



**SAPPHIRE® '06**

**ACCELERATING INNOVATION.  
ENERGIZING GROWTH.**

**SAP SAPHIRE**

**06**

**PARIS**

May 30 - June 1, 2006

# SAPPHIRE '06 PARIS

**Businesses large and small are consistently looking for ways to improve their processes, get products to market faster, and outthink and outexecute their competitors. They are looking to fuel profitable growth despite tough economic conditions and mounting competitive pressure. The right IT solutions – built on an open, flexible platform – can be the catalyst for innovation and growth.**

**We are convinced that SAP is that catalyst – capable of transforming our customers' business and helping them outperform in their industry.**



# ACCELERATING INNOVATION. ENERGIZING GROWTH.

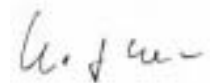
In today's global economy, you need to streamline your critical business processes, bring innovative products to market faster, and outthink, outexecute, and outperform your competitors – which is why you can't afford to miss SAPPHIRE® '06 Paris.

At this unique event, you'll discover how today's open technologies can transform your business processes, shorten the path between a great idea and a great product, and energize your value chain to achieve new levels of growth and profitability.

Plus, you'll learn how SAP's strategy for coinnovation with a growing ecosystem of partners will give you more solution options than ever before.

Tap into the energy of SAPPHIRE '06 Paris, and let it accelerate your future.

Sincerely,



Henning Kagermann  
Chief Executive Officer, SAP AG



**REGISTER NOW FOR SAPHIRE '06 PARIS**

May 30 - June 1, 2006

Paris Expo, Porte de Versailles  
Paris

**TO REGISTER, VISIT:**

[www.sap.com/emea/sapphire](http://www.sap.com/emea/sapphire)

# ACCELERATE YOUR BUSINESS

SAPPHIRE '06 Paris is the only event where you can meet experts from SAP and SAP partners on all industries, solutions, and technologies. SAPPHIRE is the place where you can get all information about the future strategy of SAP as well as the solutions for your needs to reach your short-term business goals. It's a must-attend event for:

- **Senior executives** – Get strategic insights that will help you face the challenges of today's global economy with greater flexibility and confidence. SAPPHIRE is specially relevant for CIOs and heads of IT.
- **Business managers** – Discover multidimensional solutions that make your critical business processes more efficient, adaptable, and profitable.
- **Decision makers** – See a new generation of analytical tools that can help you make better-informed decisions based on accurate, real-time data.
- **Government and education professionals** – Learn how to cope with budgetary pressures while building stronger relationships with constituents and customers.

Thousands of leaders from business and the public sector will be there. Shouldn't you be among them?

SAPPHIRE '06 is where you'll discover new ways to:

## STAY AHEAD OF RAPID CHANGE

- Develop innovative products and services that set your organization apart from the competition
- Streamline your value chain to reduce costs and inefficiencies
- Create faster, stronger alliances with suppliers, customers, and partners
- Capitalize on global markets and resources
- Eliminate traditional boundaries of geography, time zones, and currencies
- Choose from highly specialized "niche" solutions developed by certified SAP partners

## OPERATE MORE PROFITABLY

- Employ the latest best practices for your industry
- Improve efficiency, productivity, and profitability
- Leverage real-time analytical tools to measure performance
- Focus on core strengths that set you apart from the competition

## MEET GLOBAL COMPETITION, HEAD-ON

- Leverage your true competitive strengths
- Adapt to changing conditions and competitive challenges
- Build customer loyalty through greater innovation and responsiveness

## MAKE TECHNOLOGY WORK FOR YOU

- Protect your IT investment and reduce total cost of ownership through the latest open technologies
- Take advantage of modular enterprise services that can be quickly assembled to compose new applications and enable new business processes
- Work with the industry's leading innovator in platform technologies, business process innovation, and industry-specific solutions

# ENERGIZE YOUR VALUE CHAIN

At SAPPHIRE '06 Paris, you'll get an insight on how our customers are improving their business with our industry-specific solutions day by day as well as an exclusive preview of the technologies that will transform every process and practice in your value chain, including:

## **INDUSTRY-SPECIFIC PORTFOLIOS**

Talk to experts whose unparalleled knowledge results in solution portfolios that deliver the latest in best practices for your industry – and more than 25 others.

## **OPEN TECHNOLOGY PLATFORMS**

Get the latest on SAP's blueprint for the future, and see how our SAP NetWeaver® platform and enterprise services architecture will transform the way you do business.

## **FLEXIBLE BUSINESS SOLUTIONS**

Discover how our new business process platform will allow you to mix and match key business solutions like never before. And listen to over 100 customers on how our existing solution portfolio strengthens their daily business.

## **COMPOSITE APPLICATIONS**

See the growing family of composite applications that provide the flexibility you need to respond quickly and profitably to business change – without disrupting your existing IT investments.

## **MENDOCINO AND ANALYTICS**

Get a first impression of how Mendocino and the SAP® xApp™ Analytics composite application will make life easier for every end user in their daily business based on the SAP NetWeaver technology.

## **SUPPORT ALONG THE LIFE CYCLE**

Our partners and the SAP Services organization will support you during the whole life cycle. Learn how you can plan, build, and run your IT infrastructure in the best way.

## **SMALL AND MIDSIZE ENTERPRISE SOLUTIONS**

Discover the rapidly expanding universe of affordable, partner-developed solutions that are helping thousands of small and midsize businesses compete more effectively.



# SAPPHIRE '06 PARIS – WHAT YOU'LL FIND THERE

SAPPHIRE '06 Paris offers an exciting mix of presentations, interactive demos, and one-on-one discussions, so you'll always find something new and interesting to take part in. Invest your time wisely at these key areas:

## **PRESENTATION THEATERS**

At the heart of SAPPHIRE '06 Paris are more than 170 informative and insightful presentations by SAP, our customers, our partners, and leading independent analysts. The range of topics covered includes SAP NetWeaver, enterprise services architecture, the mySAP™ ERP solution, customer relationship management, the SAP xApps™ family of composite applications, and much more. Learn about the business solutions that will help you reduce time to market, get closer to your customers, and build profitability.

