International Conference on Billing and Revenue Innovation Management, Presented by SAP and TAC Events

26 – 27 October 2022 | Chicago, IL

TAC
Events
A **TAC Insights** brand

SAP

WELCOME

Kickstart Your "Everything-as-a-Service" (XaaS) Journey

Companies that adopted subscription models have proven more resilient through the pandemic. According to an MGI study, 70% of business leaders say these models are fundamental, and in 2022 B2C subscription/recurring revenue would amount to the equivalent of the third-largest economy by GDP. In an increasingly digitally connected world, organizations across all industries are adopting the journey to propose personalized offerings and build stronger, longer-lasting relationships with clients.

The 2022 program will reflect the evolution at play, with industry majors sharing how the SAP BRIM portfolio elevates customer lifetime value, enables predictable recurring revenue, and drives efficiency in the entire quote-to-cash process. This one-of-a-kind conference features customer success stories from Cengage, Hewlett Packard Enterprise, IBM, Microsoft, Roche, Sedgwick, ServiceNow, VMware, and Yilport Holdings, and focuses exclusively on helping organizations with their XaaS journeys—whether you are just starting, in the middle of implementation, or looking for ongoing improvements. We look forward to meeting you at the International Conference on Billing and Revenue Innovation Management, presented by SAP and TAC Insights.

Isabelle Roussin

Chief Expert – Solution Management for SAP BRIM Portfolio
SAP

America Herrera

Production & Project Management – International
TAC Events

WORKSHOPS
WEDNESDAY 26 OCTOBER 2022

During the pre-conference workshops you will have an opportunity to review functionalities, dive deeper into topics, get practical examples, take part in discussions, go through online demonstrations, and determine the business benefits available from SAP. Each workshop provides you with a unique opportunity to address challenges, discuss them with your peers, and gain valuable guidance from some of the most knowledgeable SAP BRIM Solution experts.

All workshops are 1.5 hours in duration and take place on the morning of Wednesday 26 October. Please note that you cannot switch between parallel workshops. Visit the event website for more information.

Morning Workshops: 1 and 2 (9:00 AM – 10:30 AM)

Workshop 1: (9:00 AM – 10:30 AM) Convergent Invoicing and Contract Accounting – Recent Features and Future Outlook

In addition to a deep dive into the future roadmap and key features delivered lately, attendees will receive a functional overview of Convergent Invoicing and Contract Accounting. The aim of this workshop is to gain an understanding of when to use Convergent Invoicing and Contract Accounting. Furthermore, this workshop will include examples that show the difference between classic use cases covered with Sales & Distribution and Receivables Management (SD & FI-AR).

- Learn about Positioning of Convergent Invoicing and Contract Accounting
- Gain an overview of SAP Solutions that do use Convergent Invoicing and Contract Accounting
- Find out about key features and roadmap

Facilitated By: Thomas Schäffner, Product Manager Convergent Invoicing, Product Management BRIM, SAP | Michael Seitz, Product Management Contract Accounting, Development Financials, SAP | Pete Graham, Director, Finance Solutions and Mobility, SAP

Workshop 2: (9:00 AM – 10:30 AM) BRIM Cloud for End-to-End Subscription and Usage-Based Business Models

"It's clear that there's tremendous value enabled by adopting cloud—more than $1 trillion by 2030. Almost all of that value comes from business innovation and optimization rather than IT cost reduction" (McKinsey, 2021). SAP BRIM Cloud enables companies with a complete, modular, integrated, end-to-end cloud solution to quickly implement subscription and usage-based businesses while benefiting from cloud offerings like quick time-to-market and limited upfront investment efforts.

Join us to discuss the recent innovations and direction for SAP BRIM Cloud. In this session, participants will learn how SAP BRIM Cloud can now address monetization needs by leveraging the benefits of the latest cloud capabilities. This workshop will specifically cover the following:

- What is SAP BRIM Cloud?
- Which use cases does SAP BRIM Cloud Support?
- What is coming next with SAP BRIM Cloud?
- This workshop will include interactive demos

Facilitated By: Boris Aljancic, Product Management Quote-to-Cash for Subscription and Usage Business, SAP | Christian Ilmberger, Product Management Quote-to-Cash for Subscription and Usage Business, SAP

WORKSHOPS
WEDNESDAY 26 OCTOBER 2022

Morning Workshops: 3 and 4 (11:00 – 12:30)

Workshop 3: (11:00 AM – 12:30 AM) Intelligent Data Management for the Subscription Economy

In this workshop, attendees will learn how SAP Convergent Mediation by DigitalRoute helps introduce new business models rapidly, reduces revenue leakage, and centralizes control over Q2C information.

Join this workshop to find out how SAP Convergent Mediation by DigitalRoute helps users gain control of data and increase efficiency with real-time high-volume data processing, error detection automation, and data enrichment.

