SAP Manufacturing Industry Forum 2014
Gain a Competitive Advantage in the 4th Industrial Revolution

Itasca, IL – April 15-16, 2014

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SAP Manufacturing Industry Forum 2014

Quick Event Facts

WHAT:

SAP Manufacturing Industry Forum 2014 is where SAP customers, partners, and experts come together from across the globe to learn, network, and share challenges and solutions. With an estimated attendance of over 600, we are confident the forum will be a great atmosphere for you to collect ideas, gain insight on the latest transformational technologies, and connect with quality contacts.

Here is a brief snapshot of what to expect:
• Over 70 sessions including thought leadership, executive breakouts, customer case studies, solution demos and innovation use cases
• Peer-to-peer networking opportunities
• Access to SAP employees, SAP partners, and third-party experts

WHEN:

Tuesday, April 15 to Wednesday, April 16, 2014 – Sessions begin Tuesday in early morning and conclude Wednesday in the late afternoon.

WHERE:

After receiving impeccable service and a having a great event at The Westin Chicago Northwest in 2013, we are pleased to announce that the SAP Manufacturing Industry Forum 2014 is returning to the venue.

WHO:

Companies range from existing customers to prospective customers in discrete and process manufacturing. Session content addresses the needs of executives as well as functional and domain experts and is relevant for the following departments and business functions such as IT, Supply Chain, Procurement, and Sales and Operations Planning (S&OP), and lines of business including Environment, Health, and Safety (EHS), Engineering, Research & Development (R&D), Product Management, Manufacturing, and Quality, Maintenance, and Operations.

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SAP Manufacturing Industry Forum 2014

Top 5 Reasons to Attend

1. **Drive Competitive Differentiation and Growth** – We live in a world of rapid change. Best run manufacturing companies embrace new disruptive technologies like mobile, cloud, big data computing, and 3D visualization to drive new revenue streams and competitive differentiation. Take advantage of our expert workshops, which will highlight best practices that best run companies leverage to achieve these goals.

2. **Something for Everyone** – Executives, managers, developers, and end-users will have plenty of opportunities for education and engagement with eight presentation tracks covering the latest manufacturing trends, newest innovations, and customer and industry best practices.

3. **Customer Success Stories** – Hear actual users discuss their manufacturing best practices, upgrade experiences, lessons learned, tips and tricks, and much more! Learn what others have done right as well as what they’ve done wrong and become inspired for your own initiatives.

4. **Peer-to-Peer Networking Opportunities** – Connecting with fellow SAP customers and partners has tremendous value for all. Attendees can share ideas, challenges, and solutions between sessions, at breakfast and lunch, and/or during planned networking events.

5. **Leading Industry and Partner Support** – Engage with SAP partners and industry experts to discuss your business challenges and requirements while learning how SAP and partner innovation can transform your business.
SAP Manufacturing Industry Forum 2014

What’s New This Year

BUSINESS VALUE FIRST

On Day 1, we will focus on business and industry challenges for manufacturing companies in an interactive format that includes discussion roundtables, expert moderators, and audience information exchange.

MORE THIRD-PARTY SPEAKERS

Leave with a broader perspective on the manufacturing challenges and opportunities ahead.

CLOSER COLLABORATION WITH ASUG

SAP and the Americas’ SAP Users’ Group (ASUG) combine forces to bring you an agenda packed with relevant sessions and content that are tightly aligned with specific business functions and industry trends that support major SAP manufacturing industries.

INNOVATION SESSIONS

SAP and our partners constantly innovate and we have identified several use cases that cover specific management processes and industries that will help your organization run better. Attend these sessions to learn how your company can further leverage SAP and partner innovation.

THE BIG DATA BUS

Hop on and find out how Big Data can help your business solve problems and improve manufacturing operations.
**SAP Manufacturing Industry Forum 2014**

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<td>5:30 pm – 9:00 pm Welcome Reception Dinner</td>
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*Schedule is subject to change up to the day of the event.*
SAP Manufacturing Industry Forum 2014
Overview of Sessions and Tracks – Day 1

9:10 AM – 12:00 PM – KEYNOTE SESSIONS

SAP Welcome
Mike Lackey, Vice President of Solution Management for SAP LoB Manufacturing at SAP, will kick off SAP Manufacturing Industry Forum 2014 with a warm welcome and an update on the latest at SAP.

The Resurgence of Manufacturing in North America
Doug Hagerman, Senior Vice President and Corporate Secretary at Rockwell Automation and Board Director for the National Association of Manufacturers (NAM), will look at how the convergence of integrated control and information technologies, accelerated by the industrial internet of things, can improve the manufacturing sector’s global competitiveness.