## **SAP DEMO STATIONS**

Get hands-on experience at ongoing application demos showing a wide range of business solutions. You'll find demo stations throughout the exhibit hall.

## **SAP SERVICES CONNECTION**

For expert advice on the issues that matter most to your business, stop by SAP Services Connection, a valuable customer experience at SAPPHIRE '06 Paris.

SAP Services Connection offers customized advice on upgrade planning, risk mitigation, IT strategy, solution deployment and performance, end-user training, change management, and more.

## **MEET OUR CUSTOMERS PAVILION**

The Meet Our Customers pavilion offers a premier opportunity to meet face-to-face with executives from companies in your industry that are successfully running SAP solutions. Here you can learn for yourself how SAP solutions are helping successful companies operate their businesses more efficiently and create a competitive advantage.

## **MEET AN SAP EXPERT**

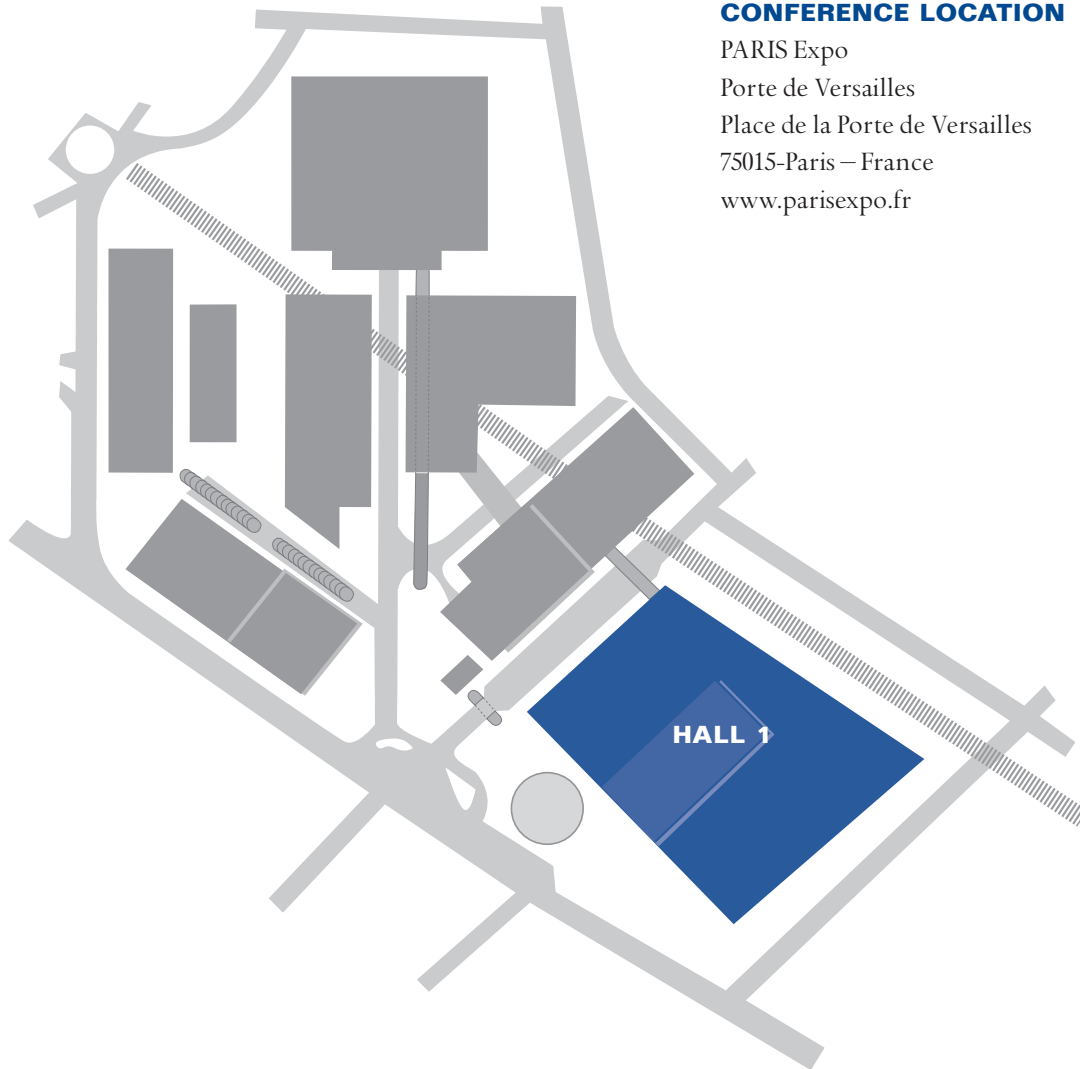
If you are interested in a special topic, you might want to have a one-on-one meeting with an SAP industry, solution, or development expert.

To schedule a private meeting for you and your colleagues, please contact your account executive. Appointments are being scheduled in advance and seating is limited.

## **COUNTRY LOUNGES**

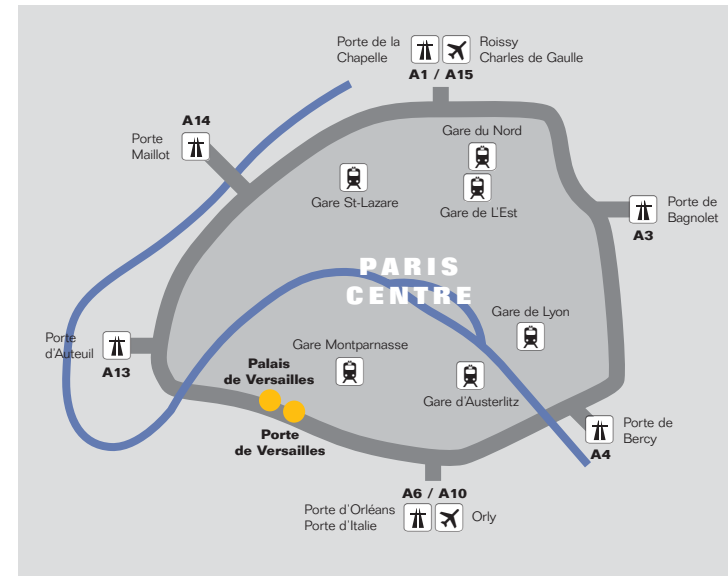
These are areas hosted by the SAP subsidiaries where you can relax or network with colleagues from your country and feel at home.