- Introduction to SAP Convergent Mediation by DigitalRoute
- Gain insights on processing and enriching high-volume, real-time data
- Learn about real-life use cases and examples

Facilitated By: SAP Heidi Zhao, Global Solution Owner for SAP Billing and Revenue Innovation Management, SAP | Jesper Hök, Head of SAP Partnership, Solution Management, DigitalRoute

Workshop 4: (11:00 AM – 12:30 AM) Amplify Your B2B Quote to Order Management Process with SAP Billing & Revenue Innovation Management

In a recent review, 73% of B2B Buyers were interviewed as needing a personalized, B2C-Like customer selling experience. They require the flexibility to quickly launch new offerings to market, at the right price and at the right time, allowing them to exploit market opportunities, gain visibility and control of the selling and contracting process, all whilst fully managing any impacted financial processes that help to reduce costs and revenue leakage. Join us in this session to learn how SAP CPQ and Subscription Order Management, work together to help B2B companies achieve their vision of a holistic Quote to Order management process.

- Transform sales reps' behavior by providing guided selling, error-free quotes, and accurate pricing
- Discuss the integration flow from SAP CPQ into Subscription Order Management and our SAP's Order to Cash Process
- Provide companies with a structured approach for dealing and negotiating subscription contracts and their lifecycle, from CPQ and Subscription Order Management into SAP BRIM
- Support B2B contracts involving complex contract terms, discounts, and entitlements

Facilitated By: Karthikayan Krishnamoorthy, Product Management, SAP Quote-to-Cash - Billing and Subscription Management, SAP | Charles Vogt, Product Management, SAP Quote-to-Cash - Billing and Subscription Management, SAP

AGENDA
WEDNESDAY 26 OCTOBER 2022

9:00 AM - 12:30 PM Morning Workshops	

9:00 AM   **Pre-Conference Workshops**
(09:00 – 10:30)
- Workshop 1: Convergent Invoicing and Contract Accounting – Recent Features and Future Outlook
- Workshop 2: BRIM Cloud for End-to-End Subscription and Usage-Based Business Models

(11:00 – 12:30)
- Workshop 3: Intelligent Data Management for the Subscription Economy
- Workshop 4: Amplify Your B2B SAP Quote-to-Cash Management Process with SAP Billing & Revenue Innovation Management

Please note: There is an additional charge to attend pre-conference workshops. It is not possible to switch between parallel workshops. For more information, refer to pages 3 and 4.

12:30 PM **Lunch Break and Browse Exhibition**	

1:30 PM   **Conference Opening and Welcome Address**
Isabelle Roussin, Chief Expert – Solution Management for SAP BRIM Portfolio, SAP | America Herrera, Project Management – International TAC | Manoj Harbhajanka, CEO, Acuiti Labs

1:45 PM   **Analyst Perspective: Leveraging Agile Monetization for Growth and Customer Success**
How can organizations accelerate growth and improve customer experience by applying agile monetization strategies? This session will focus on the key tenets of agile monetization and spotlight both long-term as well as near-term practical approaches to minimizing monetization friction.
- How Growth Companies can scale monetization
- What are the fundamental elements for agile monetization success

Igor Stenmark, Co-Founder and Managing Director, MGI Research

2:15 PM   **Customer Case Study: Simplifying and Automating Billing for Complex Operations at One of the Largest Sea Ports**
This customer story will include a deep-dive into defining complexity, manual billing and potential revenue leakage, and the subsequent business case for Ports. In this session, attendees learn about a project delivered in under 15 months, which included complete end-to-end container billing for shipping liners, vessels, importers, exporters and revenue share for subcontractors. Yilport Holdings will give insights into the complex contracting they face, global rebates and valuable knowledge in the form of lessons learned.
- Defining complexity and business case
- Get to know about BRIM Solutioning for ports
- Learn about the key processes
- Find out about industry parallels
- Gain insights from their lessons learned

Murat Dericioglu, Senior Digital Transformation Professional, Yilport Holdings
Manoj Harbhajanka, CEO, Acuiti Labs

AGENDA
WEDNESDAY 26 OCTOBER 2022

2:45 PM **Customer Case Study: Sedgwick Scales and Optimizes Claims processing with SAP BRIM**

By implementing SAP BRIM, Sedgwick has provided its user group with a modern, real-time monitoring solution that supports business growth. SAP BRIM enables Sedgwick businesses to offer flexible product offerings, revenue recognition, faster month-end closings, and billing options in one integrated platform. It provides the ability to handle volumes and develop custom objects specific to the claims management industry. Sedgwick is now optimizing the solution to give back-office teams user-friendly screens, integrated reports, and processes for timely, accurate invoice processing and delivery.

- Overview of its SAP BRIM journey and roadmap
- Learn about products, services, and robust pricing solutions implemented
- How to manage revenue, reduce leakages, invoices, and billing solutions
- Claims management industry-specific customizations
- Future for SAP BRIM and optimizations

Andrey Kuripko, SAP BRIM Architect, Mobolutions

Kevin Hawkins, Senior Vice President of Finance and Lead SAP COE, Sedgwick

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3:15 PM **Customer Case Study: Leveraging SAP Convergent Mediation by DigitalRoute and Azure for High Volume Revenue Processing at Microsoft**

Explore how SAP Convergent Mediation by DigitalRoute is being used at Microsoft to support high-volume revenue processing (millions of billable items). Join this session to hear about and discuss approaches, key metrics, lessons learned, and how multiple Azure services are used to provide turnkey solutions.