The Changing Face of Manufacturing – An Innovation Case Study
Gary Matula, CIO at Molex – The pressure to provide faster and more responsive innovation is increasing on manufacturers, but how do you support an innovation culture and what can the CIO do about it? Hear how to manage the complex organizational change to improve innovation, what initiatives to undertake, what is the decision process, and how to measure success and the business value from projects. Learn how Molex, a leading technology company created a culture of continuous innovation and where they will be going in the future.

“Next Shoring” – Bringing Innovation and Operational Excellence Closer to the Customer
Marty Mrugal, Senior Vice President of Global Business Development and Innovation at SAP – Following years of off-shoring, where companies looked to leverage low cost labor in emerging economies, a new shift in strategy has become evident. “Next shoring” strategies empower manufacturing companies to leverage the close proximity to demand, but also to innovation. An integrated strategy that can synchronize customer needs with manufacturing in real time is a pre-requisite for driving a “next shoring” strategy. SAP offers an integrated approach to this challenge, linking design, engineering and manufacturing with aftermarket service - allowing products to be highly customized quicker while meeting local needs.

1:30 PM – 2:30 PM

Executive Breakout Sessions on Challenges and Opportunities Facing Manufacturers
Attend one of seven interactive sessions to learn how your company can overcome obstacles and capitalize on current and future cultural, technological, and social trends. Delivered through customer panels and expert moderators, we will set the stage for discussion and look to attendees to continue the conversation, so come prepared to share your insights and expertise. The sessions will cover these topics:

• What Is the Relevance of Machine-to-Machine and Internet of Things to Manufacturing Operations and Why Should You Care?
• Next-Generation Supply Chains - Efficient, Fast, and Tailored: A Look at the Six Key Traits That Distinguish Supply Chain Leaders
• What Is Driving Big Data in Manufacturing and How Can You Gain a Competitive Advantage?
• Aftermarket/After Service Sales - Challenges and Opportunities for Field Service and Spare Parts Management
• Men in Manufacturing: How Can You Enable Innovation with a Culture of Inclusion?
• How to Build a Mobile Strategy in Manufacturing
• Sustainable Operations: Achieving Competitive Advantage with Superior Risk Management

*Schedule is subject to change up to the day of the event.
Schedule at a Glance

SAP Manufacturing Industry Forum 2014
Overview of Sessions and Tracks – Day 1

3:00 PM – 4:00 PM
Industry Panel Discussions
Hear what other companies like yours are doing. Each session will have two to three panelists with industry experience facilitated by an expert moderator. This session is an open, interactive forum in which you can share strategies and ways to achieve common operational objectives. The forum will cover these industries and topics:

• Automotive: New Opportunities for Responsive Manufacturing and Reducing Costs for Auto, Truck, and Heavy Equipment Manufacturers
• Industrial Machinery and Components (IM&C): Trends, Challenges, and Opportunities
• High Tech: Manage Your Data “Supply Chain” to Drive New Levels of Margin, Yield, and Efficiency
• Consumer Products: Capitalizing on Key Trends and Opportunities through Innovation
• Chemical: Managing Big Data to Drive Performance in Chemical Operations
• Life Sciences: Modernize Your Manufacturing and Quality Systems
• Mill Products: How Best-Run Mill Products Companies Apply IT to Solve Business Problems and Drive Growth

4:15 PM – 5:00 PM – AFTERNOON KEYNOTE
Adapting for Change in the 4th Industrial Revolution
Scott Bolick, Vice President Idea to Performance at SAP
Driven by enabling technological capabilities such as mobile computing, social media, machine-to-machine and big data, an unprecedented change within the industrial landscape is being realized today—the 4th Industrial Revolution. Market dynamics and customer demands are driving manufacturers to adopt these new technologies to create a more responsive and integrated approach to managing their businesses. From ideation to manufacturing to the asset management systems that mitigate risk, optimize processes and ensure uptime, SAP is working with customers to prepare their operations for the future.

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SAP Manufacturing Industry Forum 2014
Overview of Sessions and Tracks – Day 2

9:00 AM – 12:00 PM
Customer Best Practice Presentations
Hear from your peers from both large and mid size companies in discrete and process industries, as they discuss their best practices, upgrade experiences, lessons learned, tips and tricks, and how to manage critical factors for business success.

1:00 PM – 3:15 PM
SAP Solution Sessions
Meet with SAP solution experts for engaging solution demonstrations and discussions. Acquire a deeper understanding around new SAP and partner solutions for innovation, growth, operational excellence and Supply chain optimization and management.

