

PLM2012

Product Lifecycle Management

25 – 27 APRIL • PRAGUE

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Strategies and skills development for:

- Project and portfolio management
- Variant configuration
- PLM implementations
- Bill of materials
- CAD integration
- Product data management
- Document management
- Recipe management
- Engineering change management
- Product structure synchronization
- Regulatory compliance
- Collaboration and partner enablement
- Product packaging
- Specifications
- Reports and analyses

Register by 23 April
and **SAVE €100**

www.plm2012.com/europe





To compete and win in a market that leaves little room for error requires innovative ideas and processes. Organizations are challenged to create a new supply network model, where silos are broken down and collaboration exists between internal and external partners from idea to delivery.

The 2012 conferences for Product Lifecycle Management, Logistics and Supply Chain Management, Manufacturing, and Procurement and Supplier Management provide an opportunity to learn from SAP leaders, business peers, and independent experts how companies have and can improve innovation, manage and mitigate the risks of today's global economy, and position themselves for future growth across the idea to delivery spectrum.

By attending these events, you'll learn what new capabilities are available today and planned for the future from SAP to enable business processes that support seamless, end-to-end idea-to-delivery — from new product development and introduction; across responsive supply networks that encompass sourcing, sales, planning, and production; to storage and delivery; to after-market parts management. In addition to hearing from SAP, you'll have the opportunity to hear from fellow practitioners and learn how they are using SAP® solutions to impact their businesses and gain a competitive edge.

I hope that you will join us and look forward to seeing you in Prague.

Sincerely,

Hans Thalbauer

Senior Vice President

Line of Business Solutions for Supply Chain and R&D



Schedule

Pre-Conference Education Day	Conference, 25-27 April			
Tuesday, 24 April	Wednesday, 25 April	Thursday, 26 April	Friday, 27 April	
9.00 Registration opens	8.00 Registration opens	8.00 Registration opens	8.00 Registration opens	
10.00 Morning Pre-Conference Education sessions	9.00 Keynote address	9.00 Keynote address	9.00 Educational sessions	
13.00 Networking Lunch	10.15 Break	10.15 Break	10.15 Break	
14.30 Afternoon Pre-Conference Education sessions	10.45 Educational sessions	10.30 Educational sessions	10.30 Educational sessions	
17.30 Registration closes	12.00 Break	11.45 Break	11.45 Break	
	12.15 Educational sessions	12.00 Educational sessions	12.00 Educational sessions	
	13.30 Lunch	13.15 Lunch	13.15 Lunch	
	14.45 Educational sessions	14.15 Educational sessions	14.15 Educational sessions	
	16.00 Break	15.30 Vendor hour/Ask-the-Experts	15.30 Break	
	16.15 Educational sessions	16.30 Educational sessions	15.45 Educational sessions	
	17.30 Reception		17.00 Conference concludes	
	17.45 Ask-the-Experts			

For more information and to register, visit www.plm2012.com/europe or call SAPinsider at +1-781-751-8700

Pre-Conference Education Day • Tuesday, 24 April

Pre-Conference orientation, networking, and foundational sessions

- SAP technology innovations and updates
- Orientation sessions
- Enhanced networking activities, including a special networking lunch
- Intensive, half-day educational workshops for organizations that are evaluating and just getting started with SAP initiatives

Conference • 25-27 April • More than 200 sessions spanning 4 tracks

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Track 4	Quality, tracking, and compliance	Page 16

One venue for strategies, best practices, and SAP education and updates

- More than 200 educational sessions and workshops
- SAP product updates
- Best practices presented by SAP customers
- Professional skills development
- Education for every experience level — beginner through advanced
- Strategies to improve planning and forecasting
- Proven methods that net significant cost savings
- Methodologies to lower SAP cost-of-ownership
- Guidelines for SAP implementations and upgrades
- Customer discussion forums
- One-on-one and small-group meetings with experts who will address your specific questions and challenges
- Comprehensive instruction on system and process integration
- Expert-led instruction on SAP data quality, management, and migration
- Take-home tools: Project accelerators, templates, decision trees, and checklists



Join us for Pre-Conference Education Day — Tuesday 24 April

Special three-hour sessions that enable you to:

- Fortify your understanding of critical SAP technologies and solutions
- Explore new trends and strategies
- Enhance your learning experience at the main conference

By registering for Pre-Conference Education Day, you can:

- Attend any sessions of interest to you
- Benefit from expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Gain online access to the session slides and exclusive take-home materials from all presentations
- Participate in a networking lunch with other attendees



Pre-Conference Education Day Sessions

Tuesday 24 April

Morning session • 10.00 – 13.00

A complete and up-to-date guide to SAP Product Lifecycle Management (SAP PLM)	Page 6
SAP SCM: A comprehensive guide to critical implementation and upgrade considerations	Page 6
Should you, could you, and how would you deploy SAP Extended Warehouse Management (SAP EWM)	Page 7
A comprehensive guide to implementing SAP APO functionality for production planning and detailed scheduling (PP/DS)	Page 7
How, when, and why to get started with SAP Supplier Relationship Management 7.0	Page 8

Lunch • 13.00 – 14.30

Afternoon session • 14.30 – 17.30

A practical guide to developing a cohesive and comprehensive product lifecycle management (PLM) strategy and methodology	Page 9
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Fixing your sales forecast won't work! How to effectively manage capacity constraints through your S&OP processes	Page 10

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Morning Sessions • 10.00 – 13.00

A complete and up-to-date guide to SAP Product Lifecycle Management (SAP PLM)*Dan Bender, SAP Labs***10.00 – 13.00**

This special three-hour session offers the opportunity to evaluate SAP Product Lifecycle Management (SAP PLM) features, operations, and usage scenarios, and provides a roadmap showing what you can expect in the next release.

