SAPinsider

SAPinsider Conference Thought Leadership Session Proposal

2022

About SAPinsider

SAPinsider is the largest and fastest-growing SAP membership group worldwide, with more than 500,000 members across 205 countries.

It provides SAP professionals with invaluable information, strategic guidance, and road-tested advice, through events, magazine articles, blogs, podcasts, interactive Q&As, benchmark reports and webinars.

SAPinsider is committed to delivering the latest and most useful content to help SAP users maximize their investment and leading the global discussion on optimizing technology.
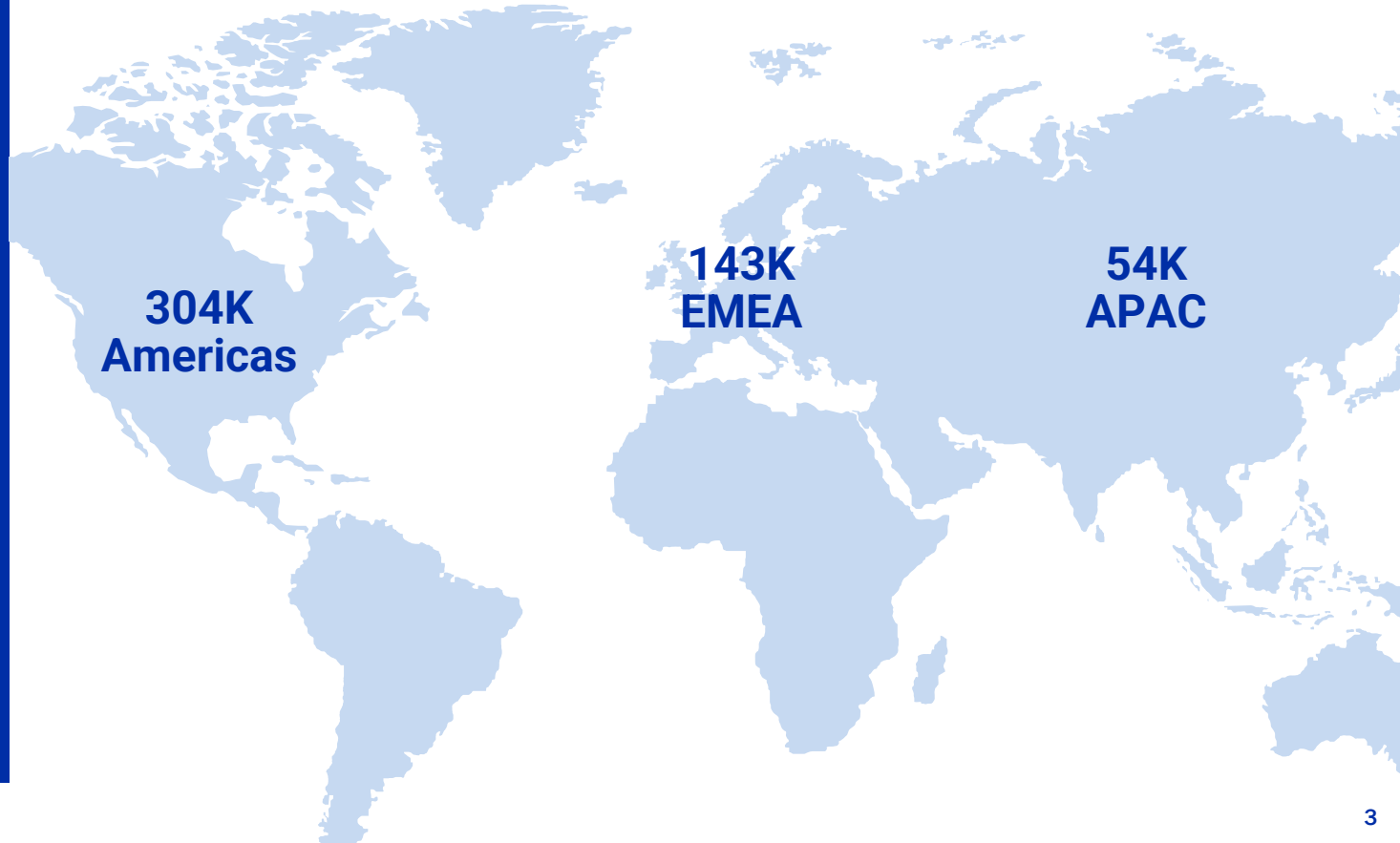
Our Members

