

MASTERINGSAP
Collaborate
SINGAPORE

**Singapore
Event
Brochure
2025**

**May
8 - 9
2025**

PARKROYAL on Beach Road, Singapore
Technology, Cloud & Security | Financials
| Data & Analytics

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Collaborate & connect with your SAP community

The independent event for SAP end users, by SAP end users.

Mastering SAP Collaborate supports the SAP community across South East Asia with peer-to-peer learning and expert insights in technology, cloud, security, financials, data and analytics.

Be part of the Mastering SAP experience that we've nurtured for over 28 years. Now supporting the Singapore and SE Asia SAP end user community where you live.

Enjoy the community space over two days for learning real-world lessons, connecting with like-minds and exploring what's next in technology, cloud & security, financials and data & analytics – combined with networking and relationship building for a two-day experience unlike any other.

The Mastering SAP Collaborate event helps you build connections to the community, to experts and to others just like you to improve your day-to-day world.



The Mastering SAP event experience comes alive through the SAP end user community.

Over the past 28 years we've been fortunate to share that experience with 30,000 members like you, and from organisations like:



Mastering SAP Collaborate Agenda

Thursday 8 May

From 7.30am | Conference Registration

8.30am – 5.00pm | Conference Day One

5.00pm – 6.00pm | Networking Drinks

Friday 9 May

From 8am | Arrival Tea & Coffee

8:30am – 2.30pm | Conference Day Two

Deep Dive Discussion Roundtables for In-depth Understanding

Learn the roadmaps, AI innovations and latest thinking during the track sessions and then deepen your understanding in the included deep dive roundtables.

In the discussion roundtables you will hear from industry leaders and peers in a moderated small group discussion so you can get into the detail and get all your burning questions answered.

PARKROYAL on Beach Road, Singapore

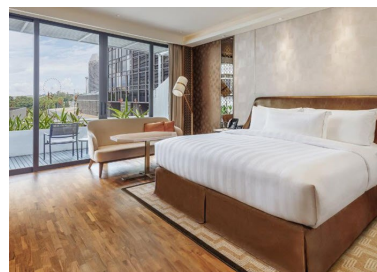
See a different side of Singapore from PARKROYAL on Beach Road, just steps away from Kampong Glam's colourful mix of heritage and bohemian charm, while being conveniently close to the financial district, shopping and major attractions.

The modern upscale hotel is a blend of contemporary chic and arty aesthetic, offering both business and leisure travellers all the perks of city living and exclusive insight into the cultural diversity of the lion city.

Special accommodation rates have been organised at the venue for attendees of Mastering SAP. Accommodation is not included in your pass price, and must be booked separately, direct with the hotel.

Room rates start at SG\$310 per night (subject to GST and service charge).

To book your accommodation direct with PARKROYAL on Beach Road, [please click here and use this link.](#)



Mastering SAP takes no responsibility for hotel reservations or bookings, however if you have any questions regarding accommodation bookings, please contact events@masteringsap.com.

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**Keynotes &
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**May
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How UGL Effectively Utilised Industry-Leading Automation to Move to S/4HANA and RISE



Sunny Wang

Chief Information Officer, UGL (AU)



UGL, Australian based end-to-engineering and services provider, has the ambitious goal to move to SAP S/4HANA on RISE within just 6 months - with the lowest risk possible.

UGL's SAP landscape is highly customised, with approximately 26,000 custom objects. UGL sought an accelerated approach to not only remediate custom code for S/4HANA but also eliminate technical debt and move towards a cleaner SAP core. Additionally, UGL required an efficient dual maintenance mechanism to keep their landscapes synchronised during the project.

Given the tight timeline, speed and accuracy were critical to the project's success. To meet these demands, UGL utilised advanced automation tools that leverage AI-powered code transformation and dual maintenance capabilities. This approach significantly reduced risk and helped accelerate project delivery, ensuring a smooth and efficient transition.

Join this session to find out about a better way to transform and modernise your custom code on your path to S/4HANA and a cleaner SAP Core.

Key Takeaways:

- How UGL addressed their digital transformation and S/4HANA RISE transformation
- How to accelerate and de-risk your path to S/4HANA and SAP RISE with custom code automation
- How UGL remediated 26,000 custom code objects in 5-6 weeks with accuracy rates exceeding 99% addressing not only S/4HANA compatibility but also modernising the code for better performance, security and stability
- How to start your modernisation for a SAP Clean Core already during your S/4HANA Transformation

END USER SESSION

SAP S/4HANA

SECURITY

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CLOUD

Standard Chartered's Real-World AI Success: Empowering People Today - Standard Chartered Bank



Craig Turrell

Head of AI & Design, Standard Chartered Bank

The successful integration of AI into enterprise operations requires more than just technological innovation—it demands a careful balance of human expertise, technological capability, and organisational transformation. This session explores Standard Chartered's holistic approach to AI adoption, where we've united finance, technology, and people management to create a lasting impact. In just nine months, we've moved from concept to implementation, demonstrating how organisations can successfully navigate AI transformation's human and technical challenges.

Through our journey of developing SOX-compliant AI governance frameworks and securing groundbreaking patents in AI reasoning, we'll share insights into building trust between humans and AI systems. We'll explore how our "Just Ask" natural language interface has transformed how teams interact with data and how our innovative approach to emotional intelligence in AI reshapes workplace collaboration. Real-world examples will demonstrate how we use SAP's Knowledge Engine to bridge the gap between technical capability and human understanding, creating more intuitive and collaborative work environments.