# OVERVIEW OF THE EVENT



## CONFERENCE LOCATION

PARIS Expo  
Porte de Versailles  
Place de la Porte de Versailles  
75015-Paris – France  
[www.parisexpo.fr](http://www.parisexpo.fr)



## KNOWLEDGE FAIR

### Platform

- SAP NetWeaver

### Solutions

- ERP
- CRM
- SCM/PLM/SRM
- SAP xApps family

### Industries

- Manufacturing – discrete
- Manufacturing – process
- Consumer products
- Trade
- Services
- Financial services
- Public services

# AGENDA AT A GLANCE

## MONDAY, MAY 29

EVENING Welcome reception

## TUESDAY, MAY 30

MORNING Keynote address  
*Henning Kagermann*  
*Chief Executive Officer*  
SAP AG

ALL DAY Exhibit hall opens

- Presentation sessions
- SAP demo stations
- Meet Our Customers
- Partner booths
- Meet Our Exhibitors
- Partner presentations

## WEDNESDAY, MAY 31

MORNING Keynote address  
*Shai Agassi*  
*Member of the Executive Board*  
SAP AG

AFTERNOON Keynote address

ALL DAY Exhibit hall opens

- Presentation sessions
- SAP demo stations
- Meet Our Customers
- Partner booths
- Meet Our Exhibitors
- Partner presentations

EVENING Evening event

## THURSDAY, JUNE 1

MORNING Keynote address  
*Léo Apotheker*  
*Member of the Executive Board*  
SAP AG

ALL DAY Exhibit hall opens

- Presentation sessions
- SAP demo stations
- Meet the Experts
- Partner booths
- Meet Our Exhibitors
- Partner presentations

# KEYNOTE SPEAKERS



## **HENNING KAGERMANN**

*Chairman of the Executive Board of SAP AG and Chief Executive Officer*

### **TUESDAY, MAY 30, 2006**

Prof. Dr. Henning Kagermann is chairman of the Executive Board of SAP AG and Chief Executive Officer. From 1998 to 2003 he was cochairman of the SAP Executive Board and CEO together with Hasso Plattner, cofounder of SAP. Kagermann has overall responsibility for SAP's strategy and business development and also oversees the areas of global communications, global intellectual property, internal audit, and top talent management.



## **SHAI AGASSI**

*President, Product and Technology Group, Member of the Executive Board, SAP AG*

### **WEDNESDAY, MAY 31, 2006**

Shai Agassi, president of the Product and Technology Group, has been a member of the Executive Board of SAP AG since April of 2002. He is responsible for the global development of all SAP products and SAP's portfolio of industry-specific solutions. Among the products are the mySAP Business Suite family of business solutions, SAP NetWeaver, the SAP xApps family, and the SAP Business One solution for small businesses. He is also responsible for product and industry marketing. Before his appointment to the SAP Executive Board, Agassi was CEO of SAP Portals and SAP Markets, which were integrated into SAP in April 2002.



## **LÉO APOTHEKER**

*President, Customer Solutions & Operations Member of the Executive Board, SAP AG*

### **THURSDAY, JUNE 1, 2006**

Léo Apotheker is a member of the SAP AG Executive Board and president of Global Field Operations. In this role, Apotheker is responsible for all of SAP's field organizations, including consulting, education, training, sales, marketing SMB, and operations. He was appointed to his current position in 2002. Prior to that, he was president of SAP EMEA. Before leading SAP's South West Europe region as president from 1997 to 1999, Apotheker was CEO of SAP France (1995–1997).

# SAPPHIRE '06 PARIS PROGRAM GUIDE

No business software provider has a deeper understanding of your industry than SAP. And no event offers more opportunities to learn about our unique portfolios of industry-specific solutions than SAPPHIRE '06 Paris.

Each day, you'll choose from presentations that offer insights and ideas from SAP industry specialists and actual SAP customers. And you'll learn about global best practices that have been proven in organizations like yours.

In the pages ahead, you'll get a preview of the many presentation theaters at SAPPHIRE '06 Paris. Each presentation offers a highly focused look at business practices and solutions that are known to improve fundamental business performance.

Take a few moments now to explore the complete range of sessions. Then get ready for a unique series of master classes in the art of business innovation.

## **SAPPHIRE '06 PARIS PRESENTATIONS BY TOPIC**

SAPPHIRE '06 Paris offers more than 170 distinct presentations, covering a wide range of topics.

As you'll see in the following pages, there are industry-focused tracks dedicated to discrete manufacturing, process manufacturing, consumer products, financial services, services, trade, and public services.

In addition, there are solution-oriented tracks devoted to customer relationship management, enterprise resource planning, product life-cycle management, supplier relationship management, and supply chain management. There are also tracks covering SAP NetWeaver and the SAP xApps family.

Many presentations at SAPPHIRE are given by customers and partners of SAP. So you're sure to get relevant, objective insights into the challenges and trends that are most important to you.

It's a level of depth and diversity you can only find at SAPPHIRE. For a complete, updated list of presentations, additional details, and scheduling, please visit [www.sap.com/emea/sapphire](http://www.sap.com/emea/sapphire).