- Overview of SAP BRIM at Microsoft
- How SAP Convergent Mediation is leveraged at Microsoft
- Innovate with SAP Convergent Mediation and Azure
- Integrating Azure Testing Framework, Azure Dev Ops (Release Management) with CM

Chun Wei Ooi, SAP BRIM, Microsoft

Satish Tella, Senior Software Engineer, Microsoft

3:45 PM **Afternoon Refreshment Break & Browse Exhibition**

4:30 PM SAP Joint Presentation: Transforming Subscription Business Model, Leveraging SAP S/4 BRIM
Leading companies are scaling new XaaS (anything-as-a-service) business models to drive revenue growth and digital transformation. Session attendees will get answers to the three critical questions that business and IT stakeholders ask PwC regarding the XaaS topic:

- How are my peers addressing evolving XaaS (anything-as-a-service) business models?
- Can we leverage our current investment in SAP to drive business model transformation?
- What are the lessons learned from early SAP BRIM implementations?

Heidi Zhao, Director Global Solution Management, SAP

Ravi Krovidi, Managing Director, PwC

AGENDA
WEDNESDAY 26 OCTOBER 2022

5:00 PM   **Customer Case Study: Software Monetization Platform: Transforming the Commercialization of Digital Products**

As a leading supplier of diagnostics, pharma, and digital health solutions, Roche operates across the healthcare continuum. With business models of physical and digital products differing fundamentally, Roche decided to implement fit-for-purpose processes and systems supporting the commercialization of digital healthcare solutions as part of a group-wide digital transformation program. This initiative, called Software Monetization Platform, aims to provide new capabilities required to enable a digital healthcare business. In this session, participants learn how Roche leveraged SAP Subscription Billing and SAP Entitlement Management to drive process transformation and integration of digital products and platforms.

- The Why: Why dedicated capabilities are required to enable a digital healthcare business
- The Vision: The journey to a digitally enabled and patient-centric business
- The IT Perspective: Integration of SAP Subscription Billing and SAP Entitlement Management into the IT system landscape
- The Partnership: How a strong partnership enabled Roche to achieve the project vision
- The Ways of Working: How Agile methodologies supported quick turnaround times and implementation success
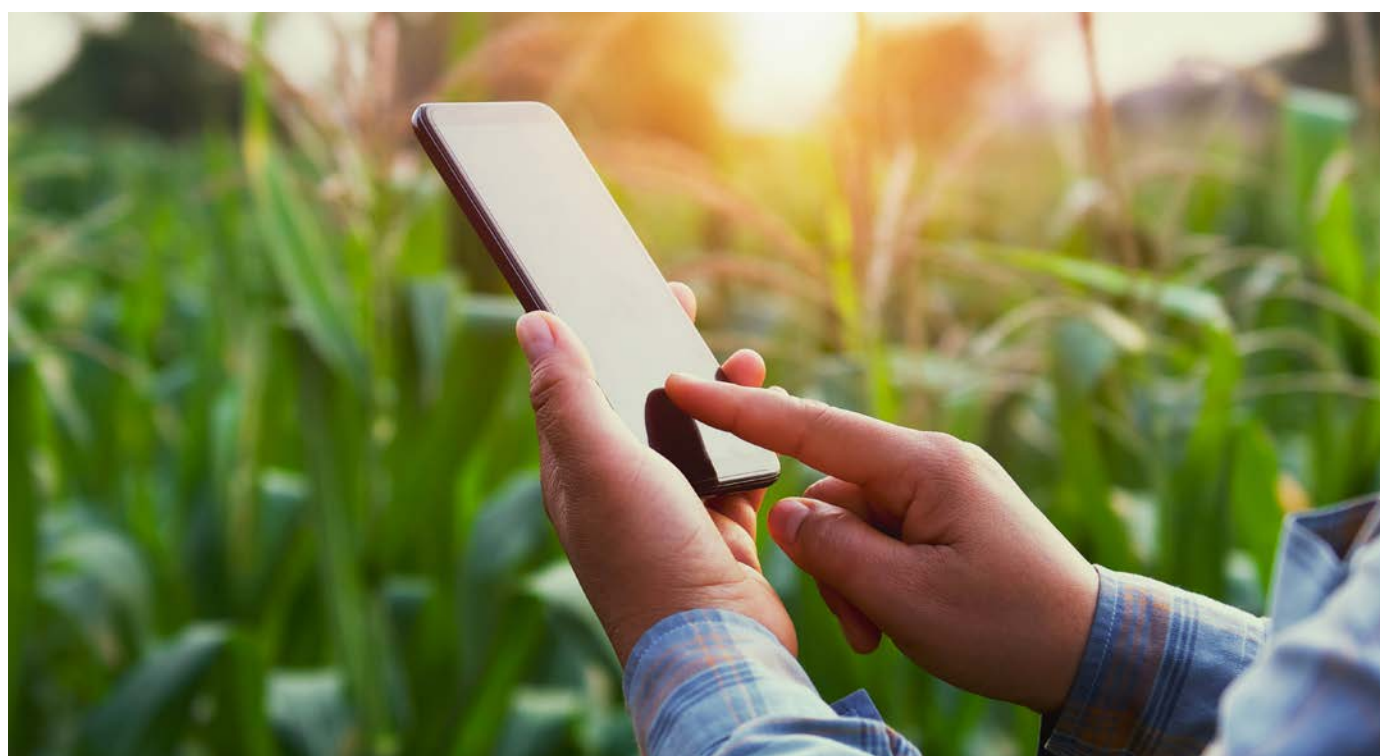
Manuel Brhel, Global Product Manager - Subscribe to Retire Digital Products, Roche Diagnostics

