SAPinsider
EUROPE SUPER SUMMIT
VIENNA 2025

Europe
Super Summit
Brochure 2025

June
17 - 18
2025

Hilton Vienna Park | Vienna, Austria

Migrating & Managing Data | AI & Automation | Cloud
Architecture & Integration | Migrating to S/4HANA |
Security & Governance

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From Migration to Modernization: Supercharging your Business Transformation

Whether you're preparing for a transition to SAP S/4HANA or building on your existing implementation, true transformation requires more than just a successful migration — it calls for rethinking how your organization manages data, secures systems, and scales operations in the cloud.

This summit is purpose-built for those navigating both stages of the SAP journey: moving to S/4HANA and driving enterprise-wide innovation beyond it.

Dive into sessions that unpack essential topics like data governance, integration frameworks, cybersecurity, infrastructure modernization, and intelligent automation — all grounded in real-world insights, proven strategies, and peer-led conversations to help you lead with clarity and confidence.

Just getting started on your SAP S/4HANA journey?

Uncover

Uncover key issues and challenges, and opportunities

Understand

Understand the pathways to migration and tools that are available like BTP, BDC, Signavio and Lean IX

Navigate

Navigate decisions about secure cloud deployment including hysperscaler solutions, public cloud solutions, and private cloud

Already on SAP S/4HANA and looking for true business transformation opportunities?

Learn

Learn first-hand how companies are selection what to work on and how to get started

Understand

Understand pre-built solutions in BTP and other technologies that drive business transformation

Discover

Discover how to adopt AI to enable automation

Program and speakers subject to change, please check the website for updates
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SAPinsider Europe Super Summit

Tuesday 17 June

From 7.30am | Conference Registration

9:00am – 4:450pm | Conference Day One

4:45pm – 5:45pm | Networking Drinks

Wednesday 18 June

From 8am | Arrival Tea & Coffee

9:00am – 3.30pm | Conference Day Two
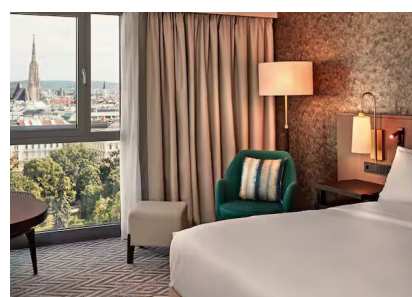
Hilton Vienna Park | Vienna, Austria

Moments from Vienna's vibrant city center, Hilton Vienna Park is adjacent to the city park, and 16 minutes from the airport, with excellent public transport connections. Walk 12 minutes to St. Stephen's Cathedral or explore the Naschmarkt.

SAPinsider Europe Super Summit 2025 attendees are eligible for a reduced room rate of:

€249 for single occupancy & €279 for double occupancy. Click to book your accommodation.

All rooms include daily breakfast and basic Wi-Fi.

Room rates are good through 26 May 2025.

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SAPinsider

EUROPE SUPER SUMMIT
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Keynotes
& Sessions

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TRACK: Migrating & Managing Data

Implementing a Modern Holistic Architecture Approach with SAP Datasphere

Dirk Morgenroth

Senior Consultant Analytics, Phoron Consulting GmbH

The session illustrates the principles underlying the Data Mesh approach and shows how a modern cloud-based data landscape can succeed in conjunction with the Data Fabric in the specific use case of SAP Datasphere. It is based on the practical implementation of such an architecture variant.

Attendees will:

- Learn the principles of Data Mesh: Domain-oriented ownership, Data-as-a-product, Self-serve data platform and Federated computational governance.

- Understand how the Data Fabric architectural approach can work together with Data Mesh.

- Gain an overview of which components of these two approaches can be implemented with SAP Datasphere.

TRACK: Migrating & Managing Data

SAP's New Data and Analytics Solution: Enabling a New Data Economy

Speaker TBC

The future of data management and AI requires an integrated approach that unifies all your data and systems. See how a business data fabric, enabled by the SAP's Business Data Cloud, simplifies data landscapes and empowers organizations to access insights wherever their data resides.