- Examine current features to learn how to use SAP PLM to support the following areas of your new product development life cycle:
 - Managing specifications and recipes
 - Bill of materials (BOM)
 - Product structures and product documentation
 - Product development for discrete and process-oriented manufacturing
 - Engineering change management (ECM)
 - Computer-aided design (CAD) integration
 - Quality management
 - Compliance
 - Portfolio and project management
- Explore the enhanced navigation functionality in SAP PLM and understand how the new user interface is optimized for product development
- Gain insight into the latest release of the SAP Portfolio and Project Management toolset (version 5.0)
- Review the roadmap for SAP PLM, including the latest release of SAP PLM 7.02 with its new functions for status and release management, document browsing, mass change for recipes, product labeling enhancements, and the multi-formula editor
- Gain insight into some of the planned enhancements for future releases of SAP PLM products

SAP SCM: A comprehensive guide to critical implementation and upgrade considerations*Ashish Saxena, IBM***10.00 – 13.00**

Whether you are considering an SAP Supply Chain Management (SAP SCM) implementation, planning to upgrade, or expanding your SCM footprint, this three-hour session will help you understand the full functionality and application history of SAP SCM — both on its own and in relation to the SAP ERP features it supplements.

- Get an overview of all five components of SAP SCM:
 - SAP Advanced Planning & Optimization (SAP APO)
 - SAP Supply Network Collaboration (SAP SNC)
 - SAP Forecasting and Replenishment
 - SAP Event Management
 - SAP Extended Warehouse Management (SAP EWM)
- Examine the architecture, technology landscape, dependencies, and requirements needed to implement one, a few, or all of the SAP SCM applications
- Learn how to assess the costs and benefits of implementing SAP SCM
- Get steps to build the business and technical criteria to help you prioritize which applications to implement first, next, and last
- Examine the requirements and challenges of integrating SAP SCM with SAP ERP
- Understand how all the SAP SCM components work together to enable an efficient end-to-end supply chain
- Gain insight into how to determine if, whether, and how to replace or enhance existing SAP ERP functionality with SAP SCM

Morning Sessions • 10.00 – 13.00

Should you, could you, and how would you deploy SAP Extended Warehouse Management (SAP EWM)*Cyril Trouiller, itelligence***10.00 – 13.00**

Whether you're newly implementing SAP Extended Warehouse Management (SAP EWM) or migrating from SAP WM or a third-party solution, you will benefit from this detailed introduction to SAP EWM's features, functionality, and system architecture.

- Compare and contrast SAP WM and SAP EWM to understand the differences in features, business benefits, upgrade paths, deployment options, and system architecture
- Observe and actively participate in "a day in the life" of SAP EWM, an interactive demonstration that highlights SAP EWM's role in daily operations across all levels of the supply chain — from the warehouse floor all the way to executive management
- Explore SAP EWM's labor management capabilities that track operational efficiencies and see how this data can be used to effectively manage your workforce
- Learn how to leverage warehouse monitor to analyze real-time data and make sound decisions on inventory levels and consolidation, space utilization, and order fill rates
- Get tips for using SAP EWM to create warehouse operations to schedule transactions and guarantee all products are periodically evaluated and optimally slotted
- Take home a sample SAP EWM project plan and a guide to SAP EWM project implementation approaches and technical considerations

A comprehensive guide to implementing SAP APO functionality for production planning and detailed scheduling (PP/DS)*Alan Hendry, K2 Professional Services***10.00 – 13.00**

This special three-hour session provides an in-depth review of the production planning and detailed scheduling (PP/DS) features and functions delivered with SAP APO and provides a roadmap to getting started with PP/DS.

- Get an overview of the main capabilities of PP/DS, including:
 - Heuristics-based planning
 - Sequence optimization
 - The detailed scheduling board
 - The alert monitor
 - Evaluation of planning results
- Compare and contrast production planning functionality between SAP ERP and PP/DS to understand which best suits your organization's planning needs
- Understand what master data is required by PP/DS
- Get tips for sourcing and managing data from your SAP ERP system, including which data is required to get started with the detailed scheduling board
- Receive tips to maximize resource and labor utilization and optimize your schedules based on capacity and productivity
- See how to set up alerts and exception reporting using the "plan monitor" feature
- Learn what it takes to fully leverage PP/DS's built-in optimizer to reduce downtime for line changeovers
- Understand common problems in integrating supply network planning (SNP) functionality with PP/DS and learn how to avoid them

Morning Session • 10.00 – 13.00

How, when, and why to get started with SAP Supplier Relationship Management 7.0

Sachin Sethi, The SRM Experts (TSE)

10.00 – 13.00

This special three-hour session offers a comprehensive introduction to the latest SAP Supplier Relationship Management 7.0 (SAP SRM) features and capabilities as well as expert recommendations for implementing and maintaining SAP SRM.