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5:30 PM   **Customer Case Study: How ServiceNow is Using SAP to Transform Entitlement Management**

ServiceNow is on a transformation journey to scale to $16B. This session will provide an overview of the Quote-to-Cash journey and specifically focus on how Entitlement Management System is being used to solve a key customer and internal pain point!

- Defining the problem, the challenges with Entitlement at ServiceNow
- How Entitlement design is key to any transformation and where SAP fits in
- A closer consideration of the current implementation and the future

Duncan Glover, VP Sales Digital Technology, ServiceNow

AGENDA
WEDNESDAY 26 OCTOBER 2022

6:05 PM	Day One Breakout Session 1: How to Model Prepaid Credits and Commits in the Anything-as-a-Service Business Economy	Day One Breakout Session 2: Reduce Operational Costs, Improve Customer Experience and Prevent Revenue Leakage with SAP Entitlement Management
	As companies start transforming from traditional business models into subscription-based and consumption-based as-a-service models, there is a growing need to let customers prepay for their services. Customers could then use these prepaid credits to consume and subscribe to different as-a-Service offerings within the portfolio. This session provides an in-depth view of how this business use case is modeled by leveraging the SAP Billing Revenue and Innovation Management (BRIM) solution.	Attend this session to learn more about how SAP Entitlement Management is helping companies to scale XaaS operations, providing visibility into customers' entitlement usage and automating several tasks during the entire lifecycle of subscriptions.
	• Evolution from Ownership to 'as-a-Service' models • The need for prepaid credits and commits in the anything-as-a-service business economy • How to establish, consume and refill a prepaid balance to support XaaS • What are the common challenges faced in monetizing this capability	• Introduction of the product • Overview of key benefits • SAP Entitlement Management in a XaaS world • Short walkthrough of the system Amit Sharma, Head - Discrete Manufacturing & Cross Industries, SAP
	Maniprakash Balasubramanian, Senior Manager, Deloitte | Neel Patel, Manager, Deloitte	
6:30 PM	Closing Remarks Isabelle Roussin, Chief Expert – Solution Management for SAP BRIM Portfolio, SAP	Closing Remarks Heidi Zhao, Director Global Solution Management, SAP
6:30 PM - 7:30 PM	Evening Networking Reception	

AGENDA
THURSDAY 27 OCTOBER 2022

8:30 AM	Welcome Coffee

9:10 AM

Welcome Back

Isabelle Roussin, Chief Expert – Solution Management for SAP BRIM Portfolio, SAP

9:15 AM

SAP Presentation: Let's Discuss - Transforming with Quote-to-Cash and BRIM to Enable Business Growth

Join Sabrina Kunze, SAP Executive and Head of Product for SAP S/4HANA Quote-to-Cash, along with David Eastlund, SAP Head of Product Management for BRIM and Subscriptions, as they share the latest on how SAP is enabling organizations to be fully equipped to address the rapidly evolving Subscription and Usage monetization needs of your company and customers. Sabrina and David will dive into SAP's Quote-to-Cash end-to-end solution offering and share how the BRIM customer community is front and center in evolving capabilities to address your business needs across industries and markets. SAP BRIM Experts are excited to connect, hear users thoughts, and answer questions in the Q&A session following the presentation.

- Hear SAP perspectives on evolving monetization needs
- Find out about Quote-to-Cash and BRIM product direction
- Learn how SAP is strengthening and expanding our BRIM Community

Sabrina Kunze, VP, Head of Product SAP S/4HANA Quote-to-Cash, SAP

David Eastlund, Head of Product Managment - Billing and Revenue Innovation Managment (BRIM) and Subscription Billing, SAP

9:45 AM

Customer Case Study: IBM's Very First Internal Deployment of SAP S/4HANA BRIM on IBM Cloud - A Success Story

This session covers IBM's first internal deployment of SAP S/4HANA, the next-generation SAP Business Suite hosted on IBM Cloud. This strategic, cutting-edge platform is based on the market-leading SAP S/4HANA capabilities in Subscription Order Management and Revenue Accounting and geared towards simplification, performance, and usability improvements, thus improving Time-to-Value and Time-to-Market. This successful effort is due to the close partnership between the IBM CIO teams, Q2C Transformation (EO&S), and SAP, and by leveraging our culture built on Agile Methods that drove the team to adapt and align on the common goal - creating the foundational and strategic platform for IBM Quote to Cash.

