maggie Hatfield has 15 years of experience in process reengineering and project management. Maggie has held accounting positions with Universal Computer Systems and client services and transition management roles for BFI, Compaq, and Doane Pet Care while with SourceNet Solutions. Maggie has played key roles in developing and implementing integrated procure-to-pay processes utilizing SAP software. She is currently a principal real estate manager with Halliburton and is responsible for the development and implementation of SAP Real Estate Management. Graduating from Stephen F. Austin State University with majors in accounting and information management, Maggie holds a master's certificate in project management from the University of Houston.

Jay Irwin is industry principal for real estate at SAP America and is responsible for managing SAP's strategic business activities. In this role, Jay offers strategic direction and support to SAP's real estate, construction, and home-building clients and potential clients and ensures that their current and future software needs are addressed. His team participates in corporate strategic marketing, software development, and sales and customer service activities to ensure that SAP remains the leader in collaborative business solutions. Prior to joining SAP in July 2005, Jay served in a number of capacities for eight years at J.D. Edwards. He continued to work with J.D. Edwards customers through the merger transition of PeopleSoft and the acquisition by Oracle. Jay holds a BS in business information systems from the University of Colorado at Boulder.

James Keeley is the head of global real estate at SAP. James joined SAP in 2007, having spent five years as a senior real estate manager for IBM, both in Europe and the United States. Prior to this, James spent four years as a principal management consultant for PricewaterhouseCoopers, advising clients on corporate real estate strategy. James holds an MBA from London University and was previously a practicing civil engineer. In his current role, he is responsible for the development and implementation of SAP's real estate processes in the recently formed global real estate and facilities organization. James has a leading role in the current internal project to implement SAP Real Estate Management globally at SAP.

Christian Krämer is director of suite solution management at SAP AG. He joined SAP in 2000 after graduating with a degree in economics from the University of Cologne and running his own real estate business for several years. Working first in product sales and then in market development, Christian is now responsible for product definition and go-to-market strategy for SAP Real Estate Management, treasury applications from SAP, and SAP Financial Supply Chain Management.

Luke Lands is managing director of ProLogis, a FORTUNE 500 company and the world's largest owner, manager, and developer of distribution facilities. ProLogis leases industrial space in North America, Europe, and Asia to some of the world's largest manufacturers, retailers, transportation companies, third-party logistics providers, and other enterprises with large-scale distribution needs. Luke currently is chief financial officer of ProLogis's European operations, where he has overall responsibility for finance, accounting, treasury, and information systems in Europe. Prior to moving to Europe in 2005, he was ProLogis's controller and in that position had significant involvement in a number of ProLogis operating and systems initiatives. Luke has recently been appointed as coexecutive leader of ProLogis's SAP software implementation project, where he will focus his efforts full time on the implementation of the SAP suite across ProLogis's global business.

Janie Parr is an SAP business analyst with the City of Vancouver. Before coming to the City of Vancouver, Janie was an SAP business analyst with a high-tech manufacturing company in Burnaby, British Columbia. In her role as an SAP business analyst, she has been involved with SAP software implementations in numerous countries. Her SAP expertise is in financials and controlling, materials management, and real estate management. Recently, Janie was part of the City of Vancouver's SAP Real Estate Management implementation. She continues to support her clients to streamline their business processes by finding SAP solutions that fit their needs.

Neil Walker has been the CFO/CIO of SGAL S.A., a major Portuguese property developer, since 1999, after a 12-year career as an auditor at Price Waterhouse in the United Kingdom and Portugal as well as Deloitte & Touche in Lisbon. Qualified as a UK chartered accountant and Portuguese statutory auditor, with a bachelor's degree in electronic engineering, he takes primary responsibility for finance, accounting, and taxation matters as well as IT strategy and management. Under his direction, the technology landscape at SGAL has changed from a legacy accounting system with the introduction of document management and an upgrade to SAP software, which initially covered budgeting and project control, but now has been expanded to cover all business activities, including sales and aftersales activities using SAP Real Estate Management.

Fareed Zein manages global property and facility management systems in corporate real estate for Royal Dutch/Shell Group. Fareed has spent the last 19 years in the Shell IT organization where he has focused on infrastructure and applications. For the last ten years, he has been involved in building and supporting corporate SAP software environments. He has been responsible for IT implementation of the real estate application at Shell Real Estate for the last three years.