- Get a detailed understanding of the end-to-end SAP SRM functionality that drives:
 - Self-service procurement
 - Catalog management
 - Contract management
 - Supplier evaluation
 - Supplier collaboration
- Understand how SAP SRM integrates with your SAP ERP environment that includes the materials management, financials, and human resources modules
- Compare and contrast real-life SAP SRM deployment scenarios such as classic, extended classic, and standalone to understand how each scenario impacts your project schedule and timeline
- Walk through the infrastructure requirements you'll need to support your SAP SRM project design
- Find out what's included in SAP SRM enhancement package 1, including a simplified shopping cart, an enhanced catalog user interface, portal and SAP NetWeaver® BW independence, supplier management, and more
- Come away from this session with insight to create a roadmap to support your SAP SRM initiative and an understanding of what functionality to deploy first, next, and last

Afternoon Sessions • 14.30 – 17.30

A practical guide to developing a cohesive and comprehensive product lifecycle management (PLM) strategy and methodology*Alan Mendel, LeverX***14.30 – 17.30**

This special three-hour session goes beyond the software to provide industry-based best practices for developing, communicating, and executing a winning PLM methodology that will continue to be effective long after your initial implementation.

- Step through the components of a comprehensive PLM program and walk away with actionable advice for linking your PLM objectives to your company's goals, establishing the proper team and skill sets, securing a corporate sponsor, and building a solid business justification with consensus from key stakeholders
- Explore the software and tools available for PLM, product data management (PDM), and portfolio and project management (PPM) to learn how the various capabilities work and fit together to leverage SAP business data and processes
- Learn how to select which capabilities and processes your organization should address first and how to ensure that your PLM program remains aligned with your company's changing business objectives
- Take home a checklist of activities you can use to assess your current PLM program, integrate best-in-class technology, and fully support your organization's product development life cycle

From capacity to capabilities: The future factory and the role of technology*Mike Lackey, SAP Labs and Robert Parker, IDC Manufacturing Insights***2:00 pm – 5:00 pm**

Take an in-depth look at the role manufacturing capability, technology, and operational excellence play in the delivery of competitive advantage in a complex supply chain, sales channel, and product environment. This must-see workshop includes:

- The Productivity Imperative. Get a frank assessment of the health of the manufacturing sector and understand how the operation of manufacturing facilities has gone from an asset arbitrage strategy to a competitive capability proposition
- The Future Factory. Through specific examples and detailed research findings, learn how and why production facilities must change to deliver on the promise of strategic capability in a complex world
- The Operational Platform. Examine an architectural model and decision framework you can follow to implement and maintain world class production, quality, and maintenance processes
- Better Decision Making through Engagement. Learn the importance of information on strategic, tactical, and operational decision making and why manufacturing intelligence can no longer be siloed along functional lines
- The Jumpstart. Come away with tips for evaluating your company's maturity and for prioritizing the necessary investments to get on a path toward competitive capabilities
- SAP Product Portfolio for Manufacturing. Finally, take a holistic view of SAP's solutions and scenarios for manufacturing, including planned roadmaps and innovation, and learn how and where to leverage them to enable the factory of the future

Afternoon Sessions • 14.30 – 17.30

An A to Z guide to charting a successful course to your SAP Transportation Management project*Brandon Bright, IBM***14.30 – 17.30**

Whether you're new to transportation management or looking to upgrade to the latest version of SAP Transportation Management (SAP TM), this session provides you with the knowledge you need to evaluate and choose the right path for your organization.

- Compare and contrast transportation management features contained in SAP TM 8.1 with functionality from SAP logistics execution system (LES) and transportation planning and vehicle scheduling (TP/VS) to understand the strengths, weaknesses, and proper use case for each
- Take a tour of SAP TM 8.1 and get a sneak peek at the latest features of SAP TM 9.0
- Understand how to optimize and consolidate shipments, manage carriers and carrier costs, and provide a holistic view of your organization's transportation processes and activities
- Find out how to leverage SAP TM to calculate and settle freight costs based on actual shipments and current freight rates and to verify invoices from carriers or transportation service providers
- Get detailed advice to build a business case for SAP TM, including best practices for migrating from third-party solutions or legacy SAP solutions to SAP TM
- Review real-life SAP TM project plans and case studies from both medium and large scale implementations to understand a typical project scope, prerequisites, required skills, and potential pitfalls

Fixing your sales forecast won't work! How to effectively manage capacity constraints through your S&OP processes*Joseph Grobler, Reveal USA***14.30 – 17.30**

Take a candid look at inherent issues with sales forecasts, why they can be ineffective, and how sales and operations planning (S&OP) in SAP ERP can more accurately reflect where constraint is managed in a supply chain.