Key Takeaways:

- Building effective cross-functional teams that blend AI expertise with domain knowledge
- Creating governance frameworks that balance innovation with human-centered controls
- Practical strategies for upskilling teams and fostering a culture of AI-human collaboration
- Leveraging emerging technologies to enhance rather than replace human capabilities

This session will provide valuable insights for finance leaders exploring AI implementation, technology teams building AI solutions, and HR professionals preparing their organisations for AI transformation. Join us to explore how organisations can create a future where technology and human potential combine to drive extraordinary outcomes.

*** Standard Chartered Bank won the Outstanding Achievers Award and Next Gen Innovator Award in the 2024 SAP Customer Excellence Awards for SEA.*

END USER SESSION

FINANCE

ARTIFICIAL INTELLIGENCE

DATA

AI Unleashed: Transforming Processes, Innovation, and Workforce Evolution



Timo Elliott

VP Marketing, Global Innovation Evangelist, SAP (France)



AI is as transformative as electricity. It's a foundational technology: a utility, an amplifier of productivity, and a catalyst for further innovations. But to fully realise its potential, organisations need a strong foundation, one that successfully integrates AI, data, and applications into a seamless ecosystem.

This session explores the latest exciting technological opportunities, illustrated with real-world examples of organisations like yours taking practical steps to weave AI into their future strategy.

And it's not just about technology: AI is transforming how businesses and teams are organised, creating a demand for new skills while offering significant opportunities for personal growth to those who embrace them.

Learn not only how businesses are rethinking processes to optimise for the future but also how AI holds out the opportunity to redefine the most important process of all: innovation!

ARTIFICIAL INTELLIGENCE

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INTEGRATION

ROADMAP

Proof of Concept to Deliver Client Reporting: Summarise Unstructured Commentary for Accuracy and Efficiency



Adrian Stagg

Chief Information Officer, McGrathNicol (AU)



The Timesheet Summarisation Proof of Concept (PoC) with SAP aims to streamline and enhance the process of summarising timesheet data for McGrathNicol. This initiative is designed to provide an instant overview of work distribution and resource utilisation, enabling efficient billing preparation and improved project management.

Objectives:

- Develop an enterprise application that integrates seamlessly with McGrathNicol's existing environment, ensuring compliance with clean core principles.
- Automate the summarisation of thousands of timesheet entries to reduce manual effort and enhance reporting accuracy.
- Provide real-time feedback for better management of project coding and resource allocation.

Key Features:

- Real-time re-coding of incorrect time entries, eliminating the need for manual adjustments.
- Enhanced reporting capabilities, offering a quick view of tasks by project and highlighting excessive staff commitments.
- Integration with SAP's Business Technology Platform (BTP) to leverage AI functionalities for future use cases.

Key Takeaways:

- Clarity for your outcome is imperative.
- Drive all involved to focus on small steps, everything will not be achieved in the short timeline.
- You must keep everyone on the edge of their seat and be eager for the possible.

END USER SESSION

ARTIFICIAL INTELLIGENCE

SAP BTP

DATA

PEOPLE & WORKFORCE

Inside Endeavour Energy's AI Accelerator: Driving Strategy, Literacy, and Lasting Change



Anya FitzGibbon

Head of Data Governance & Delivery, Endeavour Energy (AU)



As AI continues to shift from buzzword to business-critical, organisations are grappling with how to implement it meaningfully and at scale. In this session, Anya Fitzgibbon from Endeavour Energy shares how their AI Accelerator program is not just a technology initiative—but a strategic, organisation-wide enabler.

Learn how Endeavour Energy is creating a culture of AI literacy, building momentum with practical use cases, and breaking down operational silos using design thinking and an AI playbook. From data clean-up to work scheduling, safety optimisation, and smart access design, the session will offer a transparent look at the how and why behind their AI journey—complete with real-world demos and actionable insights for any industry.

Key Takeaways

- Why having an AI strategy matters—even if you've already started using AI
- How to uplift organisational AI literacy and drive cultural change
- A practical framework for standing up an AI Accelerator program
- Real examples of how AI can streamline repetitive work and improve business outcomes
- The power of design thinking and cross-functional collaboration in AI initiatives

END USER SESSION

DATA

ARTIFICIAL INTELLIGENCE

PEOPLE & WORKFORCE

From Legacy to Leading Edge: Suntory Oceania's Award-Nominated SAP BTP Sales Transformation



Barbara Ciano

Head of Digital IT Solutions - Commercial & Marketing, Suntory Oceania (AU)



Suntory Oceania was recognised as an SAP Next-Gen Innovator finalist in the 2023 SAP Best Run Awards.

Discover how Suntory Oceania modernised its sales operations by moving from a legacy on-premise system to a mobile-first, data-driven solution built on SAP Business Technology Platform (SAP BTP).

The project consolidated four disparate tools into a single iOS-based application—My Sale Hub (MySh)—enabling 200+ field reps to access customer insights, place orders, and manage workflows in real-time. The transformation simplified complex processes, standardised operations, and unlocked measurable gains in productivity and revenue.

With real-time analytics, integrated reporting, and a mobile-first design, the solution enhanced visibility across the sales cycle and empowered faster, smarter decision-making.