- Gain insights on the partnerships and collaboration
- Learn about agility and adaptability
- Find out about innovative architecture/solution allowing for rapid scalability
- Moving to RISE with SAP on IBM Cloud

Prasad Chennuru, Chief Architect, CIO/Q2C, IBM

10:15 AM

Customer Case Study: Meet The Learner Where They Are: Powering Cengage Group's Digital Transformation Journey through SAP BRIM

Learn the changing dynamics of the education industry through the lens of Cengage Group, a premier education technology provider in the US and around the world, and how a digital-first mentality led to the selection of implementation of BRIM to power its digital transformation journey.

- Who is Cengage Group and how do we serve our customers: the learners.
- What are the changing industry landscape that prompted our digital transformation journey.
- What capabilities did we need to develop in order to power that journey.
- Why did we choose SAP BRIM to do so.
- How are we doing in the realization of our vision

Charles Qian, VP, GTS Enterprise Architecture, Cengage Group

10:45 AM	Morning Refreshment Break & Browse Exhibition

AGENDA
THURSDAY 27 OCTOBER 2022

11:30 AM

Breakout Session 1: Acuiti Subscription Manager – An Omnichannel Self-Service Platform That Enables Users to Manage Their Subscription End-to-End
This breakout session will showcase Acuiti Subscription Manager, a self-care solution for subscription businesses that enables end customers to buy, manage, and pay for their subscriptions, thus enabling businesses to increase revenue and improve productivity.
- Get to know the ASM value proposition
- Learn about the solution offering model
- Find out about pricing, functionality, features, and roadmap

Souvik Majumdar, AVP, Architecture and Presales, Acuiti Labs

Breakout Session 2: Ensure the Success of Your SAP Order-to-Cash Transformation by Connecting to RAR, Treasury, and Finance
Organizations want their Order-to-Cash program to drive the value they need. The audience will learn about fundamental topics relevant to revenue recognition, treasury, cash management, and AR/AP efficiency. Learn how some companies are successfully ensuring their OTC project yields a scalable, agile, and compliant solution to drive new business models.
- Overview of topics to keep in mind
- Tune in for real-life examples and success stories

John Froelich, Bramasol

12:05 PM

Breakout Session 3: Kickstart Your SAP Subscription Billing Journey with CLARITY
This session provides an overview of how CLARITY enables your subscription billing journey with a proven methodology and delivery approach. Attendees will learn how Clarity ensures simplification and automation of order-to-cash processes, enables a confident start with SAP Subscription Billing, and high efficiency due to reduced costs and quick implementation of productive solutions. The CLARITY integrated solution allows businesses to transform the customer experience, transition to subscription-based service sales, and create recurring revenue streams.
- Overview of the delivery model and approach
- Demo of the end-2-end quote to cash and hands-on with SAP CPQ, SAP SB/SAP BRIM, and SAP S/4HANA
- Coverage of SAP SB to SAP ECC Integration
- Industry sneak peek - Software licenses in High Tech; Subscription-based delivery of consumables; Outcome-based businesses

Sergey Jermakov, Senior Partner, CLARITY

Breakout Session 4: Introduction to Servitization and Central Monetization
In this session, the audience will learn how Capgemini enables customers to move towards a Servitization and Everything-as-a-Service (XaaS) model. Hear about a centralized new finance hub for all business partner 360 financial activities leading to a UNIFIED FINANCE PLATFORM.
- Transform your business model from selling products to selling services and physical goods bundled with services
- Operationalize your business model with greater ease
- Scale business models supporting high-volume processing
- Simplified Finance – unified, flexible, scalable, non-disruptive finance platform. Simplify and consolidate systems to provide one view for customers
- SAP BRIM as a stepping-stone to SAP S/4HANA

Ram Ranganathan, Director of SAP billing and Revenue Innovation Management Practice, Capgemini

AGENDA
THURSDAY 27 OCTOBER 2022

12:40 PM	**Lunch Break & Browse Exhibition**

2:10 PM **Customer Case Study: VMware Runs on SAP BRIM – A Software Company's Transition to SaaS**

With origins in Palo Alto, California, VMware is the glue that holds multi-cloud strategy together. Today, it is transforming the way it does business with its customers, from traditional license-key software sales to a consumption-based SaaS model. Join this session to learn how this transformation is being powered by SAP BRIM.

- Overview of VMware Learn about its challenges and pain points Hear about VMware's SAP BRIM evaluation/selection
- Learn about its SAP BRIM implementation
- Gain insights into the current state and next steps

Rishi Gowaikar, Director, Order Management and Billing, VMware

2:40 PM **Customer Case Study: Powering HPE's Shift to Everything-as-a-Service and HPE Greenlake with SAP BRIM**

HPE is completely transforming how its customers consume and pay for infrastructure services. At the center of this transformation is a shift to being a platform company and the HPE Greenlake Edge-To-Cloud Platform. The scale of the experience and business model rotation is significant and SAP BRIM plays a foundation role in enabling the new experience and helping drive a complete change in experience externally as well as internally. Come hear how SAP BRIM is powering a key part of this transformation.