- Get tips for implementing a best practice governance process to protect supply chain performance and ensure key planning rules are followed
- Through examples, see how an effective governance structure can ensure data maturity and integrity, deliver more targeted bottom line business value, and result in higher service levels
- Using techniques like manufacturing, product, or distribution hierarchies supported by product allocation and available to promise (ATP), learn how to control and guide a customer demand that exceeds a capacity constrained supply chain
- Come away with an understanding of how to leverage standard SAP ERP functionality to effectively manage your capacity constraint through your S&OP

2012 strategies for new product development and lifecycle management

What you need to know before you implement SAP Product Lifecycle Management (SAP PLM) 7.01 — Lessons from early adopters

Alan Mendel, LeverX

Based on real-life implementations, this session offers tips and lessons learned to help you plan for an SAP Product Lifecycle Management (SAP PLM) 7.01 implementation. Learn how to prepare your existing SAP landscape for SAP PLM 7.01, including the necessary service pack, enhancement pack, and infrastructure requirements. Review the pros and cons of the various options for accessing SAP PLM 7.01, including SAP NetWeaver Business Client, SAP NetWeaver Portal, and Internet Explorer. Compare and contrast SAP PLM 7.01 and SAP ERP 6.0 PLM features and come away with an understanding of the differences between the new Right Hemisphere viewer and the ECL viewer. Understand the skill sets you'll need to implement SAP PLM 7.01, including Web Dynpro for ABAP™ and SAP Workflow, to leverage the new Process Route capabilities. Learn how and when SAP ERP 6.0 is integrated with SAP PLM 7.01 and get tips for setting up the Universal Work List (UWL) for workflow execution.

Tips for leveraging SAP PLM 7.0 to optimize key product development processes in the consumer packaged goods industry

Gianni Pelizzo, Espedia

This session provides tips and best practices for initiating and improving packaging and labeling processes with the latest features and functionality available in SAP Product Lifecycle Management (SAP PLM) 7.0. Walk through a real-life case study to understand the steps a global consumer packaged goods (CPG) company took to migrate its unstructured packaging and labeling processes to SAP PLM in order to improve engineering efficiencies and reduce time to market. Through CPG industry examples, see the key benefits SAP PLM offers to new product development, including the integration of packaging management and manufacturing processes. See how tools such as cProjects can be used in the packaging and labeling process to improve collaboration between customers and suppliers. Get tips for building a business case for the integration or expansion of SAP PLM functionality in the CPG industry.

What's new with SAP PLM 7.01 engineering change management in SAP enhancement package 5

Alan Mendel, LeverX

Take a detailed look at the latest SAP PLM 7.01 engineering change management (ECM) capabilities delivered as part of enhancement package 5. View a demo of the new features for SAP PLM contained in SAP enhancement package 5, including the Engineering Record, improved enterprise search capabilities, and new user interface and usability enhancements that leverage SAP NetWeaver Business Client. Review the technical underpinnings of the Engineering Record object, including its extension capabilities and the ad hoc workflow functionality using process route. Get an overview of change management processes in SAP PLM, the differences in change management between SAP ERP and SAP PLM 7.01, and the infrastructure required to implement it. Prepare for your own ECM project with an in-depth review of a real-life SAP PLM 7.01 customer implementation experiences to get tips and valuable lessons learned.

The results are in! Key findings from IDC's Cloud Computing in Manufacturing survey

*Craig Simpson, IDC Manufacturing Insights
CEMA*

Examine the business benefits and use cases for cloud computing technology in manufacturing through the lens of leading companies that participated in IDC's Cloud Computing in Manufacturing survey. Obtain recommendations to actualize a cloud computing investment for your manufacturing environment. Examine and rank the essential cloud computing characteristics and see how your counterparts scale a cloud project to achieve lower costs and support increased business demands. Look at the shift in manufacturing IT budgets from internal infrastructure management and traditional outsourcing to a mix of private and public cloud spending. Find out how others allocate cloud delivery models, skills, and resources. Get recommendations to establish a cloud computing position paper for your organization. Understand how a business-led cloud investment strategy can help deliver the dual benefits of greater business capability and reduced IT costs.



Plan and execute retail industry projects and strategic market initiatives with SAP Portfolio and Project Management

Gianni Pelizzo, Espedia

Through the real-life experiences of global retail organizations, this session offers tips for using SAP Portfolio and Project Management to plan and execute complex retail industry projects and manage global go-to-market strategies. Explore the challenges retail organizations face when planning to enlarge or optimize store portfolios and understand how SAP Portfolio and Project Management facilitates the planning and execution of the sales channel. Learn how to build a project portfolio and a risk vs. benefits matrix to support key retail industry real estate and store planning initiatives. Get tips for managing demand flow workflow to describe tasks before they are put in the project portfolio. Understand how to combine SAP Portfolio and Project Management with an existing SAP NetWeaver BW implementation to collect and analyze cost data and status of key store planning initiatives. Discover how to integrate skills data from SAP ERP HCM with SAP Resource and Portfolio Management (SAP RPM) to easily find the right resource for the right project task.