Key Takeaways:

- Why legacy systems can limit growth—and how to align technology upgrades with evolving business objectives
- How SAP BTP enabled seamless integration, improved data visibility, and boosted sales performance
- The impact of cross-functional collaboration across tech, business, and vendor teams
- Lessons from an award-nominated SAP innovation journey

END USER SESSION

SAP S/4HANA

SAP BTP

DATA

MOBILITY

One unified Digital Ecosystem at Taronga: Embracing SAP ERP for the Wild



Fresia Segovia

Chief Information Officer, Taronga Conservation Society Australia



Taronga Conservation Society Australia is more than a zoo—it's a national leader in conservation, education, and research. But to deliver on its mission, Taronga needed to fix a hidden challenge: a fragmented digital landscape behind its finance, HR, and procurement functions.

In a bold move away from a Best of Breed strategy, Taronga unified its operations with SAP—implementing S/4HANA RISE, Ariba, Concur, SuccessFactors, and SAP Analytics Cloud. The result is a single digital platform that supports everything from payroll to procurement, eLearning to volunteer management.

This transformation not only reduced costs and increased efficiency, but also empowered employees, improved data-driven decision-making, and laid the groundwork for scalable growth—ensuring Taronga's operations are as future-ready as its conservation goals.

Key Takeaways:

- Explore how Taronga integrated finance, HR, and procurement to eliminate inefficiencies and unlock strategic value.
- Learn why the shift from Best of Breed to a fully integrated SAP ecosystem proved critical to long-term success.
- Discover how digital transformation can power not just business operations—but people, purpose, and impact.

END USER SESSION

SAP S/4HANA

FINANCE

DATA

ANALYTICS

CLOUD

Insights on Integration and Agility Across the Region



Greg McCreanor

Head Of Partner Advisory, Boomi

As organisations across the region modernise their SAP environments, they often encounter a common challenge: effectively connecting SAP with the broader business landscape in a manner that is fast, scalable, and future-ready. Traditional middleware solutions, point-to-point integrations, and heavy reliance on developers are proving inadequate for the rapid pace of change in today's business environment.

In this session, Greg McCreanor, Boomi's Head of Partner Advisory will share valuable insights from the field including successful integration strategies that are driving results and common pitfalls enterprises face during integration efforts. Drawing on real-world experiences from diverse industries, we will discuss how a low-code, cloud-native integration approach can enhance agility—not just within IT, but across the entire organisation.

Participants can expect practical insights on:

- Avoiding common missteps when modernising SAP landscapes
- Reducing integration complexity while increasing speed-to-value
- Empowering business-led innovation without compromising governance
- Developing an integration roadmap that scales with your business needs

If you are rethinking your integration strategy or seeking to align IT and business more effectively, this session is tailored for you. Join us to discover how to unlock the full potential of your SAP integration efforts.

INTEGRATION

INNOVATION

Preparing for SAP S/4HANA: Strategic Insights for Migrating from ECC



Frank Florian

Executive Advisor SAP Finance Transformation, IVRICO (US)



Discover the strategic pathways that can transform your SAP ECC environment as you prepare for the migration to SAP S/4HANA. This enlightening session provides a deep dive into leveraging current ECC systems to their fullest potential while setting the stage for a future-proof transition.

Explore innovative tools such as SAP Signavio, AI-enhanced processes, and a suite of non-SAP resources designed to optimise your current operations and smooth your journey to S/4HANA. Gain practical insights from recent migrations to S4.

Let's learn together if there are options extending your ECC utility beyond 2027. Is RISE the only solution? Prepare today for the digital challenges of tomorrow.

SAP S/4HANA

DATA

ARTIFICIAL INTELLIGENCE

SAP SIGNAVIO

From Data to Decisions: Contact Energy's Finance Journey with SAP Analytics Cloud



Wendy Bowie, Contact Energy NZ

Finance Systems Manager, Contact Energy NZ (NZ)



Contact Energy NZ will share their experience with SAP Analytics Cloud for both Planning and Reporting, focusing on key milestones along the way, including the conversion to S/4 HANA. We will discuss what worked well, challenges faced, lessons learned, and our future direction.

Key takeaways include:

- Leveraging the right expertise for your specific business scenario
- The evolution of SAP SAC
- How Contact Energy has adapted and refined their solution through hands-on experience

END USER SESSION

SAP S/4HANA

FINANCE

DATA

ANALYTICS

Future-Proofing SAP Migration: Faster Timelines, Smarter Data, and Lower Costs



Norman Alimagno

Head of Central Data Management, Aspen Business Solutions Inc. (The Gokongwei Group Shared Services) (Philippines)

Migrating to SAP S/4HANA is a high-stakes transformation, but many organisations face delays, data inaccuracies, and soaring costs due to outdated migration approaches. Manual processes, poor data governance, and reliance on technical teams often lead to prolonged execution times, compliance risks, and business disruptions.

Aspen Business Solutions Inc. (The Gokongwei Group Shared Services) tackled these challenges head-on by implementing a strategic, automation-driven approach to SAP data migration. By integrating automation tools, enhanced governance frameworks, and optimised workflows, the organisation reduced migration timelines, improved data accuracy, and minimised reliance on costly technical resources.