TRACK: Migrating & Managing Data

Deep Dive: Effective Data Governance through Enhanced Master Data, Data Quality, and Data Cataloging

Speaker TBC

Uncover the essential skills and knowledge you need to deliver a solid foundation for effective data governance and ensure a data strategy that drives business outcomes. Learn how to harness the full potential of your data assets through high-quality, context-aware, reliable data. See how the principles of master data, quality, observability and cataloging in the context of data governance can drive confidence and trust in data. Get expert advice on identifying common data quality issues and techniques for remediation and continuous monitoring.

TRACK: Migrating & Managing Data

Case Study: Journey to a Simplified Data Landscape using SAP's Business Data Cloud

Speaker TBC

Get a first-hand account of the lessons they learned along the way and how they developed a future-ready, data-focused mindset to harness the power of AI in delivering business insights and accelerating decision making. In this session, a key SAP Business Data Cloud customer tells of their journey to simplify their Data Landscape using SAP's new integrated Data and Analytics solution.

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TRACK: Migrating & Managing Data

Case Study: Creating the Solid Data Foundation that Fuels AI & True Digital Transformation

Speaker TBC

Establishing a stable and robust Data foundation is critical to ensure accuracy and reliability of AI models and deliver better outcomes. Learn how leading SAP customers engaged in re-thinking their approaches to Data, Integrations, & Analytics, and established common data fabrics to improve data quality, governance, and ownership. Examine key lessons learned on the journey around Data strategy, integration, management, and more. Data is at the heart of business transformation, so join this session to learn from your peers.

TRACK: Migrating & Managing Data

What's on Your Mind? Data & Analytics

Speaker TBC

What's On Your Mind? is a dynamic discussion that aims to address the diverse and evolving concerns surrounding data strategy, data readiness for AI, data governance for AI, Business Data Cloud, and other topics. Expert moderators will facilitate the discussion, but your questions, comments, and insights will drive the group discussion. By allowing the conversation to be steered by the the group, the discussions will cater to the specific interests and needs of the participants, making it a highly personalized and informative experience. Join us to explore the critical aspects of data management and leadership in today's AI-driven landscape.

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TRACK: Cloud Architecture & Integration

Case Study: Technical Debt to Technical Health using SAP BTP at Polestar

Karthik Seshasayee

SAP Solution Architect / Service Owner – ERP Platform, Polestar Performance AB

In the evolving landscape of enterprise software, ensuring a "clean core" architecture is essential to maintaining system agility, scalability, and reduced maintenance overhead. However, achieving this comes with significant challenges, such as managing complex integrations, ensuring data consistency, and safeguarding against customization sprawl.

To address these, organizations must set clear guardrails to balance innovation with system integrity, ensuring the core remains adaptable to future upgrades and technological advancements. Simplification plays a key role in this process, helping reduce complexity, improve efficiency, and enhance user experience.

A vital enabler in this journey is SAP's Business Technology Platform (BTP), which offers a range of benefits, including seamless cloud integration, advanced analytics, and enhanced development agility. By leveraging SAP BTP, enterprises can decouple innovations from the core, promote a Headless vision, streamline processes, and introduce new capabilities without compromising system stability.

The Event-Driven Architecture (EDA) facilitated by S4core with SAP BTP further enhances the ability to respond to real-time data events, fostering more adaptive and resilient business processes without being synchronous, object-centric, and data-driven.

In conclusion, this session explores the mindset of maintaining Technical Health by introducing preventive guardrails and leveraging SAP BTP, Clean Core, and EDA to avoid reactive firefighting — creating a proactive, simplified, and resilient architecture through principles of change management.

Attendees will:

- Gain insights around Clean Core, SAP BTP, Change Management, EDA, and Solution Architecture.

TRACK: Cloud Architecture & Integration

Lessons Learned Over 50+ SAP BTP Projects

Henrik Secher Jarlskov

CTO, Gavdi Labs

SAP keeps talking Clean Core, but most companies do not really see any realistic possibility of getting anywhere near a Clean Core scenario for their SAP systems. Instead of writing off the concept of Clean Core as something that cannot be done this session aims to position a path forward - a way to get started and incorporate Clean Core as a way of delivery. This is a topic that has been treated much in black and white and in many aspects in absolutes. This session turns that discussion on its head and investigates the underlying challenges and its potential business value creation and impact. A central part of the session is an honest insight into why this is an issue for so many SAP customers and why companies keeps failing at getting this off the ground. Start to take ownership of your custom development and with it managing the risks and execution prowess of your critical SAP business systems. Get started on a path that will potentially lead to massive savings in upgrades and life cycle management of your custom code - together with a greatly improved TCO on your SAP business systems.