## SAP NetWeaver

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### **BUILDING THE NEW WORKPLACE WITH SAP NetWeaver**

Andrew Cabanski-Dunning, SAP

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### **A CIO'S STORY ON MULTIPLE SUCCESSFUL MOBILE PROJECTS AT TUEV NORD**

Udo Urbanek, SAP

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### **INFRASTRUCTURE CHALLENGES IN ESA: COST, SECURITY, AND LIFE-CYCLE MANAGEMENT**

Amit Sinha, SAP

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### **ESA AND INDUSTRY VALUE NETWORKS: CUSTOMER VALUE WITH INDUSTRY ECOSYSTEMS**

Winfried Jänicke, OR Soft  
Natalie Bernzen, SAP

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### **EFFECTIVE PRINT MANAGEMENT FOR BUSINESS- CRITICAL INFORMATION**

Christopher Hearn, SAP  
Renee Zaremba, Hewlett-Packard

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### **BUSINESS EVENT MANAGEMENT WITH THE SAP NetWeaver PLATFORM**

Thomas Volmering, SAP

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### **EXPANDING ADOPTION OF ESA BY IMPLEMENTING EXTENDED ESA SERVICES**

Anthony Ress, SAP, Steffen Karch, SAP

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### **DELIVERING ENTERPRISE SERVICES: ES COMMUNITY AND ES-READY SOLUTIONS**

Ken Tsai, SAP

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### **SAP NetWeaver: THE GOVERNANCE, RISK, AND COMPLIANCE MANAGEMENT PLATFORM**

Kevin Kern, CA, Michael Heckner, SAP

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### **ESA ADOPTION PROGRAM: ACCELERATE YOUR MOVE TO AGILE BUSINESS TRANSFORMATION**

Isabell Jaeger, SAP

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### **EXPLORE THE NEW DISCOVERY SYSTEM FOR ENTERPRISE SERVICES ARCHITECTURE**

Craig Cook, SAP, Marian Maravilla, SAP,  
Nir Kol, SAP

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### **INCREASING USER PRODUCTIVITY: END-TO-END PROCESSES AND INTERACTIVE FORMS**

Andrew Cabanski-Dunning, SAP

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### **SAP NetWeaver IN ACTION**

Amit Sinha, SAP

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### **ACCELERATING BUSINESS INNOVATION: APPLICATION COMPOSITION AND MODELING**

Gunther Piller, SAP, Susan Wright, BearingPoint

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### **ENTERPRISE INFORMATION MANAGEMENT: THE INFORMATION FRAMEWORK FOR ESA**

Lothar Schubert, SAP

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### **OVERVIEW OF SAP NetWeaver: NEXT-GENERATION BUSINESS PROCESS PLATFORM**

Fergus Griffin, SAP

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### **BUSINESS INFORMATION MANAGEMENT WITH SAP NetWeaver**

Lothar Schubert, SAP

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# SAPPHIRE '06 PARIS PROGRAM GUIDE



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## **REALIZING THE FULL VALUE OF YOUR IMPLEMENTATION OF SAP NetWeaver MDM**

Jeffrey Massa, SAP

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## **ESA@WORK: EXPERIENCE FROM MORE THAN 300 ROAD-MAP PROJECTS**

Markus Lindemann, SAP

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## **USING SAP BEST PRACTICES TO SIMPLIFY YOUR IMPLEMENTATION OF SAP NetWeaver**

Marian Maravilla, SAP, Miho Birimisa, SAP

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## **EVOLUTION OF PROCESS INTEGRATION IN SAP NetWeaver**

Harald Nehring, SAP, Wolfgang Grube, Bayer BBS GmbH

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## **ACCELERATING INNOVATION AND ENERGIZING GROWTH WITH ESA**

Christian Hastedt-Marckwardt, SAP

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## **SAP NetWeaver MDM: EMPOWERING BUSINESS WITH A SINGLE VERSION OF THE TRUTH**

Ignatius Prinsloo, Adidas, Sunil Gupta, SAP

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## **ENSURE CONTINUOUS AND EFFECTIVE BUSINESS OPERATIONS TO PREPARE FOR ESA**

Gregor Preidl, SAP

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## **UTILIZING SAP SERVICES AS YOUR FULL-SERVICES SOLUTION**

Stefan Gruler, SAP

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## **CUSTOMER EXPERIENCES ON THE ROAD TO ENTERPRISE SERVICES ARCHITECTURE (ESA)**

Günter König, Gesis, Rolf Schumann, SAP

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## **ADAPTING FOR SUCCESS IN A SERVICE-ORIENTED WORLD**

Kaj van de Loo, SAP, Rudolf Niehus, IBM

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## **THE VALUE OF ENTERPRISE SERVICES IN HIGH TECHNOLOGY: INFINEON'S EXPERIENCE**

Achim Ittner, SAP, Hannes Fürpaß, Infineon Technologies, Ray Homan, SAP

## SAP SOLUTIONS – ERP

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### EXPLORE INNOVATIONS IN mySAP ERP

Jeff Stiles, SAP

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### FINANCIAL REPORTING PROCESS AT SIEMENS

Bernhard Kolb, Siemens

Karl Finkenzeller, Siemens

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### INTERNATIONAL ROLLOUT OF SAP Business One IN A GLOBAL CORPORATION

Mike König, Otto Bock HealthCare GmbH

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### MAXIMIZING THE POTENTIAL OF YOUR WORKFORCE WITH mySAP ERP HCM

David Ludlow, SAP

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### MENDOCINO: DELIVERING THE mySAP ERP SOLUTION TO MICROSOFT OFFICE USERS

Thomas Grassl, SAP

Amanda Wolmarans, Sasol Limited

### EXPLORE INNOVATIONS IN mySAP ERP FINANCIALS

Monika Ahrens, SAP

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### PERFORMANCE MANAGEMENT: DRIVING STRATEGY TO EXECUTION

Andreas Frank, SAP, Brian Wood, SAP

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### DRIVING OPERATIONAL EXCELLENCE WITH mySAP ERP

Frank Eck, SAP, Si-Mohamed SAID, SAP

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### TALENT MANAGEMENT FOR A BANK AND INSURANCE GROUP USING SAP E-RECRUITING

Philip Vervaecke, KBC, René Zigterman, SAP

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### AIR FRANCE: MAKING THE SKY THE BEST PLACE ON EARTH WITH mySAP ERP

Antoine Bihler, Air France

### SARBANES-OXLEY (SOX) COMPLIANCE IN A NONLISTED COMPANY

Emanuel Ritzmann, Schweizerische Bundesbahnen SBB

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### SAP TRAVEL MANAGEMENT AT DaimlerChrysler

Florian Tinnus, DaimlerChrysler

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### INTEGRATED REAL ESTATE AND FACILITY MANAGEMENT WITH mySAP BUSINESS SUITE