This session will provide a roadmap for business and IT leaders to accelerate migration, ensure data integrity, and future-proof their SAP strategy. Attendees will gain practical insights on automation, governance, and cost-saving techniques that enable a seamless transition to S/4HANA—while empowering finance and operations teams with clean, reliable data.

Key Takeaways:

- **Cut Migration Timelines & Costs** – Learn how automation and process optimisation accelerate go-live while reducing resource dependency.
- **Enhanced Data Quality** – Discover governance best practices to eliminate errors, enhance reporting accuracy, and meet regulatory standards.
- **Simplified Processes and Timely Execution** – Understand how non-technical personnel can effectively manage data transformation, streamlining the migration process and achieving a timely go-live.
- **Strategic Migration for the Future** – Build a scalable, future-ready SAP data strategy that minimises risk and maximises long-term value.

END USER SESSION

SAP S/4HANA

DATA

MIGRATION

The Data Awakens: Reimagining Enterprise Reporting with SAP and Databricks



Zaineb Muneeb

Senior Manager Information Systems Development, Norfolk Southern (USA)



Norfolk Southern's journey to modernising enterprise reporting is driven by strategy, innovation, and a commitment to deeper insights. This evolution began with the successful implementation of SAP Analytics Cloud (SAC), enabling business users with intuitive dashboards, real-time analytics, and self-service reporting across key functions, including finance, operations, and supply chain.

The transformation continues as the demand for unified, intelligent data grows. The adoption of SAP Datasphere and Databricks marks a strategic shift—moving beyond a technical upgrade to break down data silos, enhance AI-driven analytics, and establish a single, governed source of truth for enterprise-wide reporting.

This session explores how SAC, Datasphere, and Databricks are being integrated into a seamless, scalable architecture designed to meet evolving business needs while laying the foundation for a smarter, faster, and more connected future.

Key Takeaways:

- **Architecting for the Future** – A well-planned system architecture ensures scalability, integration, and long-term efficiency while preventing costly rework.
- **Strategic Readiness** – Common pitfalls can be avoided by leveraging best practices from real-world implementations, ensuring smooth adoption.
- **The Next Frontier: Driving Continuous Innovation** – AI, predictive analytics, and automation are shaping the future of finance. Learn how to harness these advancements for ongoing success.

END USER SESSION

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Avoiding a Security Wake-Up Call with Practical SAP Lessons from Kerry Group



Guillermo Casado

ICT SAP Security Lead, Kerry Group (Ireland)



SAP security isn't just an IT issue—it's a business-critical priority. Yet many organisations only realise the risks after a breach, audit failure, or operational disruption. In this session, we'll explore how Kerry Group, a global leader in taste and nutrition solutions, took a proactive approach to SAP security, strengthening visibility, compliance, and threat detection before a crisis could strike.

Key Takeaways:

- Kerry Group's SAP Security Strategy – A comprehensive look at our past security challenges, achievements, and the approach we took to build a robust, long-term security roadmap.
- Enhanced visibility – How we improved transparency in SAP security activities, enabling more informed decision-making and proactive risk management.
- Proactive threat detection – Implementing advanced monitoring to identify and mitigate security breaches before they cause damage.
- Strengthening SAP's security posture – The steps we took to fortify our systems, protect sensitive data, and reduce risk.

Lessons learned – Real-world challenges we faced, practical strategies for overcoming them, and how others can apply these insights—regardless of their chosen security tools.

END USER SESSION

SECURITY

RISK MANAGEMENT

COMPLIANCE

Building the Intelligent Finance Function: A Blueprint for AI-Powered Transformation



Craig Turrell

Head of AI & Design, Standard Chartered Bank

The finance function stands at the cusp of a radical transformation, driven by the integration of AI and intelligent systems. This keynote presents Standard Chartered's journey in building FinSight Intelligence, a comprehensive AI-enabled finance platform that is revolutionising how finance teams operate. We'll explore the fundamental building blocks of AI-enabled finance and demonstrate how they're reshaping core finance functions through real-world implementations.

Through practical case studies, we'll examine how AI is transforming five key areas:

- Treasury operations: How advanced reasoning capabilities analyse global financial data to generate real-time trade recommendations and risk insights
- Tax compliance: The automation of complex Global Pillar 2 calculations, reducing compliance time while ensuring accuracy across multiple jurisdictions
- Investor Relations: AI-powered earnings call analysis and narrative control, achieving 80% accuracy in predicting Q4 2024 patterns
- Management Reporting: Natural language interfaces and intelligent dashboards that democratise financial data access
- Business Performance Management: Real-time simulation and predictive analytics enabling proactive decision-making

We'll share our architecture for success, including:

- Multi-modal data processing combining structured and unstructured financial information
- Knowledge modelling frameworks that enhance AI reasoning in complex financial scenarios
- Real-time simulation capabilities for sophisticated financial modelling
- Natural language interfaces that transform how teams interact with financial data

Key Takeaways:

- Blueprint for building an AI-enabled finance function
- Practical implementation strategies across core finance processes
- Critical success factors for AI adoption in regulated financial environments
- Quantifiable benefits and ROI metrics from real implementations

This session will provide CFOs, finance leaders, and financial technology professionals with a concrete roadmap for transforming their finance functions through AI, backed by real examples and measurable outcomes from our journey.