Attendees will:

- Learn how we get so messy with our critical business systems.

- Recognize the outcome and impact of investing in a Clean Core.

- Understand where you are and how to take the first steps towards a Clean Core.

- Get to a higher pier with your custom development. Manage the constant decay of custom code.

TRACK: Cloud Architecture & Integration

Designing the Backbone: SAP S/4HANA Architecture, Integration & Cloud Readiness

Kurt Hollis

Manager, SAP Specialist Master, SAP Cloud Engineering, Deloitte

Once you've chosen your migration strategy, the next step is designing a technical architecture that supports performance, agility, and innovation.

Attendees will:

- Understand SAP S/4HANA architecture requirements, including differences based on cloud, hybrid, and on-premise deployments.

- Explore the role of SAP BTP, SAP SAC, and SAP Datasphere.

- Learn how to size your systems using Quick Sizer, memory estimations, and T-shirt sizing.

- Prepare for secure, scalable operation through SSO, role management, and data archiving strategies.

- Get expert guidance around extensibility, hyperscalers, and cloud provider selection.

- Explore options for leveraging Fiori and rapid content activation for a smooth user experience.

TRACK: Cloud Architecture & Integration

Lessons Learned Over 50+ SAP BTP Projects

Pieter-Jan Deraedt

CEO, Amista

Learn lessons learned from projects to enhance your success with SAP BTP. Pieter-Jan has been actively engaged in over 50+ projects on SAP BTP over the past decade. Gain valuable knowledge and practical advice that can positively impact your endeavors with SAP BTP.

Attendees will:

- Learn the do's and don'ts of SAP BTP.

- Understand SAP BTP Governance.

- Hear SAP BTP Architecture advice.

TRACK: Cloud Architecture & Integration

An Enterprise Architect's Guide to SAP BTP

Speaker TBC

Through real-world examples and use cases, this session explores how enterprise architects are harnessing SAP Business Technology Platform (BTP) to build smarter, more agile architectures that drive real business value. Get a guided tour of SAP BTP's core pillars—application development, integration, data and analytics, AI, and automation—and see how they can be combined to build agile, scalable architectures. Come away with best practices for leveraging tools and resources like the SAP Discovery Center, BTP Guidance Framework, and more. Whether you're modernizing legacy systems or building from the ground up, this session gives you the strategies and resources to architect what's next.

TRACK: Cloud Architecture & Integration

Case Study: From Insight to Action-How Leading an SAP Customer Leveraged Signavio and LeanIX to Drive Enterprise-Wide Transformation

Speaker TBC

This session goes behind the scenes with a leading SAP customer and explores how Signavio and LeanIX were used to increase efficiency through process and architecture alignment. Hear how they leveraged Signavio to analyze process performance and eliminate inefficiencies. Discuss how they reduced system complexities and mapped application dependencies using LeanIX. Come away with real world, actionable guidance to accelerate transformation and build a foundation for long-term business value.

TRACK: Cloud Architecture & Integration

Shared Responsibility, Greater Resistance: Rethinking SAP Security in the Cloud

Speaker TBC

As organizations move critical systems to the cloud, understanding security responsibilities is more important than ever. This session examines how RISE with SAP and GROW with SAP are designed with a shared responsibility model that simplifies protection and strengthens resilience.

Attend for insight into:

- Which security responsibilities fall to SAP and which remain with the customer
- How SAP's approach to cloud security differs from traditional on-premise models
- Tools and services available to support compliance, access control, and patching
- Leveraging SAP Integration Suite to Modernize, Integrate, and Automate your Landscape

Understand the details of the SAP Integration Suite roadmap and then dive into the key capabilities and recent innovations that support scalable, real-time integration of business processes, APIs, and events across SAP and third-party landscapes. Learn how to leverage SAP Integration Suite to scale integrations efficiently, connect mission-critical applications and systems across SAP and third-party landscapes, and utilize API management and event-based integrations to support dynamic business processes and enhance agility.