Track I continued on next page

A guide to the latest recipe development functionality from SAP and its integration with manufacturing

Dan Bender, SAP Labs

Examine the latest SAP recipe development functionality designed to integrate product and process formulations for the process and consumer industries. See how the latest release of SAP recipe development potentially offers a more user-friendly and functionally rich experience through the use of Web Dynpro technology. Learn the best ways to use this solution to support your product formulation, product specification, and product labeling needs. Examine new usability and functional features, such as searching, recipe ingredient optimization, mass change, multi-formula editor, and handover-to-manufacturing capabilities. Come away with an understanding of how SAP recipe development is evolving from a system of record to a process and data enablement solution.

A comprehensive look at how SAP supports continuous product and service innovation

Renato Zadro, SAP AG

This session provides insight into a new set of extended business processes SAP supports in the area of continuous product and service innovation (CPSI). Find out how to leverage SAP functionality to improve responsiveness to market trends and customer needs. Leverage the right resources and expertise across the enterprise and business network, execute efficiently, and consistently manage performance. Examine how SAP BusinessObjects solutions can be used to aggregate and analyze product performance measurements, project pipeline information, operational metrics, market trends, and competitive and customer intelligence. Learn new ways to improve the ongoing selection, scoring, monitoring, and review of interdependent project ideas, schedules, resources, and workflow. Find out how to support integrated concept development to transform an idea into a product. View a demo of a product and service performance dashboard, and determine whether you could use it to assess the strategic impact of your new product initiatives and investments.

Customer discussion forum

Results from the IDC Retail Insights survey and report

Mark Yates, IDC Retail Insights

Join IDC retail industry experts to discuss the results of IDC's recent Retail Insights survey and report. Bring your questions, share insights, and examine how technology spending impacts the success of your organizational objectives. See how your peers are synchronizing IT with business demands and the cultural shifts in consumer buying preferences. How is demand intelligence integrated and prioritized in pricing and promotions? To what extent does social media impact marketing, product development, and merchandising? Come with your ideas and questions and investigate the imperatives for retail IT success going forward.

The future of mobile manufacturing: Meet the winners of the 2012 SAP Innovation Challenge for Manufacturing Mobile Apps

Uwe Pfisterer and Ganesh Hegde, SAP

This session showcases the winning mobile manufacturing solutions and productivity enhancements that were submitted by SAP partners to the 2012 SAP Innovation Challenge for Manufacturing Mobile Apps. A jury of analysts and industry experts selected the top three mobile manufacturing application concepts based on several criteria, including business value, user experience, and "wow factor." View demos of each winning mobile manufacturing app on a variety of devices, including smart phones and tablets. Hear new concepts and ideas being developed to increase productivity and usability of core manufacturing processes. Get a first look at the future of mobile manufacturing solutions and come away from this session with ideas for how these solutions can improve your existing manufacturing processes.

Lessons for balancing the art and science of variant configuration

Hans-Joachim Langen, itelligence AG

Whether you are in a make-to-stock or make-to-order, repetitive or discrete manufacturing environment; whether your product complexity is high or low; or whether your product is high volume or produced in small lots, this session offers advice for leveraging variant configuration as an optimal way to handle complex and large data models. Examine the different modeling scenarios, compare advantages and limitations, and see how these options can impact sales orders, purchase orders, and production/process orders through bill of material and routing configuration. Learn the different types of object dependencies needed to build your logic and learn to set up configuration profiles. See how to manage variant configuration models (via ALE to "transport" master data), and understand the workings of variant tables and variant pricing.

Customer discussion forum

Lessons to accelerate your SAP Product Lifecycle Management (SAP PLM) deployment

Alan Mendel, LeverX

This forum offers you the opportunity to hear how other companies scope and implement their SAP PLM deployments. Exchange ideas for migrating engineering data and documents from existing legacy systems to SAP PLM. Get advice from other SAP customers for accelerating time-to-value. Find out how your peers allocate resources for their implementations and secure executive support for their SAP PLM implementation.

Project management and collaboration

An innovative methodology for leveraging SAP PLM to track product costs in the early design stage

Felix Finster, CIDEON

Many critical components of product costs, like material masters and bills of materials (BOMs), are not usually available in SAP ERP in early product design stages when up to 70% of future product costs are determined. This session explores an innovative methodology for leveraging SAP PLM to help you keep track of product costs in the early design stage — starting right from scratch in CAD — long before SAP material management kicks in. See how to take advantage of the document management system (DMS) to support additional monitoring, analysis, and simulation methods to help improve cost decision processes and boost product profitability. Step through a real-life example to see how one customer leveraged SAP PLM to accelerate the identification of key product costing information to provide a more accurate cost tracking of entire product structures and reduce time-to-market by up to six months. Leave this session with a roadmap for using your existing SAP PLM investment to better manage product costs in early product design phases.

Optimizing SAP ERP to set up and maintain a successful supplier collaboration strategy

Sean Elliffe, Reveal USA

Find out how to properly design your company's processes and configure SAP ERP to optimize supplier communications, relationships, and service levels. Get techniques to use historical inventory activity data to set better supply cycles and lot sizes with vendors and suppliers. Learn to establish the right key performance indicators (KPIs) for monitoring and measuring vendor performance in three key areas — delivery time, order accuracy, and quality. Learn to avoid redundant activities — such as different departments creating multiple purchase orders for the same item, from the same supplier, at the same time — that can drive up your fulfillment costs and lead to warehouse inefficiencies. Find out how to implement a vendor evaluation component to measure vendor performance.