- HPE Overview
- Learn about CX and business model shifts
- Find out about SAP BRIM & delivering a critical new capability foundation
- Get to know the landscape and architecture approach
- Gain insights into the transformation of the HPE UX

Dave Carlisle, CTO & HPE Fellow, Global IT, Hewlett Packard Enterprise | Rajvir Padda, Director of ITaaS, Global IT, Hewlett Packard Enterprise

3:10 PM **Closing Chair Remarks**

Isabelle Roussin, Chief Expert – Solution Management for SAP BRIM Portfolio, SAP

3:25 PM	**Close of 2022 Conference**

PLATINUM SPONSOR

Acuiti Labs

A specialist SAP consulting firm based out of London, servicing clients globally for 'Consume to Cash' process transformation and optimisation with presence in Europe, North America, and South Asia.

As an SAP Certified Partner, Acuiti Labs has been successfully delivering business technology solutions & digital transformation deploying SAP BRIM (Billing) on S/4HANA and cloud-based applications such as Subscription Billing, CPQ & Entitlement Management. To manage the business requirement of real-time usage data monetization, AcuitiLabs uses SAP Billing and Revenue Innovation Management (BRIM) for providing end-to-end solutions for order-to-cash processes.

Acuiti Labs have the experience of delivering successful transformations for multiple industries to support the subscription and consumption-based Target Operating Models such as:

- Mobility as a Service (travel using Public Transport and Private vehicles)
- Tourism as a Service (Hotels, Entertainment Parks)
- Ports as a Service (Airports and Seaports)
- Postal as a Service
- Telco as a Service
- Media as a Service
- Hi-Tech

Acuiti Labs emphases on value realization and monetization of digital assets and strategies, delivering end-to-end services for our clients. Customer satisfaction is at the center of all our endeavors.

For more information, please visit: www.acuitilabs.com

GOLD SPONSORS

Bramasol

Bramasol is the leader in SAP Solutions for the Subscription and Digital Solutions Economy with Finance, Treasury, Revenue Recognition & Leasing.

Bramasol is the leader in SAP Solutions for the Subscription Economy. We believe in enabling companies for the transition to this new customer driven economy where business models are driven by recurring revenue models such as subscription, outcome, XaaS and other models. Our deep expertise in Revenue Accounting, BRIM, Cash Management, Treasury, Leasing and other areas of SAP Finance uniquely positions us to help you.

Bramasol is part of the Hasso Plattner Beteiligungs GMBH family of companies. Dr. Plattner, one of 5 co-founders of SAP, acquired Bramasol in 2004 to help give him a more intimate view of his customers' experiences from a smaller company.

For more information, please visit: bramasol.com

Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 350,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. Get The Future You Want.

For more information, please visit: www.capgemini.com

GOLD SPONSORS

Clarity Labs

CLARITY is a leading SAP Quote-to-Cash solution provider that helps companies globally to empower sales and create new monetization opportunities through subscription model implementation. CLARITY is the preferred Quote-to-Cash expert across multiple industries and geographies.

Our team will help you to uncover the incremental pieces of the Quote-to-Cash process that ensure consistent long-lasting customer satisfaction based on understanding and trust, regardless of the complexity of requirements, interaction channel or type of sale.

We develop Quote-to-Cash roadmaps and winning outcome-based monetization business models. CLARITY experts use deep industry and solution knowledge to deliver the best results.

We work with unique business requirements to define technology and solution architecture covering the long term strategy while focusing on quick wins to ensure low cost and risk start with shortest ROI.

CLARITY value-driven services use a mix of technical expertise, industry knowledge and best practice approach supported by proven project methodology of solution deployment to accelerate your digital transformation.

For more information, please visit: www.clarity.cx

Deloitte

The Deloitte global SAP alliance can help you break every boundary and overcome the obstacles that stand between you and your vision for the enterprise. We bring deep industry experience at the intersection of business transformation and technology enablement, a global network of 26,000 SAP-focused professionals; end-to-end transformation capabilities and solutions; and an extensive track record of delivering the outcomes that matter. Discover how Deloitte can help you shatter expectations with the built-to-evolve Kinetic Enterprise™, enable constant innovation, and grow.

For more information, please visit: www.deloitte.com

GOLD SPONSORS

DigitalRoute AB

DigitalRoute has the only platform that is purpose built to convert raw usage data into billable items. This enables companies to capitalize on the growing wave of usage-based business models. More than 400 companies rely on our platform for usage-based monetization, quote-to-cash automation, finance system consolidation and telecom mediation. We deliver extreme precision in the most complex environments in the world. We're the new standard for usage-based revenue.