END USER SESSION

DATA

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FINANCE

Boost your Cloud Transformation Journey with SAP Business AI and Generative AI



Murali Shanmugham

Global Business AI Strategy Advisor,
SAP (AU)



Unleash the potential of SAP Business AI and Generative AI to transform how your enterprise works and innovates in the cloud. This session showcases Joule, SAP's intelligent AI copilot, and its role in streamlining tasks, accelerating decision-making, and delivering actionable insights across business processes.

Discover how AI Agents solve complex tasks by leveraging SAP Business Data Cloud & SAP Business Suite to access the right data with the right context.

In this session, you will:

- **Experience Joule & AI Agents in Action:** Learn how SAP's AI copilot transforms work by integrating seamlessly into daily tasks, offering intelligent answers, and boosting productivity.
- **Extend Joule Across Applications:** See how Joule can integrate with third-party systems to meet unique business requirements and provide smarter solutions tailored to your needs.
- **Enhance Cloud Transformation:** Understand how Generative AI on SAP BTP, Signavio & LeanIX drives efficiencies and supports cloud migration strategies like RISE with SAP.
- **Discover Business AI in Practice:** Explore real-world applications of AI to automate workflows, enhance decision-making, and deliver measurable business value.

SAP S/4HANA

CLOUD

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ROADMAP

Disrupting the Status Quo - How McGrathNicol is Revolutionising the Future with the Power of Public Cloud



Adrian Stagg

Chief Information Officer,
McGrathNicol (AU)



This isn't just about adopting new technology; it's about transforming the way we think, operate, and innovate. Legacy technology debt has long been the invisible chain holding businesses back, slowing progress and hindering the speed needed for meaningful transformation.

McGrathNicol is rewriting the rulebook—proving that by harnessing the power of Public Cloud, you can shatter those barriers and accelerate into a new era of business agility and innovation.

In this session, we'll uncover how McGrathNicol broke free from the constraints of the past, harnessed the cloud to create a future-ready infrastructure, and reshaped their business model to lead in a hyper-competitive world. It's not just about staying current—it's about reimagining the future and executing a strategy that ensures you're always ahead of the curve. This is the journey from legacy debt to industry leadership.

Key Takeaways:

- **Transform Your Strategy:** Move beyond traditional tech adoption. Build a transformative technology roadmap that reshapes your business and drives innovation.
- **Continuous Communication is Key:** Inspire your team and executives with a vision for the future, ensuring everyone is aligned and motivated.
- **Partner for Impact:** Leverage SAP and key collaborators to fast-track your cloud transformation, unlocking untapped potential and creating real business value.

This session will arm you with the strategies, insights, and mindset shift needed to break free from the old ways and create a bold, cloud-powered future. It's time to not just adopt technology—but lead with it.

END USER SESSION

CLOUD

COMMUNICATION

One NZ Enterprise Identity Security Journey to Optimise Access Governance for their SAP Digital Transformation



Ashela Webb

Program Director for Cyber Governance and Programmes, One New Zealand (NZ)



Ashela Webb will explain how One New Zealand, a leading telecommunications provider, successfully implemented an Enterprise Identity Security solution to enhance security, compliance, and operational efficiency.

In this session, Ashela will walk through the full journey, from building a strong business case and selecting the right Identity Governance and Administration (IGA) solution to navigating the challenges of implementation and realising the long-term benefits of a unified identity security strategy. Attendees will gain insights into best practices, lessons learned, and practical steps for driving success in SAP Digital Transformation initiatives.

Key Takeaways:

- The complexities and best practices of implementing an Identity Access Management (IAM) program
- Why Identity Security is a critical pillar of any SAP Digital Transformation project
- How a single identity platform can streamline security, improve compliance, and maximise operational efficiency for both Enterprise IAM and SAP Security teams

END USER SESSION

SECURITY

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CLOUD

Transformation Titans: The Finance & IT Alliance for SAP Success



Frank Florian

Executive Advisor SAP Finance Transformation, IVRICO (US)



In an era where agility and innovation are not just advantages but necessities, "Transformation Titans: Building Resilience and Alliance Between Finance & IT" emerges as the clarion call for the modern business landscape. Together, we are not just changing the game; we are rewriting the rules. When finance and IT meet, expect revolution, is your all-access pass to the epicenter of innovation.

This masterclass session is a deep dive into the art of turning challenges into opportunities, showcasing how the strategic alliance of Finance and IT is not just beneficial but essential for navigating the turbulent waters of today's business and digital transformation. Let's witness together how two powerhouse departments can break down silos and merge their expertise to drive unparalleled growth, adaptability, and competitive edge.

Strap in as Frank Florian, a dynamo in business and digital transformation, pulls back the curtain on how the cool calculus of finance and the wizardry of IT can join forces to cook up tomorrow's business blockbusters. Explore the blueprint for a resilient future, where Finance and IT become the architects of change, redefining resilience for the digital age.

Forget the formalities and protocols; this will be a call to action for the disruptors, the dreamers, and the doers who are ready to make waves in the digital ocean. Time to shake up the "status quo." Let's not just respond to change; let's lead it, together.

When two powerhouse teams form an Alliance: Attendees will leave with a vision of how Finance and IT, by setting aside past differences and focusing on their shared goals, can co-create a resilient and adaptive organisational culture, ready to meet the challenges and seize the opportunities of the digital age.