1:00 PM – 3:15 PM
SAP Innovation Sessions
Delivered through engaging 30 minute presentations, SAP experts and partners showcase use cases that incorporate the latest SAP and SAP partner innovations utilizing technologies such as Suite on Hana, cloud, analytics, mobility, 3-D visualization, and partner solution extensions.

Sustainable Innovation for Process and Discrete Industries
Learn how process and discrete manufacturers manage a product’s lifecycle through best practices and implementation of SAP and partner solutions. This will include areas like global product lifecycle management, idea creation, innovation, collaboration, product data management, portfolio and commercial project management, product safety, safety data sheet documentation (SDS’s), and regulatory obligations like TSCA, REACh, RoHS, Conflict Minerals, GHS, OSHA, and end of life recycling reporting.

Operational Excellence
Hear how asset intensive companies utilize SAP and partner solutions to meet operational objectives like optimizing asset management efficiencies while reducing operating risk. Sessions in this track will cover customer efforts around asset performance and visibility, asset operations and maintenance, EHS management, energy and environmental resource management, and support for closed loop quality management processes.

Responsive Manufacturing for Process and Discrete Industries
Find out how SAP manufacturing customers have transformed their manufacturing into a responsive capability of the enterprise. Learn how to optimize manufacturing planning to shop floor execution with SAP and partner solutions. Hear about digital hand-off from design, fully traceable shop floor execution with 3D visual guidance, manufacturing visibility, and how to leverage the latest technologies for analytics, big data, and mobility.

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SAP Manufacturing Industry Forum 2014
Overview of Sessions and Tracks – Day 2

After-market Sales/ Field Service and Spare Parts Management
Field Service & Spare Parts Management – Discover how manufacturers are exceeding customer expectations and differentiating themselves from the competition by delivering exceptional levels of field service and rapid, cost-effective aftermarket parts sales. Learn how your manufacturing peers are working with SAP to streamline service operations and maximize service profitability with end-to-end, multi-channel technology solutions for service scheduling and contracting, as well as service parts and dealer management.

Real-Time Supply Chain
Learn how companies are leveraging the latest technology platforms to enable real-time decision making and visibility to drive predictive supply and demand planning and response orchestration. The sessions will discuss sales and operations planning and inventory and service-level optimization for integrated business planning. You will also hear about leveraging Big Data for demand sensing and shaping to gain demand insight and forecast accuracy to improve demand planning, achieving supply chain integrity with solutions for holistic transparency and traceability, and enabling best-in-class freight, shipping, and warehousing operations with complete transparency, including end-to-end traceability of processes, orders, shipments, and products.

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SAP Manufacturing Industry Forum 2014
Past Attendees

• 3M
• Cargill
• General Motors
• Kennametal, Inc.
• Olin Corporation
• Swagelok
• ABB
• Carlisle Construction Materials, Inc.
• Gerber Scientific, Inc.
• Kimberly-Clark Corporation
• optimum Nutrition
• Sysmex America, Inc.
• Abbott Labs
• Caterpillar Global Mining
• Goodyear
• Kohler Co.
• OSI Industries LLC
• Tate & Lyle
• ACH Food Companies, Inc.
• Caterpillar, Inc.
• Grainger
• Komatsu America Corp
• Owens Illinios (O-I)
• Tellabs, Inc.
• Adjustable Clamp Company
• Chamberlain Group
• Greenheck Fan Corporation
• Kraft Foods Group, Inc.
• Pacific Gas & Electric
• Tennant Company
• Advanced Technology Services
• Chevron
• Hallmark Cards, Inc.
• Lennox International
• Peak-Catalyst
• Tenneco, Inc.
• AGCO Corporation
• Chevron - Oronite MII
• Harley-Davidson Motor Company
• Lincoln Electric Company
• Peak-Ryzen
• The Chamberlain Group, Inc.
• Agilent technologies
• Chevron Oronite Company
• Hillshire Brands Company
• LMI Aerospace
• Pentair LTD
• The Schwan Food Company
• Air Products and Chemicals, Inc.
• CNH Global N.V
• Honeywell International
• Loders Croklaan USA LLC
• Pepsico
• The Toro Company
• Alin Machining Co.
• Colgate Palmolive
• Hospira, Inc.
• Magnetrol International, Inc.
• Perfeceal - Bemis
• Toyota Material Handling USA, Inc.
• Allison Transmission, Inc.
• CommScope, Inc.
• Huntington NN
• Mars Information Services
• Perrigo
• TreeHouse Foods, Inc
• Altra Industrial Motion, Inc.
• ConAgra Foods, Inc.
• Hunter Panels
• Medline Industries, Inc.
• Pfizer
• Tremco Inc (Part of RPM BSG)
• AMCOL International
• Continental Automotive Systems US, Inc.
• Huntington Ingalls Industries
• Metalcraft of Mayville
• Philips
• Tuthill Corporation
• Anheuser-Busch InBev
• Cooper Tire and Rubber
• Huntsman International LLC
• Mitsubishi Electric Automation, Inc.
• Phonak LLC
• Tyson Foods
• Applied Materials, Inc.
• Crown Equipment Corporation
• II-VI, Inc.
• Mizuho OSI
• PMC-Sierra
• Unilever
• Aptar
• Crown Equipment Corporation
• IMI PLC
• Modine Manufacturing Company
• Pregis
• Varian Medical Systems
• Ascend Performance Materials
• Dell, Inc.
• Infinera Corp
• Moen Incorporated
• Procter & Gamble
• Veyance Technologies, Inc.
• Astellas
• Deluxe Corporation
• Intel Corporation
• Molex Incorporated
• raytheon
• Wabash National Corporation
• Ateco, Inc. (Mrs. T's Pierogies)
• Deluxe Corporation
• Intuitive Surgical, Inc.
• Mondelez International
• Rexam
• Waters Corporation
• Bavaria
• Dow Chemical Company
• Invensys
• Morton Salt
• Rexnord Industries
• Woodgrain Millwork, Inc.
• Behr Process Corporation
• Dow Corning Corporation
• INX International Ink Co.
• Mosaic
• Reynolds American Service Co.
• Yaskawa America, Inc.
• bendix Commercial Vehicle Systems
• Eastman Chemical Company
• Jabil