TRACK: Cloud Architecture & Integration

What's on Your Mind - Architecture and Integration

Speaker TBC

What's On Your Mind? is a dynamic discussion that aims to address the diverse and evolving concerns surrounding architecture and integration, including SAP BTP, Cloud, scalability, clean core, SAP Integration Suite, and other topics. Expert moderators will facilitate the discussion, but your questions, comments, and insights will drive the group discussion. By allowing the conversation to be steered by the attendees, the discussion will cater to the specific interests and needs of the participants, making it a highly personalized and informative experience. Join us to explore the critical aspects of Architecture and Integration in today's rapidly changing dynamic technology landscape.

TRACK: AI & Automation

A Down-to-Earth Review of SAP's AI Offerings

Tamas Szirtes
Group Innovation Director, SOA People

There is so much hype and marketing around Artificial Intelligence that it's difficult to understand what is possible today and what is only planned for the future. This presentation summarizes what SAP offers regarding AI, reviews the various options, and provides actionable guidance. It unpacks SAP's Business AI vision and critically analyzes the AI Foundation and SAP's AI partnerships. The presentation covers the scenarios in SAP S/4HANA where AI is already embedded, including the new co-pilot called Joule. The purpose of this talk is to separate vision from reality so that customers can make informed decisions about what SAP really offers and what business opportunities are available. This is achieved by assessing the various AI solutions in terms of availability, maturity, prerequisites, and even commercials. Join this session to equip yourself with the right information you need to determine where and how your organization can leverage AI.

Attendees will:

- Get an overview and critical analysis of SAP Business AI.

- Understand availability, maturity, prerequisites and even commercials of the SAP AI offerings.

- Gain insights to determine where and how to leverage AI.

TRACK: AI & Automation

What's On Your Mind? AI & Automation

Speaker TBC

Whether you're exploring AI use cases in S/4HANA or SAP BTP or trying to understand where tools like SAP Joule fit in, this session meets you wherever you are on your journey.

Join SAP AI experts and fellow attendees for an open discussion on topics like intelligent workflows, GenAI use cases, process and enterprise automation, and more. Plus, hear how your peers are leveraging AI in real-world SAP environments, offering insights into opportunities and pitfalls. The questions come from you—so the content is as relevant and specific as you need it to be.

TRACK: AI & Automation

Unlocking AI Potential with SAP BTP

Speaker TBC

This session explores innovative ideas and best practices for leveraging SAP BTP to bring modern AI capabilities into your existing SAP Business Suite landscape — without rearchitecting your entire system. Explore real-world use cases like AI-powered search, document summarization, and low-code automation. Plus, discover what's required to integrate SAP BTP with AI tools across multi-cloud environments.

TRACK: AI & Automation

Consumer AI for Analytics? Benefiting from LLMs Beyond the Vendor Tools in Daily Professional Use

Dirk Morgenroth
Senior Consultant Analytics, Phoron Consulting GmbH

While manufacturers in our industry like SAP are driving the development of advanced AI-based functionalities in their tools, numerous mature Large Language Model based services (LLM) such as ChatGPT and Claude.AI are already publicly available to consumers. The session will highlight numerous opportunities and risks associated with the use of this technology. Specific use cases for the SAP Analytics community will be highlighted and illustrated with practical examples, and prompt engineering techniques will be taught.

Attendees will:

- Understand the benefits of large language models in the context of development of SAP Analytics scenarios.

- Gain an overview of the most important state of the art consumer LLMs and their strengths and weaknesses.

- Explore how those tools may support the end-to-end process from requirements engineering to ideation, design and implementation of state-of-the-art SAP Analytics solutions.

- Get an introduction to the most important prompt engineering techniques and examples for the analytics domain.

TRACK: Migrating to SAP S/4HANA

Charting the Right Course: SAP S/4HANA Deployment Models, Scenarios & Strategy

Kurt Hollis

Manager, SAP Specialist Master, SAP Cloud Engineering, Deloitte

Before diving into technical upgrades or executing on your migration plans, it's essential to take a step back and evaluate the strategic decisions that shape your SAP S/4HANA journey.

Attend this session to:

- Explore key differences between SAP S/4HANA deployment models and understand how your choice impacts long-term scalability, integration, and total cost of ownership.

- Evaluate transition scenarios (Greenfield, Brownfield, Selective Migration) and the pros and cons of each based on system readiness, business priorities, and technical complexity.