Learning from the Past, leading into the Future: This takeaway will explore the lessons learned from previous challenges in Finance and IT collaborations, emphasising the importance of moving forward with a unified strategy that leverages these experiences to foster a stronger, more productive alliance.

The Blueprint for a Collaborative Transformation: Participants will discover actionable strategies for building a positive and effective relationship between Finance and IT teams, highlighting how this collaboration is essential for driving successful digital transformation initiatives.

Breaking Barriers to Forge Success: The session will reveal how Finance and IT can dismantle historical barriers and misconceptions, illustrating the power of a cohesive partnership in unlocking new opportunities for innovation and competitive advantage.

FINANCE

IT COLLABORATION

How Norfolk Southern Optimised Financial Consolidation, Forecasting, and Strategic Planning with Automation and AI



Zaineeb Muneeb

Senior Manager Information Systems Development, Norfolk Southern (USA)



Legacy financial processes can slow decision-making, introduce inefficiencies, and create reporting challenges—especially in a complex, highly regulated industry like rail transportation. Norfolk Southern faced obstacles in financial consolidation, regulatory reporting, and intercompany reconciliation, all of which required time-consuming manual processes.

To address these challenges, SAP Group Reporting was implemented to automate financial close across multiple subsidiaries. This shift eliminated manual inefficiencies, enhanced data accuracy across all business units, and reduced the financial close cycle by 70%.

Beyond automation, finance has evolved into a strategic function through advanced analytics. The adoption of SAP Analytics Cloud (SAC) has unlocked AI-driven forecasting capabilities for infrastructure investments, fuel costs, and asset utilisation. Predictive analytics now drive smarter capital expenditure planning and proactive maintenance scheduling, ensuring rail operations remain financially optimised.

This session explores the role of automation, AI, and predictive analytics in reshaping financial management. Attendees will gain insights into best practices for modernising financial processes and positioning finance as a driver of business strategy.

Key Takeaways:

Redefining Financial Close: How automation improves efficiency, accelerates closing cycles, and enhances accuracy across business units.

AI-Powered Forecasting: Using predictive analytics for more strategic financial planning, from asset utilisation to capital investments.

Finance as a Strategic Powerhouse: Moving beyond transactional reporting to an intelligent, data-driven function that supports business growth.

END USER SESSION

FINANCE

DATA

Olam Agri's ERP Overhaul with RISE: Lessons in AI Enablement and Business Modernisation



Shivram Ramakrishnan

Chief Digital and Information Officer, Olam Agri

Olam Agri, a global leader in food and agribusiness with operations across over 60 countries, is undergoing a strategic ERP transformation to fuel its innovation, resilience, and growth. Headquartered in Singapore, the company is leveraging RISE with SAP to modernize its core systems and lay the groundwork for emerging technologies like generative AI.

This session will explore how Olam Agri is aligning finance and technology teams to enhance operational efficiency, improve financial processes, and drive continuous innovation. With a focus on AI readiness and automation, Olam Agri's journey offers valuable lessons for SAP end users navigating their own digital transformation.

Key Takeaways:

- Understand how cloud ERP is enabling Olam Agri to create more agile financial processes, better insights, and enhanced controls.
- Learn how Olam Agri is positioning itself for the future by laying the foundation for AI and other intelligent technologies to drive business innovation.
- Discover how aligning tech and finance teams accelerates transformation and delivers long-term value with SAP.

END USER SESSION

ARTIFICIAL INTELLIGENCE

FINANCE

IT COLLABORATION

Closing Panel: End Users Unleashed – Ask SAP



Moderator: Timo Elliott

VP Marketing, Global Innovation
Evangelist, SAP (France)

You've spent two days absorbing content and exploring solutions—now it's your turn to lead the discussion. End Users Unleashed!

This is your chance to Ask SAP your questions. Whether it's about their latest innovations or something that caught your attention over the past two days, SAP's experts are here to respond and give you clarity.

Moderated by Timo Elliott, this interactive closing panel puts your questions front and center. SAP experts will be on hand to answer your questions.

Expect a fast-paced discussion with audience questions coming through Sli.do or straight from the floor with our roving mic. Don't miss this final chance to leave with the answers you need!

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**May
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2025**

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Deep dive roundtable

How Can We Tackle SoD Challenges in SAP S/4 HANA While Balancing Security and Operations



Moderator:

Barun Kumar, Hexadius Consulting

For organisations using SAP, managing Segregation of Duties (SoD) is a big challenge—whether you're on SAP ECC or gearing up for a move to S/4HANA. Issues such as excessive or conflicting access can create compliance risks, inefficiencies, and even open the door to fraud. With so many organisations planning or undergoing digital transformations, now is the time to tackle these problems and get your access controls right.

This roundtable invites you to explore questions like:

- Should you fix SoD conflicts now or wait until you start an S/4HANA migration?
- How do you handle user access and role redesign without slowing down your business?
- What are the best ways to balance security, compliance, and day-to-day operations?

Come join the discussion, share your experiences and explore new ideas together on how we can handle these challenges effectively.

ROUNDTABLE

SECURITY

FINANCE

MIGRATION

Deep dive roundtable

Unlocking the Power of Data for Enterprise Transformation



Moderator:

Abhishek Nigam, Syniti

Are you ready to dive into how data can drive transformation in your organisation? Join us for a dynamic roundtable discussion at Mastering SAP Singapore, where senior IT and data professionals will come together to share their experiences, challenges, and ideas on unlocking the full potential of data.