Andreas Bienz, itelligence AG

George Walliser, Edelweissfm

# SAPPHIRE '06 PARIS PROGRAM GUIDE

## SAP SOLUTIONS – CRM

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### **CHERRY GmbH ACHIEVED A MORE PROFITABLE CHANNEL NETWORK BY USING mySAP CRM**

Alois Eckert, Cherry GmbH, Andy Froemmel, SAP

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### **ACHIEVING MORE RESULTS WITH THE CUSTOMER-CENTRIC ENTERPRISE**

Bob Stutz, SAP

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### **AUSTRIAN AIRLINES ACHIEVED A MORE VALUABLE CUSTOMER EXPERIENCE WITH CRM**

Rainer Pichler, Austrian Airlines

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### **LB SOUTHWARK ACHIEVED AWARD-WINNING SERVICE IMPROVEMENTS WITH mySAP CRM**

David Currey, London Borough of Southwark

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### **ACHIEVE MORE BUSINESS AGILITY WITH mySAP CRM POWERED BY SAP NetWeaver**

Siegfried Leiner, SAP

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### **mySAP CRM: 2006 AND BEYOND**

Siegfried Leiner, SAP

### **MAKING THE SAFE PASSAGE FROM SIEBEL TO mySAP CRM**

Marcia Jacobs, SAP

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### **VIENNA INSURANCE GROUP ACHIEVED MORE POLICY SALES WITH mySAP CRM**

Robert Haider, Vienna Insurance Group

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### **ACT IMMEDIATELY AND GROW STRATEGICALLY WITH THE SAP CRM ON-DEMAND SOLUTIONS**

Ralf von Sosen, SAP

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### **ENABLING THE CUSTOMER-CENTRIC ENTERPRISE WITH mySAP CRM: 2006 AND BEYOND**

Bob Stutz, SAP

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### **ACHIEVE MORE FLEXIBILITY WITH SAP BEST PRACTICES FOR CRM**

Joerg Seeger, SAP, Michael Vollmer, itelligence AG

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### **PORSCHE ACHIEVED MORE CUSTOMER WINS WITH CRM: "FROM 0 TO 100" IN 10 MONTHS**

Henning Grashoff, Porsche AG

Robert Marek, Mieschke Hofmann und Partner -

A Porsche Services Company

## SAP SOLUTIONS – SCM/PLM/SRM

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### **SCM: THE ROAD MAP TO AN ADAPTIVE SUPPLY CHAIN NETWORK**

Hans Thalbauer, SAP

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### **ENABLING ADAPTIVE MANUFACTURING AT TATA CHEMICALS LIMITED**

Phanibhushan Sistu, Tata Consultancy Services (TCS)

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### **IMPLEMENT ITIL PROCESSES WITH SAP SERVICE AND ASSET MANAGEMENT**

Bettina Giese, SAP

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### **NEW TECHNOLOGIES AT WORK WITH mySAP PLM**

Jörg Horn, Brose Fahrzeugteile GmbH & Co. KG

Walter Redinger, Brose Fahrzeugteile GmbH & Co. KG

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### **SYNCHRONIZING THE SUPPLY CHAIN WITH SALES AND OPERATIONS PLANNING**

Sandy Markin, SAP

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### **mySAP PLM: CONCEPT AND PRACTICE AT CONTINENTAL AUTOMOTIVE SYSTEMS**

Claus Thiede, Continental Teves AG & Co. oHG

Ulrich Eisert, SAP

## SAP SOLUTIONS – SAP xApps FAMILY

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### FRANCE TELECOM GLOBAL SOURCING APPROACH FOR A ONE-COMPANY STRATEGY

Yann Grillere, France Telecom

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### ADAPTIVE MANUFACTURING: INNOVATION ACROSS THE SHOP FLOOR AND ENTERPRISE

Frank Schuler, SAP

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### VW ENHANCES SERVICE PARTS PROCESSES WITH SAP SOFTWARE

Thorsten Hente, Volkswagen

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### CRAWL, WALK, AND RUN WITH RADIO FREQUENCY IDENTIFICATION (RFID)

Andres Botero, SAP, Eric Domski, SAP

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### NEW PRODUCT DEVELOPMENT AT BRITISH AMERICAN TOBACCO (BAT)

Graeham Allison, British American Tobacco (BAT)

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### mySAP SRM: STRATEGY AND ROAD MAP

Manfred Heil, SAP

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### ENSURING CUSTOMER SUCCESS WITH SAP xApp ANALYTICS

Claus Gruenewald, SAP, Roman Bukary, SAP

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### OVERVIEW OF SAP xApps FAMILY OF COMPOSITE APPLICATIONS: 2006 AND BEYOND

Hanif Ismail, SAP  
Paige Leidig, SAP

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### MENDOCINO: THE ROAD AHEAD

Nir Kol, SAP  
Rob Koplowitz, Microsoft

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### PORTFOLIO MANAGEMENT FOR AGILITY, EFFICIENCY, AND GROWTH

Arend Weil, SAP, Jussi Piri, TeliaSonera

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### SAP xApp COST AND QUOTATION MANAGEMENT: THE BEST OF BOTH WORLDS

Juergen Lindner, SAP

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### PROJECT PORTFOLIO MANAGEMENT AT STATOIL

Erik Peter LaBella, Statoil

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### eCUSTOMS EUROPE: HOW TO DO BUSINESS IN A CHANGING CUSTOMS ENVIRONMENT

Angela Baumann, SAP, Walter Vanherle, Deloitte

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### REAL-TIME AND ENTERPRISE-WIDE: A NEW APPROACH TO OPERATIONAL EXCELLENCE

Brenda Hightower, Celanese

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### ACCELERATING PRODUCT BENEFITS VIA PERFORMANCE METRICS IN SAP xMII

Robert Lechich, Merck and Co. Inc.