500,183
ACTIVE MEMBERS

46,000
COMPANIES

205
COUNTRIES

20%
LINE OF BUSINESS

80%
TECHNOLOGY

304K
Americas

143K
EMEA

54K
APAC

CIO	ERP Platform & Technology	Application Development & Integration	IT Operations & Administration	Data & Analytics	Security	Financial Management	Governance, Risk & Compliance	Human Capital Management	Supply Chain Management	Customer Experience
SAP Strategy & Technology Investment	SAP S/4HANA	Application Development	Systems Administration	SAP HANA	Application Security	Finance & Accounting Strategy	Governance Strategy	Core HR	Spend Management & Procurement	eCommerce & Website Management
Teams & Organizational Structure	SAP EC	Integration	Quality & Testing	Data Management & Data Warehousing	Date Security	SAP S/4HANA	Enterprise Risk Management	Payroll	Demand Management & Pricing	Marketing Automation & Analytics
Market Trends & Analysis	Cloud Deployment & Infrastructure			AI & Machine Learning	Identity & Access Management	Finance & Central Finance	Process Control	Talent Management & Recruiting	Supply Chain Planning	Sales Management
				Robotic Process Automation		Financial Planning, Reporting & Analysis	Access Control	Employee Experience	Logistics & Transportation	Customer Service
				Analytics		Core Accounting & Financial Close	Audit Management	HR Analytics & Workforce Planning	Manufacturing	
						Core Accounting & Financial Close	Fraud Management		Product Management	
						Tax & Tariff Management			Asset Management	
						Revenue Management			Supply Chain Automation	
						Travel & Expense Management				
						Cost & Margin Analysis				
						Automation in Finance				

What is a 'Thought Leadership' session?

A Thought Leadership Driven Session DOES:		It does NOT include:	
Identify an industry challenge, presents facts and marketplace trends and outlines solution approaches	✓	Overview of products or services	☒
Content is grounded in education and informing	✓	A demo	☒
Demonstrates timely and relevant knowledge of the industry	✓	Use jargon or hype	☒
Provides data	✓		
Tells a Story	✓		
Showcases the author as an authority in the field, a subject matter expert and creates a culture of learning	✓		
May follow SAPinsider D.A.R.T. Methodology (recommended)	✓		
May not include product/service selling in the discussion	✓		

SAPinsider D.A.R.T Methodoloy

Drivers (D)

These are macro level events that are impacting an organization. They can be both external and internal and require the implementation of strategic plans, people, processes and systems.

- High total cost of ownership (TCO) of legacy ERP systems
- Need for continuous innovation
- (Shortening of product lifecycles and demand for more customized products, services and pricing models)

Actions (A)

These are strategies that companies can implement to address the drivers impact on the business. These are the integration of people, process and technology.

- Create a sustainable digital innovation strategy that enables your company to identify new revenue streams, lower costs, and improve current products and services
- Deploy a cloud based or hybrid business architecture to minimize costs and maximize speed to market
- Prioritize specific business processes for intelligent automation based on ROI and cost models
- Modernize your reporting, dashboard, and insights strategy to provide more real-time and high-value views into your business

Requirements (R)

These are business and process level requirements to support the strategies.

- Faster consumer-driven innovation via real-time customer insights
- KPIs and ROI model for business process improvement and business impact measures
- Self-service reporting and analytics
- Platform for custom product and pricing configuration
- Strong data cleansing, data management, and data governance practices
- Elimination of long deployment and upgrade cycles
- Elimination of complex patching and testing cycles
- Business and IT team buy-in for next level ERP via a bottom-up business case
- A clear owner to manage advancement of ERP

Technologies (T)

These are technology and systems related requirements that enable the business requirements and support the overall strategies that the company is taking.

- On-premise and cloud-based ERP deployment models
- Mobile and responsive-based UI
- Highly integrated financial planning and management solution
- Rich developer framework for customizing and extending both cloud and on premise applications
- Powerfully integrated advanced analytics and visualization tools
- Integrated financial, sales and operational planning solutions
- Best-in-class Cloud and on-premise middleware solutions
- End-to Customer data management
- Customer profiling and intelligence

Questions about developing session content, need support in developing your abstract?
Contact Monika Honig, VP of Event Programs at
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