- Identify key pre-migration questions, including custom code strategy, third-party compatibility, and data retention policies.

- Align your SAP S/4HANA strategy with business transformation goals.

TRACK: Migrating to SAP S/4HANA

Turning Strategy into Action: Executing Your S/4HANA Migration

Kurt Hollis

Manager, SAP Specialist Master, SAP Cloud Engineering, Deloitte

Once you've selected your deployment approach and designed the architecture—now it's time to execute. This session examines the step-by-step process of performing a system conversion, implementation, or selective migration to SAP S/4HANA.

Attendees will come away with actionable guidance to:

- Use SAP Readiness Check and simplification item analysis to prepare your system.

- Leverage SUM, CVI, the Migration Cockpit, and custom code tools.

- Manage dual landscapes during conversion and create execution runbooks for each environment.

- Plan your go-live with proven cutover and testing strategies.

- Navigate complexities such as custom code remediation, third-party add-on compatibility, and data migration validation.

TRACK: Migrating to SAP S/4HANA

Customer Panel: Three Paths to SAP S/4HANA: A Comparative Look at Deployment Models in Practice

Speaker TBC

Migrating from SAP ECC to SAP S/4HANA presents a range of strategic decisions—none more critical than selecting the right deployment approach. In this customer panel, three SAP customers share how they navigated this complex terrain, each choosing a different path: Greenfield, Brownfield, and the Selective Data Transition approach. Panelists will walk through the business case behind their decisions, the technical and organizational criteria they evaluated, and how their chosen strategy aligned with their transformation goals. Whether you're preparing your roadmap or reevaluating your approach, this session offers real-world guidance to help you make informed decisions.

TRACK: Migrating to SAP S/4HANA

What's on Your Mind - SAP S/4HANA

Speaker TBC

Bring your most pressing questions—and your toughest challenges—to this interactive session where you —attendees— drive the conversation. Designed as an open, informal discussion, this is your chance to engage directly with SAP experts, industry leaders, and fellow SAP customers on the S/4HANA topics that matter most to you. Alongside expert guidance, you'll gain insights from your peers who are navigating similar journeys, offering fresh perspectives and lessons learned. Every question shapes the conversation, making this a highly relevant and personalized learning experience.

TRACK: Migrating to SAP S/4HANA

Learn the Top 7 Best Practices to Implement Fiori when Transitioning to SAP S/4HANA

Tamas Szirtes
Group Innovation Director, SOA People

Starting from SAP's latest user experience strategy, this session will explain the current positioning of SAP Fiori and zoom into the role of Fiori in customers' transitioning to SAP S/4HANA. When going to SAP S/4HANA, Fiori can bring numerous benefits, but it has its challenges and pitfalls as well. This session will describe best practices for the implementation of Fiori from 50+ SAP S/4HANA projects in terms of value creation, rollout strategy, user experience aspects, change management, architecture, performance and development approaches. Finally, you will learn how to build the necessary skills for your own Fiori journey.

Attendees will:

- Understand the role of SAP Fiori in SAP's user experience strategy.

- Learn how to build your Fiori roadmap for your SAP S/4HANA migration project.

- Discover how to increase adoption of SAP Fiori and SAP S/4HANA

- Understand how to make your Fiori architecture scalable, performant and secure.

TRACK: Migrating to SAP S/4HANA

The Journey to SAP Business Suite with RISE & GROW

Anurag Barua
Digital Transformation Leader, SAP

As business models rapidly evolve and technology changes accelerate, enterprises such as yours are striving to enable the former by fully utilizing the latter. SAP's capabilities and offerings allow your enterprise can run in an efficient, agile, scalable, intelligent, secure, and sustainable manner. RISE with SAP and GROW with SAP are the two frameworks SAP provides to simplify and accelerate customer's journey to the cloud and thus enable them to run in an efficient, agile, scalable, intelligent, secure, and sustainable manner. Attend this session to obtain a comprehensive understanding of RISE and GROW.

Attendees will:

- Learn about the drivers for RISE and GROW.

- Discover in a deep dive of RISE about its components & benefits.

- Delve into GROW including its components & benefits.

- Hear from selected RISE & GROW customer success stories.