A first look at three innovative solutions to help your organization connect, transact, and collaborate — in real time

Siddharth Taparia, SAP

This session provides an introduction to the Business Network via three new solutions available to help you enable real-time content and insight to improve your organization's ability to connect, transact, and collaborate. Learn how to leverage SAP Information Interchange (formerly Crossgate) in traditional deployment or in the cloud to connect electronically with tens of thousands of trading partners and extend your SAP business processes to your customer, partner, and supplier community. Find out how the collaboration capabilities of SAP StreamWork enable you to unify people, information, and business approaches to drive fast, meaningful results and streamline discussion, strategizing, and decision making. Examine SAP Supplier InfoNet to understand how to leverage the cloud-based solution to improve the performance of your supply base and proactively manage risk and opportunities across your suppliers.

Live demo

Anticipate and proactively manage supplier disruptions with SAP Supplier InfoNet

David Charpie, SAP Labs

In this interactive demo session, you will learn how companies are leveraging the new SAP Supplier InfoNet solution to proactively manage supplier disruptions. Through demo-based examples, you will see how this cloud-based solution enables you to be part of a transformational business network that helps you improve the performance of your N-tier supply chains using pooled KPI data and rich predictive models. Learn how to apply industry leading best practices and KPI benchmarks to increase the value of the information in your business applications.



Case study

A single source of truth — Lessons learned from SCA Hygiene's ongoing journey to global product lifecycle management

Freddie Pantzar, SCA Hygiene Products AB

This case study offers best practices and lessons learned from the evolution of the product lifecycle management (PLM) processes and systems at SCA Hygiene Products AB, a global consumer goods and paper company. Learn how SCA Hygiene Products AB leverages SAP PLM to support Lean and Six Sigma initiatives, improve data consistency, reduce waste, and support a single source of truth in product development. Explore the four components to SCA Hygiene Products AB's PLM core beliefs — quality, cost, time to market, and product innovation — to understand how they are integrated in all aspects of the end-to-end PLM process. Review SCA Hygiene Products AB's SAP landscape to understand how its PLM processes integrate with material management, production planning, and financial applications. Understand how SCA Hygiene Products AB uses SAP as an integrated platform to align business processes with PLM and to link its new product introduction processes (NPI) with the supply chain. Get important lessons learned to drive the success of your PLM project, including tips for harmonizing PLM processes, securing management and end user commitment, and managing organizational change challenges.

Track 2 continued on next page

How to enable better communication and collaboration with embedded visualization in SAP PLM, Manufacturing and Service

Gerhard Himmelsbach, SAP AG

Learn how SAP is integrating 3-D model-based visualization and communications technologies from Right Hemisphere to enable visual navigation and interrogation of an entire product or asset in a single environment. Learn how to leverage visual design navigation solutions to provide up-to-date, real-time walk-throughs on any size product model. Understand how visual manufacturing solutions that provide easy to understand, step-by-step manufacturing procedures can be integrated with manufacturing execution systems. Find out how to utilize visual service and support applications to efficiently generate and update technical publications and training materials. Learn how visual sales and marketing solutions can be used to provide 3-D or illustrated parts catalogs, as well as the generation of hyper real product imagery. Come away from this session with an understanding of how SAP's visual enterprise solutions can potentially reduce time to market, increase productivity, and improve information quality.

A detailed guide to balancing and aligning project portfolios with SAP Portfolio and Project Management

Renato Zadro, SAP AG

This session offers insight to help you improve phase-gate product development processes using SAP Portfolio and Project Management. See how the latest solution architecture has been updated to improve product data flows. Find out how to close the loop between portfolio management, operational project management, and resource management. Learn how to better manage and govern the front end of continuous product and service innovation using decision flow management and idea management. Step through a demo that illustrates closed-loop resource management functionality and how it supports efficient staffing processes and the optimal management of phase-gate processes.

Document and data management

A new way to synchronize engineering with manufacturing

Gerhard Himmelsbach, SAP AG

This session provides insight into a new, differentiating application designed to close the gap between product development and manufacturing. Examine how Product Structure Synchronization (PSS) links the engineering bill of materials (eBOM) to the manufacturing bill of materials (mBOM), providing a critical interface between plant-independent and production-specific structures, eliminating time-consuming function vs. assembly sequence conflicts and production validity concerns. Find out how PSS enables both parties to maintain independence, allowing engineers and production planners a way to generate changes in real time, integrating the release and change process without impacting each other. View a demo that shows the way PSS compares both BOMs and allows the user to discern what changes to synchronize, using SAP PLM Web-based user interface as the front-end, role-based display. Get details about the new Rapid Deployment Solution (RDS) for product structure synchronization you can leverage to reduce implementation time and cost.