SPONSORS



CIDEON America is an engineering company and SAP partner. We are focused on providing engineering information, using our immense know-how based on 15 years in the market. Over 200 specialized engineers know our customers' requirements, and we are convinced that only our customers' value can make us successful. We develop software solutions for facility management that integrate CAD systems with SAP Business Suite applications. The CIDEON suite of products for computer-aided facility management (CAFM) offers graphical support in real estate management processes, graphical reporting functionality, as well as a locking system management application. For more information about CIDEON America, visit the company's Web site at www.cideon.com.



Computer Sciences Corporation (CSC) is a US\$16 billion IT and business services company specializing in systems integration, consulting, and outsourcing with offices and clients in 24 countries globally and over 90,000 employees worldwide. As an SAP global partner, we have 4,000 resources located in Europe, Asia, and the Americas with experience delivering complex SAP solutions for large global clients. Our SAP Real Estate Management practice consists of nearly 100 international resources and centers of excellence in Germany and the United States. With 10 years' experience serving real estate clients, we have developed real estate process-centric SAP solutions designed to accelerate our clients' time to value. For more information about CSC, visit the company's Web site at www.csc.com.



Deloitte Consulting LLP adds a new dimension to any SAP software implementation, providing a 360-degree approach to maximize the value of your investment. Our multidisciplinary capabilities produce innovative ideas and solutions to help your company achieve unmatched business value. We believe companies of all sizes can benefit from the efficiency of an integrated enterprise resource planning platform. That's why Deloitte has combined its knowledge of real estate processes and practices with its experience in providing consulting services to create a practical, reasonably priced service offering for real estate companies. Talk to us to find out how we can help support your implementation efforts while effectively managing cost and risk. For more information about Deloitte, visit the company's Web site at www.deloitte.com.



KORASOFT is an independent software integrator focusing on implementation projects in the area of facilities management. Based on intense project experience, KORASOFT's key capability is to help customers merge SAP ERP application data with the world of vector information systems, including computer-aided design, computer-aided facility management, and geographic information systems (GIS). Its experience stretches from SAP Real Estate Management to SAP ERP, covering the entire facilities life cycle. KORASOFT's approach provides a comprehensive, easy-to-use solution that integrates existing floor drawings and geographical maps into alphanumeric property data within SAP ERP. KORASOFT works closely with the SAP Consulting organization to develop and enhance its solutions. KORASOFT has been supporting the Americas' real estate community and SAP America with their services and solutions. For more information about KORASOFT, visit the company's Web site at www.korasoft.net.



ProLogis is the world's largest owner, manager, and developer of distribution facilities, with operations in 121 markets across North America, Europe, and Asia. The company has US\$38.8 billion of assets owned, managed, and under development, comprising 526.3 million square feet (48.9 million square meters) in 2,817 properties as of March 31, 2008. ProLogis's customers include manufacturers, retailers, transportation companies, third-party logistics providers, and other enterprises with large-scale distribution needs. Headquartered in Denver, Colorado, Prologis employs more than 1,500 people worldwide. For more information about ProLogis, visit the company's Web site at www.prologis.com.



RealFoundations is a global management consulting firm focused solely on the property, real estate, and building industry. RealFoundations believes that genuine industry expertise and deep knowledge about the real estate market are the enduring strengths that are key to providing immediate and long-term value to property organizations. We work with a variety of companies who play a material role in developing, managing, or financing industrial, commercial, retail, and residential property. All of our services – from organization structuring through process improvement to technology implementation – ultimately drive productivity and value. For more information about RealFoundations, visit the company's Web site at www.realfoundations.net.

GOOD TO KNOW

Registration

Your preconference event registration includes:

- Participation in one preconference workshop on October 21
- Lunch and coffee breaks
- Handouts and documents

Your conference registration includes:

- Two days dedicated to the examination of customer case studies, including customers' firsthand experience and testimonials
- Show floor and exhibits of SAP partners specializing in SAP Real Estate Management
- Conference documentation in downloadable format after the event*
- Ample networking breaks to allow you to exchange ideas with speakers, partners, and customers
- Lunch and coffee breaks
- An evening event in Philadelphia at the end of the first conference day

* After permission has been granted by the content owner

The Conference Venue

Park Hyatt Philadelphia at the Bellevue
200 South Broad Street
Philadelphia, Pennsylvania 19102

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F +1 215-732-8518
www.parkhyattphiladelphia.com



Directions to Park Hyatt Philadelphia at the Bellevue

From Philadelphia Airport and Points South via I-95

Follow I-95 North to Exit 17, Broad Street/Route 611. Travel 2.5 miles north on Broad Street. The hotel is on the left-hand side, between Locust Street and Walnut Street. Enter the center lane to make a left turn into either the parking facility for self-parking or into Chancellor Court for valet parking and unloading luggage and passengers.