“It was perfect! Location, Meeting Rooms, Content, Ratio of Service Firms to Customers – All rated a 5 – Well done!”

Industrial Machinery and Components Manufacturer Attendee
“Excellent organization and an incredible number of customer sessions on Day 2. We will definitely attend future events.”

Life Science Manufacturer Attendee
Thank You to our Sponsors

Platinum

Capgemini  Fujitsu  iGATE  LeverX  pwc

Gold

Atos  cenit  Cideon  CSC  Dell  Deloitte  ERM

intrigo  itelligence  KPIT  SOFTWARE  seeitsolutions  SPINNAKER

Silver

Bramasol  ca technologies  Conta  DSC  EY  GyanSys  Linx  Logistar

Microsoft  movilitas  NEORIS  NEXTLabs  PLATINUMDB  QMS  SCM02  RTS
SAP Manufacturing Industry Forum 2014

REGISTRATION
Event registrations are now being accepted and are required to attend. The forum is complimentary for SAP customers.

Registration includes:
• Full conference pass to all general and breakout sessions
• Scheduled meals (breakfast and lunch both days)
• Welcome reception dinner

Questions? Contact Harry Blunt at Harry.Blunt@sap.com or Stephanie Thomas at Stephanie.Thomas01@sap.com. We hope you can join us at SAP Manufacturing Industry Forum 2014.

Register Now!

WHERE TO STAY

The Westin Chicago Northwest

400 Park Boulevard ~ Itasca, Illinois 60143

The hotel is located just 12 miles from O’Hare International Airport. Guest room reservations are made separately from conference registration.

The group guest room rate is $129.00 per night plus applicable taxes. The group rate is available until March 31, 2014. Subject to availability.

Reserve Your Room Now!
SAP Manufacturing Industry Forum 2014

Extend Your Stay and Knowledge with ASUG on Thursday, April 17

Extend your networking and educational opportunities with more than 200 ASUG customers and partners by participating in the ASUG local chapter educational meeting. This day extends the best practice and innovation focus. Learn how ASUG membership can help your business drive greater business efficiency and results.

Date: Thursday, April 17th
Time: 8:00 am – 3:30 pm
Location: The Westin Chicago Northwest
Non-ASUG members are welcome to attend.

Register Now!
SAP Manufacturing Industry Forum 2014

Extend Your Stay and Knowledge with SAP Configure, Price and Quote (CPQ) Info Day on Thursday, April 17

Join SAP and eSpline in Itasca, IL, on April 17, 2014, to obtain the latest best practices and solution updates for selling complex configurable products using SAP VC, IPC, and SSC. Also, learn how you can leverage product configuration and solution selling to drive customer value, increase efficiency, and become more competitive in configure-to-order and engineer-to-order environments. The event will include presentations from SAP and eSpline, workshops, and panel discussions with Honeywell, Bobcat/Doosan, Kennametal, IEWC, and other leading industrial manufacturers using SAP Variant Configuration (VC), Internet Pricing Configuration (IPC), and Solution Sales Configuration (SSC).

Click here for the full agenda.

Agenda

Date: Thursday, April 17th
Time: 3:00 pm – 6:00 pm
Location: The Westin Chicago Northwest

Register Now!