Empower product development teams with integration to CAD and other authoring tools from SAP

Gerhard Himmelsbach, SAP AG

This session provides a comprehensive look at SAP's CAD Desktop user interface. Learn how this solution allows you to edit document-based structures using a CAD interface, both in the CAD system and from your SAP system. Understand how CAD Desktop enhances process integration, increases collaboration, improves access to relevant information, and lowers costs by enabling a single source of truth for product engineering. See how SAP integrates multiple CAD systems in the engineering process, enabling you to manage CAD files and leverage design information directly in SAP. Understand how to utilize authoring tools like Mechanical CAD to provide an important source of product information like drawings, 3-D-models and BOMs. Get tips for tightly integrating disparate CAD sources into an overall product development or change process. Come away from this session with a solid understanding of SAP's current CAD Desktop roadmap and its strategy for future CAD integration.

Deploying document management effectively across your enterprise

Alan Mendel, LeverX

Review your user interface options for managing critical product development documents in SAP, and learn how to migrate from a SAP GUI-based document management system to the more user-friendly and intuitive SAP Easy Document Management application. Examine key functions of out-of-the-box SAP Easy Document Management — a part of SAP ERP — such as enhanced public and private folder structures, drag-and-drop, and “send document” capabilities. Find out how to customize layouts and display screens, and add additional functions to SAP Easy Document Management that support your business requirements. Get tips on how to install SAP Easy Document Management and review relevant registry entries that control key functions of the tool. Learn what to watch out for when dealing with document classification, specifically object dependencies and check tables. View a live demo of key interfaces to SAP DMS, including SAP PLM 7.01 and SAP Easy Document Management. Come away with an understanding of the visualization capabilities offered in SAP DMS, including Right Hemisphere's visual enterprise technology.



Quality, tracking, and compliance

Achieve integrated product development and improve compliance with SAP PLM 7.02

Dan Bender, SAP Labs

This session examines SAP functionality that helps you achieve product and service leadership through integrated product development (IPD). Explore the comprehensive solution set, which includes the design of specifications, recipes and product structures, product costing, synchronization of manufacturing data, product and process testing, and functionality to evaluate product portfolios and projects in collaboration with external and internal partners. Look at capabilities for product design using formulation development, change management processes, and material and task sourcing. Examine how this functionality can be used to extend business processes and bridge functional silos, enabling an effective development environment designed to speed time-to-market, lower development costs, and increase quality. Understand how to pursue an IPD strategy and achieve better visibility into and control over product data and documents, design changes, and costs. Get a preview of the planned IPD scenario extensions, designed to assist the new product development process.

A guide to the latest SAP tools to improve quality and compliance

Dr. Manfred Schulz, SAP AG

This session provides a comprehensive look at the latest tools SAP provides to ensure consistent product quality and achieve compliance with industry standards and legal regulations. See how SAP functionality for quality management can be used to support your quality planning, quality inspection, and quality control initiatives. Get detailed insights about a new approach to create, process, and monitor quality-related issues across multiple systems, efficiently resolve customer- or vendor-related complaints and non-conformities from production or other internal problems. Leave this session with a solid understanding of SAP's quality management solutions and tips for leveraging them to put effective corrective and preventive actions in place.

A sneak peek at the new SAP BusinessObjects Global Trade Services

Kevin McCollom, SAP Labs and Gregory Ertel, SAP

Evaluate SAP BusinessObjects Global Trade Services as a solution to manage trade compliance, optimize your trade agreements, and streamline border transactions for your inbound and outbound goods. Preview new release features planned for SAP BusinessObjects Global Trade Services 10.1, including Mobile Sanctioned Party List Screening, localization plans for BRIC and Nordics, High-Volume Screening and Excise Monitoring Control System (EMCS) 2.0. Learn how EMCS capabilities support the tax-suspended movement of excise-taxable products within the European Union. Look at the enhanced functionality for trade preference processing, including the ability to manage new free trade agreements. See how SAP BusinessObjects Global Trade Services is aligned to integrate with supply chain functions, such as event tracking and transportation management.

How to map the SAP PLM toolset to your business processes

Oded (Odi) Sever, SaPlm

See how to create one unified environment using SAP functionality and business workflow that will — from design to obsolescence — allow the engineering, quality, procurement, and production teams to work from a single version of the truth. Together with the SAP computer-aided design (CAD) desktop, learn how to utilize SAP Portfolio and Project Management as the task and timeline governor of the working environment. Understand how leveraging engineering change management (ECM) as the gatekeeper of master data changes can improve research and development processes and streamline collaboration between engineering and production, and through to after-market sales. See how to enable the exchange of standardized product related data by steering organizational behavior, and fostering cooperation between the different stakeholders. Learn how to leverage SAP PLM functionality to ensure appropriate jurisdiction and process authorizations



A holistic approach to ensure product traceability with supply network traceability (SNT) functionality

Christian Roediger, SAP

Supply chain traceability is critical as a way to support product recall situations and to help eliminate counterfeit products. But it can be challenging to connect item traceability to batch genealogy, especially in outsourced manufacturing models. This session will help you learn how SAP delivers supply network traceability (SNT) functionality that customers can leverage as a holistic solution. Find out how SNT functionality closes the loop between production, order processing, and distribution to ensure that authentic products reach your customers, and that traceability is assured if there's a recall. Examine the SNT architecture to see how data can be accessed from SAP and non-SAP systems into a unified data model to generate product genealogies and analytics. See a demo that illustrates how SAP Global Batch Traceability and SAP object event repository can be leveraged to bridge the gap between manufacturing genealogy and supply chain traceability.