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### REALIZING THE FULL VALUE OF MOBILE ASSET MANAGEMENT AT DEUTSCHE POST

Thomas Lach, SAP  
Mike Schumacher, Deutsche Post IT Services

# SAPPHIRE '06 PARIS PROGRAM GUIDE

## DISCRETE MANUFACTURING INDUSTRIES

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### ADDRESS BUSINESS USER NEEDS WITH SAP xApp ANALYTICS AND PROJECT MENDOCINO

Brian Wood, SAP, Nenshad Bardoliwalla, SAP,  
Sharada Achanta, SAP

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### REAL-WORLD SUCCESS WITH BUSINESS INTELLIGENCE AND ANALYTICS

Roman Bukary, SAP, Sven Jensen, Nike Inc.

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### MENDOCINO: INTUITIVE BUSINESS PROCESSES THROUGH MICROSOFT OFFICE

Nir Kol, SAP, Thomas Grassl, SAP

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### INNOVATIVE DELIVERY OF ERP AND PLM TO END USERS AND PARTNERS

Ramon Ferroni, Embraer  
(Empresa Brasileira de Aeronautica SA)

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### INSULAE AND CANALS MAINTENANCE PROJECTS IN VENICE

Rudj Todaro, Insula

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### INTEGRATED PROJECT EXECUTION FOR PLANT ENGINEERING

Michael Heberle, Zimmer AG

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### MEASURING TECHNICAL INTENSITY AND VALUE: THE MOTIVE PROJECT AT THOMSON

Bernard Waltsburger, Thomson

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### GENERAL CONTRACTING: FROM "QUOTE TO CASH" IN CONSTRUCTION BUSINESS

Erich von Ah, Implenia (Former Batigroup AG)

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## PROCESS MANUFACTURING INDUSTRIES

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### SAP NetWeaver XI IN SASOL: MORE THAN JUST AN INTEGRATION BROKER

Amanda Wolmarans, Sasol Limited  
Johan Smith, Sasol Limited

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### HOW SAPPI IS USING SCEM TO MONITOR SALES ORDER PROCESSING

Didier Magnien, Sappi

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### SAP FOR MILL PRODUCTS: TRENDS AND OUTLOOK 2006

Eckhardt Siess, SAP

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### mySAP ERP IMPLEMENTATION WITH SAP BEST PRACTICES FOR CHEMICALS

Eduard Heyl, Heyl-Chemie

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### HOW ITALCEMENTI BUILT ITS BW ENVIRONMENT

Renzo Passera, Italcementi

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**EASY AND SUCCESSFUL TEMPLATE  
IMPLEMENTATION AT A CORRUGATED PLANT  
AT SCA**

**Frank Van der Stede**, SCA

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**AUTOMATED PRODUCTION PLANNING IN  
PROCESS INDUSTRY WITH PP/DS IN SAP APO**

**Franz-Josef Tölle**, Bayer AG

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**NATURAL GAS VALUE CHAIN AT PEMEX GAS**

**Gerardo Estrada**, PEMEX Gas y Petroquímica Básica

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**CONSUMER AND LIFE SCIENCES  
INDUSTRIES**

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**NOVARTIS MAPS THE ROAD TO ADAPTIVE  
BUSINESS NETWORKS**

**Marc Bechet**, Novartis Pharma

**Philippe Gerwil**, Novartis Pharma

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**SAP CATCH WEIGHT MANAGEMENT MEETS TYSON  
FOODS' CHALLENGES**

**Claudia Blecken**, SAP, **Kenny Rawls**, Tyson Foods

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**mySAP SRM AT BAT**

**Geof Wells**, BAT

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**MANAGING INNOVATION AT InBev**

**Christel Plessers**, InBev

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**SERVICES INDUSTRIES**

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**SAP FOR MEDIA SOLUTIONS AT RTL  
ENTERPRISE AND MANCHETTE PUBLICITÉ**

**Herbert Lutterbach**, RTL Enterprise

**Richard Vinches**, Machette Publicité

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**IMPLEMENTING SAP SOFTWARE AND MRO  
SOFTWARE ACROSS BRITISH AIRWAYS**

**James Priestley**, British Airways plc

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**SAP INCENTIVE AND COMMISSION MANAGEMENT  
AT T-MOBILE**

**Arndt Schulz**, T-Mobile

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**BI: THE JOURNEY TO SUCCESS AT RELIANCE  
INFOCOMM**

**Rajiv Gupta**, Reliance Infocomm Ltd.

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**OPERATIONAL EXCELLENCE IN BILLING AND  
COLLECTION WITH SAP RM-CA**

**Oliver Grandpierre**, ActiveBilling GmbH & Co. KG  
of Deutsche Telekom AG

# SAPPHIRE '06 PARIS PROGRAM GUIDE

## FINANCIAL SERVICES INDUSTRIES

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### EFFICIENCY THROUGH SAP FOR PROFESSIONAL SERVICES

Jochen Preussner, inGenics AG

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### UTILITIES: CENTRICA AND BRITISH NUCLEAR GROUP

Andrew Wright, British Nuclear Fuels (BNFL),  
Andy Dawson, Centrica, Kirk Downey, Centrica

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### GLOBAL PROJECT AND RESOURCE MANAGEMENT WITH SAP FOR PROFESSIONAL SERVICES

Jobst Scheuermann, gedas

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### SAP SOFTWARE HELPS DHL CREATE A DOP DISTRIBUTION NETWORK

Claudio Maffetti, DHL Exel Supply Chain

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### MEASURING AND OPTIMIZING CUSTOMER RELATIONS WITH mySAP CRM ANALYTICS

Pasqualino Floris, Poste Italiane

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### SAP POWERS AN ASSET-INTENSIVE COMPANY'S DRIVE FOR PRODUCTIVITY IMPROVEMENT

Günter Schwaninger, Deutsche Bahn Netz

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### REGULATORY CHANGE IN A COMPETITIVE ENVIRONMENT

Mary King, Bank of Ireland, Ronan Murphy, Bank of Ireland

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### FINANCIAL SERVICES SOLUTIONS FROM SAP TO TRANSFORM YOUR BUSINESS