For more information, please visit: www.digitalroute.com

Mobolutions

At Mobolutions, with innovation at the core of our DNA , our mission is to accelerate the adoption of technology to help our customers position their business for the digital economy. We lead with purpose and believe in building value and impact through our people, innovation and working with our customers collaboratively to create competitive advantage. As an SAP partner, Mobolutions helps customers implement revenue sharing business models, flexible consumption models and transformation needs using SAP BRIM, Entitlement Management and S/4 HANA solutions. Our BRIM accelerators help customers realize time to value quicker and boost revenue management through building robust, agile, and automated solutions. Combined with our deep industry expertise in TPA, High-tech, Energy, Aerospace & Defense, Utilities, Manufacturing , Retail and Media / Entertainment industries , end to end capabilities and solutions and our people we set the standard for building complex solutions to optimize our clients business models with ease and much faster ROI.

For more information, please visit: www.mobolutions.com

PwC

Combining more than 150 years of leadership and industry expertise with new thinking and the latest technologies, PwC has introduced a new equation for better results — go all in to accelerate growth. One that helps people and processes enable powerful technology with implementation that gets it done right — with minimal disruption and maximum impact. Whatever your focus—greater innovation, cloud or business transformation, operational efficiency or faster product and service speed to market — PwC and SAP are here to help.

For more information, please visit: pwc.com/sap

SILVER SPONSORS

GMB TECHNOLOGY

GMB Technology is an American SAP BRIM boutique, SAP Silver Service Partner and Digital Route Service Partner.

GMB Technology's mission is to help customers, and system integrators succeed in implementing SAP Billing and Revenue Innovation Management supporting their most difficult decisions.

GMB Technology's primary roles are: Design Authority, Project Orchestrators, Solution & Integration Architects and Business & Quality Assurance.

GMB Technology has developed pre-packaged solutions such as BISTRO and PUB for the faster deployment of Subscription and Consumption based models and, IPR - Intelligent Payment Reconciliation to identified, classify & correct inconsistencies between sales transactions and GL records.

GMB Technology summarizes several years of consolidated experience between their projects, partners, associates, executives and consultants, in the Telecommunications, Media, Hi-Tech, Fin-Tech and Tolling industries, including global deployments of SAP Billing and Revenue Innovation Management Solutions (BRIM), SAP CPQ, SAP Mediation (by DigitalRoute).

For more information, please visit: www.gmbtechnology.com

Seidor

Seidor is a company dedicated to providing technology solutions in the area of software consulting and IT services, innovation, strategy, infrastructure, development and maintenance of on-demand applications, cloud computing, IoT, among others. With 40 years of experience and an annual business volume of over USD 580MM and over 6,000 professionals in Europe, Latin America, Africa, Middle East and the USA, the company has strategic alliances with the main and largest international technology developers.

Seidor holds the largest team of SAP BRIM consultants in Latin America and is a reference in the market with more than 15 projects in different industries and countries. Inhouse consultants with great experience in the solutions and specialized in the best market practices. Customized pre-sales process for the best understanding of the client's needs and capacity to demonstrate the solutions.

For more information, please visit: www.seidor.com

BRONZE SPONSOR

ECENTA America Inc.

ECENTA, a VASS Company, was founded over 20 years ago in Waldorf, Germany. We create meaningful customer experiences led by strategy and powered by technology. We enable B2B and B2B2C processes with Commerce Cloud / Lead to Cash with Sales Cloud and CPQ / Service Management with Service Cloud and FSM / Customer data management and marketing automation with CDC, CDP and Emarsys. ECENTA is an SAP Gold Partner and SAP 2020 Pinnacle Award winner for SAP Customer Experience Partner of the Year.