This interactive session will focus on how a data-first strategy, powered by AI-driven automation, accelerates enterprise transformations, SAP S/4HANA migrations, cloud transitions, and data governance.

We will also delve into the SAP Integrated Toolchain for SAP Business Suite, a best-practice methodology that streamlines the journey to SAP S/4HANA and the cloud. By integrating essential technologies, tools, and processes, this approach ensures data readiness, process optimisation, and business continuity.

Key Discussion Topics:

- How Can Data Drive Digital Transformation? – Harnessing high-quality data to drive innovation and business agility.
- How Can We Use Data Quality as a Business Driver? – Ensuring accuracy, consistency, and reliability for better decision-making.
- How Can AI & Automation Enhance Data Management? – Leveraging AI and machine learning for data quality, governance, and analytics.
- What Are the Best Strategies for Overcoming Data Silos? – Integrating and governing data across complex ecosystems.
- How Can We Achieve Data Migration Excellence? – Ensuring seamless, secure, and compliant data transitions.
- How Do We Navigate Regulatory Compliance & Risk Mitigation? – Adapting to evolving regulations while minimising business risks.

This is an opportunity to:

- Gain valuable insights and exchange solutions with industry peers facing similar challenges.
- Learn best-in-class strategies for enterprise data management from those leading the way in data-driven transformation.
- Network with executives driving digital transformation initiatives and share ideas on how to navigate the evolving landscape of data.

Whether you're leading a data transformation or just starting to explore how data can unlock business value, this conversation is for you.

ROUNDTABLE

DATA

MIGRATION

Deep dive roundtable

Bridging SAP with the Rest of Your Business: Real-Time Integration for Operational Agility



Moderator:

Ram Tallavajhala, Boomi

SAP rarely operates in isolation—and the ability to connect it with the rest of your tech stack is critical for business performance. This roundtable is for integration leads, enterprise architects, and IT teams focused on solving the practical challenges of connecting SAP with non-SAP systems, cloud platforms, and third-party applications.

We'll explore how real-time integration, API strategy, and automation can reduce delays, eliminate data duplication, and boost agility. You'll hear how other organisations are tackling integration challenges across finance, supply chain, and operations—and share your own insights in a candid, peer-led forum.

This discussion is not about long-term roadmaps or high-level GenAI strategy. It's about what works right now to drive speed and reliability across your systems.

Key Discussion Points:

- What are the most common SAP integration bottlenecks—and how can they be resolved?
- How can an integration platform simplify connectivity across your business systems?
- Where does API-led integration deliver the most value?
- How can automation reduce manual effort, errors, and processing time?
- What real-world lessons have peers learned from complex SAP integration projects?

ROUNDTABLE

DATA

INTEGRATION

MIGRATION

Deep dive roundtable

How Can Data Deliver Real Business Value—Not Just More Complexity?



Moderator:

Dave Clark, SNP

In an era of constant disruption, businesses must be prepared to adapt quickly to market shifts, supply chain challenges, and evolving customer demands. But is your organisation truly ready for the future? The key lies in harnessing data to drive resilience and agility for your business.

Join SNP Group for an engaging roundtable discussion on how organisations can leverage data to stay competitive and future-proof their operations.

We'll explore:

- How to transform raw data into strategic insights that enhance decision-making.
- The role of data in driving operational resilience, from risk management to supply chain optimisation.
- Best practices for improving business agility and ensuring long-term success.
- Real-world examples of companies using data to navigate change and gain a competitive edge.

Whether you're planning a digital transformation, optimising your SAP landscape, or looking to strengthen business continuity, this discussion will provide actionable insights to help you stay ahead. Come share your challenges, learn from industry peers, and discover how data can empower your business to thrive in an unpredictable world.

ROUNDTABLE

DATA

BUSINESS AGILITY

Deep dive roundtable

Compliance Isn't Enough: How Real-Time Threat Detection Closes Critical Security Gaps in SAP Applications



Moderator:

Onno Coenen and Rajiv Reddy,
SecurityBridge

Most SAP-driven organisations believe their systems are protected. They have GRC, access controls, and compliance measures in place. So why are SAP systems still prime targets for cyberattacks?

Because security isn't just about who gets access—it's about what happens after they're inside. Attackers don't need to break down the front door when they can move undetected within your SAP environment. Traditional security measures focus on prevention, but they don't catch active threats in real time. By the time a breach is discovered, the financial, operational, and reputational damage is already done.

A single undetected threat can mean:

- Millions lost in operational downtime: SAP system standstills disrupt supply chains, finance, and production.
- Escalating financial and regulatory risks: Fines, lawsuits, and non-compliance penalties add up fast.
- Compromised business-critical data: From intellectual property theft to fraudulent transactions.

In this roundtable we'll break down real-world attack scenarios, expose the risks that standard SAP security misses, and show how real-time threat detection is the missing layer between compliance and true cyber resilience. If your organisation depends on SAP, you can't afford to be blind to these risks.

Why Attend?

- See real-world attacks in action—and how to detect them before they cause damage.
- Understand the true cost of SAP breaches—from downtime to compliance failures.
- Learn how real-time threat detection works—practical strategies to protect your bottom line.