Christian Goeckenjan, SAP  
Thomas Balgheim, SAP

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### NEW SOURCES OF VALUE THROUGH E-PROCUREMENT

Bettina Wonsag, Barclays Bank

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### SAP FOR BANKING SOLUTIONS HELP GROW AND MANAGE BANKING BUSINESS

Gerhard Hafner, SAP, Marc Derungs, SAP

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### NEW ROADS WITH SAP FOR INSURANCE SOLUTION PORTFOLIO

Leo Schneider, SAP

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### SAP CLAIMS MANAGEMENT: YOUR OPPORTUNITY

Felix Senger, SAP  
Joachim Schumacher, SAP

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### INTEGRATED FINANCE AND RISK SOLUTIONS DELIVERING EXCELLENCE IN COMPLIANCE

Sakis Tassoudis, SAP  
Thorsten Zapf, SAP

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### SAP SUPPORTS A BUSINESS PROCESS OUTSOURCING ENVIRONMENT

Dermot Joyce, Capita

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### IT AS A PROCESS-ENABLER FOR BUSINESS

Rolf Bischofberger, Winterthur Versicherung

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### RETRIEVE, ALERT, REPORT, AND TRACE WITH ONE SAP SOLUTION

Corrine Galland, BNP Paribas  
Xavier Terrasse, BNP Paribas

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### STANDARD BANK: ON THE ROAD TO SOA

Joerg Fischer, Standard Bank

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## PUBLIC SERVICES INDUSTRIES

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### COMMAND AND CONTROL WITH ENTERPRISE SERVICES ARCHITECTURE

John Barry, SAP

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### THE JARA PROJECT: THE INTEROPERABILITY OF THE HEALTHCARE ENTERPRISE

Juan P. Alejo Gonzalez, Servicio Extremeño de Salud

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### CANADIAN HOSPITAL'S ENTERPRISE-WIDE PATIENT SCHEDULING AND GHX CONNECTIVITY

Francois Lemoyne, Hôpital du Sacré-Cœur de Montréal

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### KSD: BUILDING A VISION FOR INTEGRATED EMERGENCY MEDICAL-CARE PROVISION

Claude Flükiger, itelligence AG Switzerland  
Rudolf Junker, KSD

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### PUBLIC SERVICES STRATEGY: 2006 AND BEYOND

Ian Swann, SAP  
Tom Shirk, SAP

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### HEALTHCARE STRATEGY: 2006 AND BEYOND

Harald Pitz, SAP  
Martin Kopp, SAP

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### THE APPLICATION OF INTERACTIVE FORMS FOR DEFENSE OPERATIONS

Kai Finck, SAP, Walter Fröh, Bundeswehr

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## TRADE INDUSTRIES

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### SAP AT MASSMART: THREE DISTINCT SAP RETAIL DELOYMENTS

Alison Lambert, Massmart, Pieter Schoeman, Massmart

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### WEEE COMPLIANCE WITH SAP SOFTWARE FOR RECYCLING ADMINISTRATION

Ralf Fischer, Migros-Genossenschafts-Bund

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### COOP ATLANTIQUE - GLOBAL SYSTEM REPLACEMENT IN THE GROCERY SECTOR

Guillaume Pelletier, COOP Atlantique

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### SWISS GROCERY CHAIN IMPLEMENTS SAP'S FORECASTING, REPLENISHMENT SOLUTION

August Harder, COOP Switzerland

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### SAP FOR RETAIL: EXECUTIVE VISION

Rick Chavie, SAP

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# SAPPHIRE '06 PARIS EXHIBITORS

At SAPPHIRE '06 Paris you will have the opportunity to get to know the SAP ecosystem in depth. Hundreds of highly qualified partners that help us deliver unparalleled value to our customers will be on-site to exhibit and present their services and products. You will learn more about wide-ranging access to proven business solutions and rapid and cost-effective installation and implementation that accelerate ROI and complete life-cycle support to lower total cost of ownership.

Explore opportunities, discover the best solutions to meet your organization's key challenges, meet face-to-face with your current providers, and learn about best practice solutions. The innovative products, services, and fresh perspectives offered at SAPPHIRE can energize your organization's growth.

The following are the registered exhibitors as of February 27, 2006. Visit the SAPPHIRE '06 Paris Web site at [www.sap.com/emea/sapphire](http://www.sap.com/emea/sapphire) for the most current exhibitor listing and more information on partner presentations.

  
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Zebra Technologies

# SAPPHIRE '06 PARIS CELEBRATION NIGHT ...



# ... ENJOY PARIS!

## **Wednesday, May 31**

SAPPHIRE '06 lights up Paris with a great night of fun and entertainment with a “French touch.” Join us as SAPPHIRE continues its tradition of presenting electrifying performances by legendary performers.

SAPPHIRE Celebration Night is the perfect way to relax and unwind with friends old and new – and to wrap up three memorable days.

After learning about the latest ideas in business and technology, step out of the Paris Expo, Porte de Versailles, and have some fun in the city of lights.

With its blend of the historic and the modern, Paris offers something for everyone on every street. Take a tour bus, cruise the Seine, or just walk around to view ancient Roman ruins and the contemporary Centre Georges Pompidou, the Eiffel Tower and the Mona Lisa, Notre Dame and the Arc de Triomphe, and much more.

Remember, too, that Paris is a culinary heaven and a must-go destination for gourmands. Eat at some of the thousands of world-class restaurants. Stop by a café for coffee and a croissant. Or grab some fruit, cheese, and bread from an outdoor market and dine in the Tuileries gardens.

# REGISTRATION

## How to Register

You can register for SAPPHIRE '06 Paris online at [www.sap.com/emea/sapphire/reg](http://www.sap.com/emea/sapphire/reg) or use the attached registration form. Once your registration is complete, you will receive a confirmation e-mail. Entrance badges and complete instructions including personal registration numbers will be sent to all confirmed registrants approximately three weeks prior to the event.

## Conference Fees

	Early Bird	Regular
Full conference	€1,600 plus 19.6% French VAT	€1,800 plus 19.6% French VAT
Day ticket	€800 plus 19.6% French VAT	€990 plus 19.6% French VAT
Deadline	Until April 21, 2006	After April 21, 2006

## Ticket Description

The ticket includes keynote presentations, exhibit hall access, presentation sessions, meals, the welcome event, and the evening event.