TRACK: Security & Governance Strategies

Case Study: Security and Compliance for SAP S/4HANA Cloud with Bayer

Asha Vartak

Director, Cyber Security and Risk Management, Bayer

Discover how Bayer has reimagined its approach to securing Cloud ERP systems while navigating complex regulatory requirements. This session highlights their transformative journey, showcasing critical milestones in strengthening cloud security, overcoming compliance challenges, and setting a course for future advancements.

Explore Bayer's collaboration with SAP Enterprise Cloud Services, focusing on proactive risk management and innovative security solutions. Whether you're already utilizing Cloud ERP or considering a transition, this session provides fresh perspectives and actionable strategies for maintaining security and regulatory excellence in a dynamic cloud landscape.

Attendees will:

- Learn how Bayer transformed cloud security for ERP systems while meeting complex regulatory standards.

- Discover key milestones in overcoming compliance challenges and implementing proactive risk management.

- Explore Bayer's collaboration with SAP to drive innovative security solutions for future advancements.

TRACK: Security & Governance Strategies

What's on Your Mind - Security & Governance

Speaker TBC

In this interactive session, you set the agenda. Join SAP security specialists, industry experts, and fellow attendees for a candid, wide-ranging discussion on topics, from zero trust, access management, and data protection to the security risks that come with cloud adoption and SAP S/4HANA migrations. You'll hear how your peers are tackling similar challenges and walk away with real-world solutions you can put into action immediately. No slide decks—just honest conversation, real questions, and expert insights.

TRACK: Security & Governance Strategies

Deep Dive: The SAP Security Game

Gabriele Fiata

Global Head of Cybersecurity Market Strategy, SAP

Arndt Lingscheid

Global Solution Owner, Cybersecurity and Data Protection, Product Management, SAP Labs, SAP

Are you ready to elevate your SAP security expertise? Join us for an immersive and interactive SAP Security Game, crafted to simulate real-world security challenges faced by organizations. Participants will navigate various scenarios designed not only to test but also to enhance their strategic and technical expertise in SAP security. This active session offers an invaluable opportunity to enhance your skills in security planning, compliance management, and breach response while promoting collaboration and learning in a supportive and competitive setting. Throughout the workshop, we will engage with three critical topics including preventative security control implementation, compliance request/audit handling, and security breach response.

Attendees will:

- Learn to develop and implement robust security controls to safeguard your SAP environment.

- Gain experience in efficiently managing and responding to compliance requests and audits with precision.

- Practice responding swiftly and decisively to a simulated security breach, aiming to minimize damage and ensure business continuity.

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TRACK: Security & Governance Strategies

SAP Security Monitoring and Response: Tools for Securing Applications

Arndt Lingscheid

Global Solution Owner, Cybersecurity and Data Protection, Product Management, SAP Labs, SAP

One of the biggest challenges from a cybersecurity perspective is detecting and identifying threats. In this session you will learn about effective security monitoring techniques and incident response strategies for SAP systems. We will discuss real-world examples and case studies to highlight the importance of proactive security measures. We will also explore a comprehensive set of cutting-edge techniques and strategies essential for safeguarding SAP systems. The focus will be on imparting actionable insights into effective security monitoring, ensuring that participants gain a profound understanding of the intricacies involved in securing SAP environments.

Attendees will:

- Delve into the nuanced realm of incident response, providing attendees with a strategic toolkit to navigate and mitigate potential security threats efficiently.

- Hear real-world examples and case studies, bringing these concepts to life, and illustrating their practical application in diverse scenarios.

- Gain not only theoretical knowledge but also practical skills that can be directly applied to enhance the security posture of SAP systems within their organizations.

TRACK: Security & Governance Strategies

Mastering Cloud Operations & Security: Insights and Best Practices

Gabriele Fiata

Global Head of Cybersecurity Market Strategy, SAP

Transitioning to the cloud simplifies system maintenance but raises security concerns. This session explores SAP S/4HANA cloud and general SAP cloud security best practices, covering data protection, access management, compliance, and incident response. We will address common customer questions to build trust and provide actionable insights for robust security and compliance in SAP's cloud environment. Join us to enhance your cloud security expertise.

Attendees will:

- Understand the fundamentals of cloud security, including encryption, access management, compliance, and incident response.

- Explore specific security features and best practices for SAP S/4HANA.

- Gain insights into how SAP ensures product security and addresses common customer concerns in the cloud.

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