For more information, please visit: www.ecenta.com
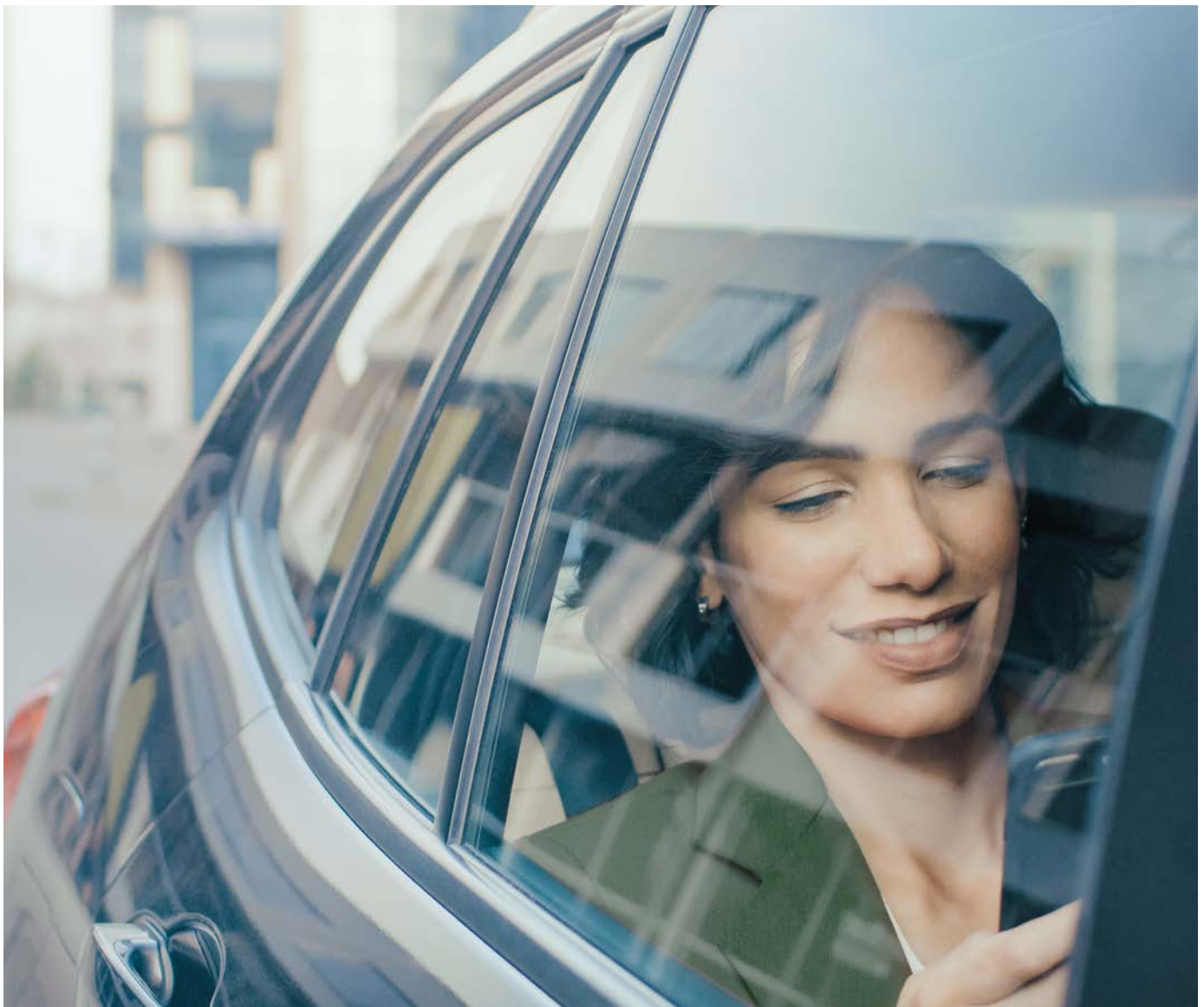
REGISTRATION FORM

International Conference on Billing and Revenue Innovation Management, Presented by SAP and TAC Events

I would like to register for International Conference on Billing and Revenue Innovation Management, Presented by SAP and TAC Events
26 – 27 October 2022 | Chicago, IL

(Please complete clearly in BLOCK CAPITALS)

First Name   Last Name

Company   Job Title

Department   Street

City, State   Zip Code, Postal Code

Country   Phone

Industry Sector   E-mail

Date   Signature

Attendance format:

☐ Digital   ☐ In-Person

I wish to attend the following:

☐ One and A Half Day Conference (26 – 27 October)

☐ Evening Reception (26 October – Open to in-person conference registrants only)

Pre-Conference Morning Workshops (26 October | In-Person Only).
Please note that you cannot switch between parallel workshops.

(09:00 – 10:30)

☐ Workshop 1: Convergent Invoicing and Contract Accounting – Recent Features and Future Outlook

☐ Workshop 2: BRIM Cloud for End-to-End Subscription and Usage-Based Business Models

(11:00 – 12:30)

☐ Workshop 3: Intelligent Data Management for the Subscription Economy

☐ Workshop 4: Amplify Your B2B Quote to Order Management Process with SAP Billing & Revenue Innovation Management

Payment Method

☐ Credit Card   ☐ Invoice

☐ I have read and agreed to these terms and conditions plus the privacy & cookie policy

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Fax to +44 (0)121 212 1623
or register online

Conference Venue

The Westin Chicago Lombard
70 Yorktown Center, Lombard, Illinois, USA, 60148
Tel: +1 630-719-8000
Website: www.marriott.com

Registration and Contact Office

TAC Insights Ltd.
7th Floor, Charles House
148 – 149 Great Charles Street, Birmingham, B3 3HT, UK
Tel   +44 - 121 200 3810   Fax   +44 - 121 212 1623
Email info@tac-insights.com

Registered in England No 4263656

VAT Registration No 781495788

Event Fees

Type	SAP Customers, Prospects and Employees	SAP Partners, Analysts, and Others
Attend the Conference Digitally	$ 550	$ 650
Attend the Conference In-Person	$ 1250	$ 1450
2 Half Day Workshops (In-Person Only)	$ 500	$ 500

Further Information

I am happy for TAC Insights Ltd to share my contact information with SAP for post-event communication regarding their products and services

☐ Yes, I am happy to share my details with SAP

☐ No, please do not share my details with SAP

I am happy for TAC Insights Ltd to share my contact information with the event's sponsors and exhibitors for post-event communication regarding their products and services

☐ Yes, I am happy to share my details with the event sponsors

☐ No, please do not share my details with the event sponsors

TAC Insights Ltd would like to keep you informed of future events and content within your field of interest.

☐ Yes, I would like to opt-in