## Group Bookings

Group bookings for 15 or more attendees have the special rate of €1,530 plus 19.6% French VAT. Please contact the registration office at [sap@regteam.com](mailto:sap@regteam.com) or call **+44 (0) 1252 7710 30** if you would like to take advantage of this promotion.

## Rules and Regulations

Only new registrations are eligible for the group booking. Current active registrants of SAPPHIRE '06 Paris do not qualify. The promotion is exclusively applicable to SAPPHIRE '06 Paris full-conference tickets. This registration promotion cannot be combined with any other promotion. SAP reserves the right to cancel and/or modify this program at any time. This offer expires when the conference reaches sold-out status.

## Payment Terms and Conditions

For all early bird registrations, payment must be received by April 21, 2006. For all other registrations, payment must be received prior to the event. Please be advised that your registration is not considered confirmed until payment has been received in full. All registrants must pay 19.6% French VAT. Registration is not considered paid unless VAT has been included with each registration payment. Once payment has been received, a tax invoice will be made available for you to print via the Web site and automatically sent to you via post. Please note that all payments must be made in euros.

Payment can be made by one of the following methods:

### ■ Bank transfer

Once you have completed your registration, you can print a pro forma invoice via the Web site. Alternatively, call the registration office and arrange for it to be posted. The pro forma invoice will include all details needed for a bank transfer. When making your payment, please be sure to state your name, company name, and pro forma invoice number. All fees incurred in connection with bank transfers should be paid by the person making the transfer.

### ■ Cheque

Once you have completed your registration, you can print a pro forma invoice via the Web site. Alternatively, call the registration office and arrange for it to be posted. The pro forma invoice will give full details of the payee name and where to send your cheque.

### ■ Credit card

Please enter your credit card details when making your registration online or complete the attached form. Please ensure that you include the cardholder name and cardholder address if different from your registration details.

## Registration Cancellation

All cancellations must be received in writing. Please fax your cancellation notice to **+44 (0) 1252 7717 30**, or send an e-mail to [sap@regteam.com](mailto:sap@regteam.com) before May 12, 2006. Cancellations received after May 12, 2006, as well as registrants not attending without cancelling, will be liable for the full registration fee.

## Registration Substitutions

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.

## Event Cancellation

In the event that SAPPHIRE '06 Paris is cancelled, registrants will be refunded the registration fee only. Cancellation of travel reservations and hotel reservations is the exclusive responsibility of the registrant.

## Contact Us

### Registration Questions

E-mail: [sap@regteam.com](mailto:sap@regteam.com)

Phone: +44 (0) 1252 77 10 30

Fax: +44 (0) 1252 77 17 30

### Payment Questions

E-mail: [cc@delegate.com](mailto:cc@delegate.com)

Phone: +44 (0) 1252 77 63 13

Fax: +44 (0) 1252 77 17 73

### Housing Questions

E-mail: [saphotels@regteam.com](mailto:saphotels@regteam.com)

Phone: +44 (0) 1252 77 10 30

Fax: +44 (0) 1252 77 17 30

**Hours of operation: Monday to Friday 9:30 a.m.–5:30 p.m. CET**



# HOTEL RESERVATION

Salutation:  Mr.  Ms.

\_\_\_\_\_  
Title/First Name Last Name

\_\_\_\_\_  
Company E-Mail

\_\_\_\_\_  
Phone Fax

## Payment Methods

Mastercard  American Express  Visa  Diners Club

\_\_\_\_\_  
Credit Card No. Expiration Date (month/year)

\_\_\_\_\_  
Security Code on Reverse of Card

\_\_\_\_\_  
Name of Cardholder Signature of Cardholder

With my signature I accept SAP's general registration conditions.

\_\_\_\_\_  
Date Signature

## Hotel Prices and Room Type

All prices are in euros and the price quoted is per room, per night. Local tax is included in the rate.

A "single" room rate entitles one person to occupy the room. A "double" room rate entitles two people to occupy the room. Please advise if breakfast should be included in your room rate. Breakfast rates vary across hotels from €8 - €28.

## Hotel

### Category A

Exclusive hotel, high quality, well equipped

Single-Bed Room: €230 - €290

Double-Bed Room: €250 - €298

### Category B

Upper-middle-class hotel, good quality, well equipped

Single-Bed Room: €200 - €230

Double-Bed Room: €200 - €250

### Category C

Middle-class hotel, good quality

Single-Bed Room: €88 - €200

Double-Bed Room: €106 - €210

Breakfast should be included in the room rate

Late Arrival

Smoking  Nonsmoking

\_\_\_\_\_  
Comment

\_\_\_\_\_  
Arrival Date Departure Date

## Hotel Cancellation Policy

By making a reservation with the SAP registration office or the SAP conference Web site, you expressly agree that, in the event of a cancellation of a hotel reservation after close of business on May 12, 2006 (5:00 p.m. GMT) or a no-show on the reservation date, your credit card will be automatically debited by the hotel for the total number of nights of your reservation.

NO-SHOW – If you are not able to utilize your room on the original date of arrival, you are obliged to inform the registration office in writing to notify them that you will be arriving the following day. Should you fail to inform the registration office, in writing, that you wish to utilize your room for the second night of your reserved stay, the hotel will make every effort to accommodate you, but this does not constitute a guarantee. Please advise the registration office if you will arrive late.

**PLEASE FAX THIS FORM TO: +44 (0) 1252 77 17 30**

## Registration Office

P.O. Box 156 • UK – Fleet Hampshire • GU51 3FX

T +44 (0) 1252 77 10 30 • F +44 (0) 1252 77 17 30 • E sap@regteam.com



# DON'T MISS SAPPHIRE '06 PARIS. REGISTER NOW!

## TO REGISTER:

Please fax the included registration form.

Or visit:

[www.sap.com/emea/sapphire](http://www.sap.com/emea/sapphire)

Or send an e-mail to:

[sap@regteam.com](mailto:sap@regteam.com)

## CONFERENCE LOCATION

PARIS Expo

Porte de Versailles

Place de la Porte de Versailles

75015-Paris - France

[www.parisexpo.fr](http://www.parisexpo.fr)

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