ROUNDTABLE

SECURITY

COMPLIANCE

RISK MANAGEMENT

Deep dive roundtable

The Finance Lead Path to SAP S/4HANA: Accelerate Transformation with an EPM-First Approach



Moderator:

Daniel Viertel, CCH® Tagetik,
Wolters Kluwer

As Finance takes the lead in enterprise transformation, many organizations are facing the question of how best to navigate the move to SAP S/4HANA. But rather than wait years for an ERP migration, could there be a smarter, more agile path forward? This roundtable invites Finance leaders to explore the benefits of an EPM-first approach—modernizing enterprise performance management to unlock immediate value, gain early exposure to HANA, and validate data models before embarking on full ERP transformation.

Join fellow Finance executives for a strategic conversation on how organizations are accelerating transformation while maintaining an SAP-centric roadmap. Together, we'll examine different transformation paths, share lessons learned, and discuss how to build a compelling business case for EPM as a first step.

Discussion topics include:

- The evolving role of ERP and EPM in Finance transformation
- Three strategic paths Finance leaders can take in 2025
- How an EPM-first approach drives early wins and de-risks ERP migration
- Building internal alignment and investment for an EPM-first strategy
- Considerations when evaluating EPM platforms in an SAP environment
- Experiences and examples from peers navigating similar journeys

ROUNDTABLE

FINANCE

DIGITAL TRANSFORMATION

PLANNING & PERFORMANCE

Deep dive roundtable

AI meets SAP BTP and Cloud ERP Framework to Ensure Digital Excellence



Moderator:

Dheeraj Yadav, Tricentis

In today's rapidly evolving digital landscape, the synergy between Artificial Intelligence (AI), SAP Business Technology Platform (BTP) with the SAP Transformation Toolchain in particular, and SAP Cloud Framework is pivotal in driving innovation. This round table discussion will explore how these technologies collectively enhance the agility and efficiency of enterprises.

Key discussion points:

1. Value of the SAP Cloud ERP Framework:

The SAP Cloud ERP Framework provides a robust and scalable foundation for businesses to streamline their operations. By leveraging cloud-based solutions, organizations can achieve greater flexibility, reduce costs, and enhance their ability to respond to market changes swiftly.

2. AI-Supported Quality Assurance:

AI plays a crucial role in ensuring digital excellence through advanced quality assurance processes. By integrating AI into quality assurance, businesses can automate testing, identify defects early, and ensure that their digital solutions meet the highest standards of performance and reliability.

3. Accelerating Innovation:

The combination of AI, SAP BTP, and SAP Cloud Framework empowers organizations to innovate at an unprecedented rate. AI-driven insights and automation, coupled with the comprehensive capabilities of SAP BTP and the scalability of the SAP Cloud Framework, enable businesses to develop and deploy new solutions faster and more efficiently.

Join us as we delve into these topics and discuss how leveraging these technologies can transform your business, drive innovation, and ensure digital excellence.

ROUNDTABLE

ARTIFICIAL INTELLIGENCE

DIGITAL TRANSFORMATION

Deep dive roundtable

How Can You Navigate the Future of SAP Data and Gen AI: Overcoming Challenges and Prioritising Success?



Moderator:

Ferry Mulyadi, Whye Loong Wong & Steve Nijjar, AWS

Join AWS solution architects and fellow SAP end users for an engaging 90-minute roundtable focused on the real-world challenges and opportunities in Analytics and Gen AI. This is your chance to talk shop with peers about how to prioritise analytics, tackle the toughest problems, and make smart vendor choices. We'll focus on actionable use cases and practical advice that you can apply right away.

Discussion points will cover:

Data priorities for SAP users: What's really working, and where are things falling short?

Choosing the right vendors: How do you decide which platforms or partners are best for your needs?

Breaking down data silos: How can you make your SAP data work better across different systems?

Real-world examples: Let's talk about what's been done in various industries and how others are seeing success with SAP data analytics.

Managing data at scale: What strategies are working for large organisations to keep things simple, compliant, and under control?

Unlocking GenAI – How can you adopt Gen AI with solid use cases and no commitment?

ROUNDTABLE

ANALYTICS

GEN AI

DATA

Deep dive roundtable

Fueling Agentic AI with Trusted SAP and Non-SAP Data



Moderator:

Ram Tallavajhala, Boomi

AI is evolving fast, promising smarter and more autonomous decision-making. But for most businesses, there's still a big hurdle: data. It's often fragmented, ungoverned, and not always ready for AI's full potential.

As AI becomes more critical to driving digital transformation, making sure your data is solid and reliable is more important than ever. The shift from static reporting to real-time, AI-driven decision-making is happening now, and if your data isn't up to the task, it's holding you back.

In this roundtable, we'll dive into how to build a reliable data foundation for AI. We'll explore how to connect SAP and non-SAP data, and how to innovate while keeping control and governance in check.

Key discussion points include:

- How to link SAP and non-SAP data without making things more complicated
- Governance strategies that balance flexibility and security
- Moving from old-school reporting to real-time, AI-powered actions
- Real-world lessons from building headless and composable data systems
- Tackling the "garbage in, garbage out" challenge and how to get better results

With AI rapidly becoming a game-changer, now's the time to make sure your data is ready for it. Whether you're already working on AI or just starting to plan, come join the conversation, share what's working, and figure out where there's still room to improve.

ROUNDTABLE

ARTIFICIAL INTELLIGENCE

DIGITAL TRANSFORMATION

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