Track 4 continued on next page

Case study

How Wärtsilä uses workflow to control a complex sales order fulfillment process for industrial spare parts

Johan Helsing, Wärtsilä

Get an insider's look at how Wärtsilä, a global industrial manufacturing company, tackled initiating a new sales order process after having consolidated a 1 billion euro spare parts business from eight locations to one automated warehouse operation. Understand the challenges Wärtsilä faced to ensure that non-active parts achieve service levels — from quotation-to-invoicing, by effectively managing resources and priority levels using SAP Business Workflow. Examine the efficiencies Wärtsilä gained, leveraging standard workflow functionality, and see what custom development was required to expedite the creation of data for specific objects through task assignments and events. Take a look at Wärtsilä's process flow and see how it ensures technical product definition, manages lead times, sales pricing, availability and more — through release to delivery. See examples of the workflow monitoring tools, documentation, and reporting.

Lessons for managing by exception to minimize risk, reduce costs, and improve collaboration in your extended supply chain

Christian Roediger, SAP

Learn how to manage your supply chain by exception using SAP Event Management. Find out why responding to events is more productive than simply conventional process monitoring. Learn how to use SAP Event Management to identify exceptions in core processes, like order-to-cash, procure-to-pay, and transportation operations. Learn how an event is recognized within your SAP ERP system and enriched by sensors and other data, and, as a result, triggers alerts and notifications that prompt stakeholders to take action. Understand how data is collected and transferred to the stakeholders via email, handheld mobile devices, collaboration tools, and other external systems. Examine the technical architectural, system dependency, and integration requirements for successfully deploying SAP Event Management with the least possible total cost of ownership. Take home a list of preconfigured business process scenarios to understand how SAP supports you in achieving business benefits fast. Get insights into how customers already benefit from using SAP Event Management productively.

Tips and tricks for improving the safety and efficiency of SAP plant maintenance (PM) orders

Oded (Odi) Sever, SaPlm

In SAP plant maintenance (PM), permits are used when special approvals are needed to ensure all safety precautions will be taken for a given order. This session offers tips, tricks, and configuration advice to set up permits and comprehensive approval processes to improve accountability and safety in your PM activities. Explore PM permit-related business processes, including one-time work permits, extending the validity of permits, permit expiry, and annual permits for specific areas or plant sections. Learn how to set up PM orders in an easy-to-understand hierarchy and how user status can be used to control the process and the communications between the work requester and safety officers. Understand how authorizations affect approval of permits, how to determine the appropriate approver for each permit step, and how to handle delegation or alternate approvers. Learn simple tricks you can use to ensure that all parties — even non-SAP users — comply with safety instructions before the permit is approved. See how standard SAP reports can be utilized to produce a cockpit to monitor all safety-related activities across your plant.

Valuable take-home resources and demos

The PLM 2012 event is co-located with Logistics and Supply Chain Management 2012, Procurement and Supplier Management 2012, CRM 2012, and Manufacturing 2012. As an event attendee, you will receive take-home materials and online access to every conference presentation, and expert guidelines and recommendations that will expedite your activities throughout 2012 and into 2013.

All conference attendees will receive instructions prior to the event for joining Insider Learning Network. **Membership is free.** By joining, you can access, download, or print all the conference presentations and take-home resources.

ADDED BONUS! Join Insider Learning Network today and get free access to *SAPinsider* and *insiderPROFILES*, as well as hundreds of independent articles, blogs, podcasts, and conference groups where you can start networking with other conference attendees prior to arriving in Prague.

This list is just a sample of some of the invaluable take-home resources available to conference participants:



- A white paper outlining the steps necessary for creating a comprehensive spend management strategy
- A matrix mapping the components of the spend management framework to SAP applications
- A list of standard SAP transactions and analytical reports you need to know in order to reduce supply chain costs and manage improved service levels
- An S&OP handbook that contains examples of best practices and documents you can use in your organization
- A document outlining SAP NetWeaver BW data modeling guidelines
- An example of a process chain for loading purchase order and receipt data into SAP NetWeaver BW
- Technical SAP SCM deployment prioritization configuration and development project documentation
- Detailed configuration documents containing the steps required to create and utilize capacity evaluation profiles
- An undocumented collection of error messages common to data transfers with CIF, along with hard-learned fix-it techniques that will save you time and effort
- Step-by-step documentation and screenshots of the transactions used in production supply area processes
- A list of transaction codes and reports to assist in controlling and reporting on your systems sales order entry process and to consistently measure improvement
- A decision matrix to help you map your requirements against both storage unit management and handling unit management options
- A checklist of questions you can use to evaluate software-as-a-service providers
- A list of preconfigured SAP Event Management business process scenarios
- Templates that you can apply to your own environment to help control scope and streamline your SAP PLM deployment

PLM2012

Product Lifecycle Management

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Conference rates	Full Event (Conference and Pre-Conference Education Day) 24-27 April, 2012	Conference Only 25-27 April, 2012	Pre-Conference Education Day Only 24 April, 2012
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