Hotel Reservations

Park Hyatt Philadelphia at the Bellevue
T +1 800-778-7477

To obtain the group discount rate, quote "T.A. Cook – SAP 2008 Conference."

Note that the number of rooms is limited, so please book early.

REGISTRATION

PLEASE COPY AND FAX TO +1 919-510-8143 OR REGISTER ONLINE AT WWW.SAP.COM/REALESTATE/PHILADELPHIA

I want to register for the conference and a preconference workshop on October 21–23, 2008.

- Conference and Workshop A
- Conference and Workshop B
- Conference and Workshop C

I want to register only for the conference on October 22–23, 2008.

- Conference only

I want to register only for a preconference event on October 21, 2008.

- Workshop A only
- Workshop B only
- Workshop C only

Please note: For additional information and registration for the ASUG Real Estate Special Interest Group Meeting please visit the registration page at www.asug.com/realestateyrmeeting.

There is limited space available for the evening event on October 22, 2008.

Please mark your intention to attend here:

PARTICIPANT (please complete clearly in block capitals)

_____	_____
First Name/Title	Last Name
_____	_____
Company	Street
_____	_____
Town/City	State
_____	_____
Zip Code	Country
_____	_____
Telephone	Fax
_____	_____
E-Mail _____	
Date/Signature _____	

- I wish to receive news by mail, telephone, fax, or e-mail from SAP AG, its affiliated companies, and business partners about products, services, and other activities, and I give my permission, which I can revoke at any time, for my data to be stored for this purpose on an international server by SAP AG or one of its affiliated companies.
- Please use my data only for this transaction. I do not wish to receive any further information from SAP AG or its affiliated companies and business partners.

COMPANY

- SAP
- Customer
- Partner

POSITION

- CEO
- Senior Vice President
- Manager
- CIO
- Vice President
- Project Leader
- COO
- Director
- Other _____

DEPARTMENT

- Portfolio Management
- Sales/Marketing
- Construction
- Real Estate Management
- IT/Business Analysis
- Service/Maintenance
- Consulting
- Other _____

CREDIT CARD

- Visa
- American Express
- MasterCard

_____	_____
Credit Card Number	Valid Until (month/year)
_____	_____
Security Number	
_____	_____
Name of Card Owner	Signature

Registration Office

T.A. Cook Conferences
4601 Six Forks Rd. Suite 500
Raleigh, NC 27609, USA
T +1 919-510-8142
F +1 919-510-8143
registration@tacook.com
www.tacook.com/philadelphia

Conference Venue

Park Hyatt Philadelphia at the Bellevue
200 South Broad Street
Philadelphia, Pennsylvania 19102
T +1 215-893-1234
F +1 215-732-8518
www.parkhyattphiladelphia.com

Event Fees

Conference and workshop (3 days): US\$1,795
Conference (2 days): \$1,250
Workshop only (1 day): \$650

Please note: There is a discount available for ASUG members. Please contact registration@tacook.com for more details.

* These fees do not apply to the ASUG Real Estate Special Interest Group Meeting. For additional information and registration for this meeting please visit the registration page at www.asug.com/realestateyrmeeting.

The attendance fee includes participation in conference and/or workshops, lunch on all days, refreshments, a dinner for conference attendees, and documentation material for download. Please note that costs for accommodation and travel are not included in the registration fee.

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 September 30, 2008, deadline. Cancellations are subject to an administration fee of \$100. Registrants whose cancellations are received after September 30, 2008, or do not attend without cancelling, will be liable for the full registration fee. Substitutions must be received in writing, addressed to the registration office, and include the details 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 program or the identity of 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.

Contact for Any Inquiries

If you require special assistance or have special dietary requirements, please contact Shelley Cromartie at: s.cromartie@tacook.com
This event is organized by T.A. Cook Conferences in cooperation with SAP.

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