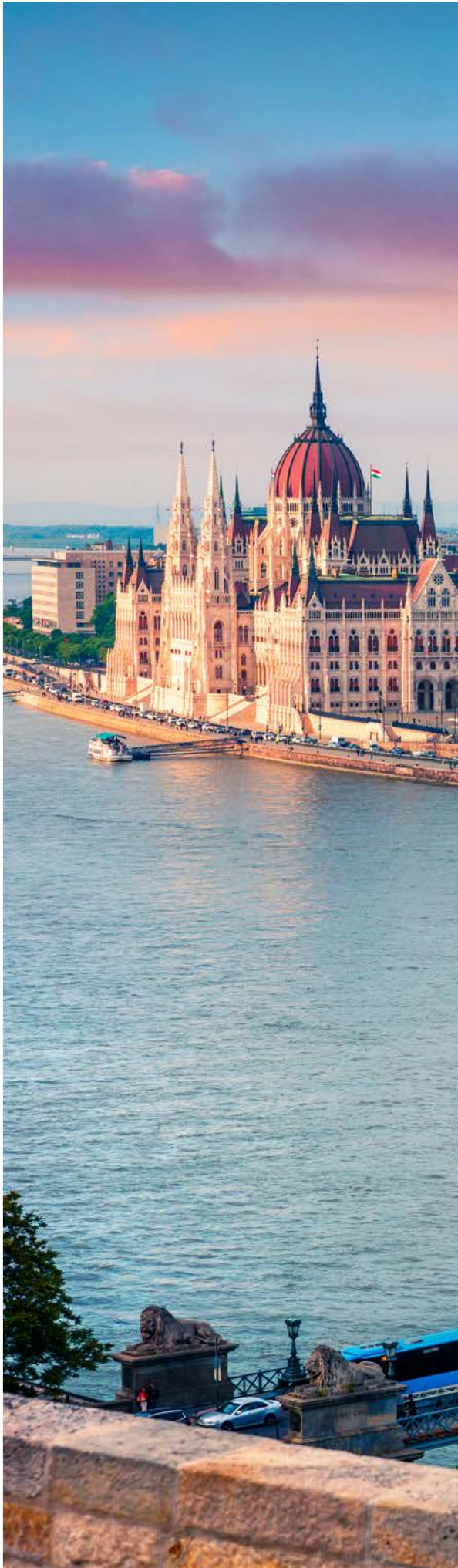




## EVENT GUIDE

# SAP for Quote-to-Cash Conference EMEA, presented by TAC Events

27 – 28 September 2023 – Budapest, Hungary



# Welcome from TAC Events

Companies worldwide are elevating their quote-to-cash processes to offer subscriptions, pay-per-use, bundles, and other innovative offerings. Join us to learn how you, too, can accelerate the monetization of your business model and implement recurring revenue models to stay competitive in the subscription and service-based economy with SAP solutions for quote-to-cash management.

You can attend workshops led by SAP experts to get tips and tricks on product capabilities and insights into the roadmap. Take this opportunity to meet with peers and SAP partners working on similar projects. Most importantly, take time to network and create valuable connections.

Best regards,



**America Herrera**

Production, Project and Communities  
Manager – International, TAC Events

[Email America](#)

# Introducing the Team

The TAC Events team look forward to welcoming you on site. Please feel free to approach us with any queries before, during, or after the event.



**Libby Beavon**  
Marketing Manager

[Email Libby](#)



**Vanderlei dos Santos**  
Delegate Manager

[Email Vanderlei](#)



**Richard Carrington**  
Event Sponsorship Manager

[Email Richard](#)



**Oksana Kesh**  
Bookings & Registrations Manager

[Email Oksana](#)

## About TAC Events

An entirely independent B2B information services provider, we specialize in content and community development in the SAP and asset performance management spaces.

Learn more about our exclusive Quote-to-Cash content:

### **Cengage Group's Digital Transformation Journey with SAP.**

Discover how Cengage quickly monetized subscriptions and usage plans for its B2C and B2B business models.



## Our mission

Through our events and content, our mission is to inspire, educate, and unite professional communities.



# Are you ready to **Elevate Quote-to-Cash to Monetize Recurring Revenues?**

Do you have the knowledge to **streamline new processes?**

Our event places you at the centre of your **CPQ, Quote-to-Cash, Subscription Billing, and SAP BRIM** transformation journey. SAP product owners, partners and fellow customers will share their advice, expertise, and learnings to give you the tools necessary to innovate, accelerate and transform your business.

Whether you are completely new to the world of SAP or you're an existing customer looking to maximize your existing financial landscape, you'll find the support you are looking for.

## What can you expect?



Grow revenues by elevating your quote-to-cash process to offer subscriptions, pay-per-use, pay-per-outcome, bundles, and other innovative recurring revenue offerings.



Increase customer lifetime value and build long-lasting customer loyalty with personalized offerings and promotions.



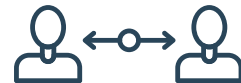
New to SAP? Attend expert-led pre-conference workshops to prepare for your upcoming CPQ and Subscription Billing implementations.



Reduce your costs, time to market, and revenue leakage with actionable solutions and lessons learned from your peers, fellow SAP users.



Canvas a wide range of SAP partners in our exhibition who can support your company's BRIM, Subscription Billing, and CPQ projects.



Organize 1-to-1 meetings with SAP product owners to secure answers to your most pressing questions.

# Your **registration package** includes

Access to the 1.5-day conference and much more!

Please Note! There is an additional charge for attending pre-conference workshops (Morning of September 27 - see page 8)

REGISTER TODAY



All plenary presentations, microforums, and demos



The event app

**PROFIT**  
FROM THE THE CONFERENCE  
LONG AFTER THE EVENT

Social events



Recorded sessions

Keynotes will be recorded and made available for one year after the conference

Exhibition & networking



# The venue

## Budapest Marriott Hotel

Located in the heart of Budapest on Pest side of the Danube Promenade, the Marriott Hotel offers exclusive panoramic views of Budapest's most famous sights. Refurbished in 2019, it is conveniently situated in the heart of the capital, close to Budapest's most exciting restaurants, shopping and fashion streets.

We are delighted to offer a discounted bedroom rate for your stay during the conference (subject to availability). Booking details will be shared with you via email upon completion of your registration.

Visit the event website to learn more about this venue.

LEARN MORE



Apaczai Csere Janos u. 4.,  
Budapest, Hungary, 1052  
concierge.budapest@marriott.com  
Phone: +36 1-486 5000



### Plan your trip: Using one of Europe's richest **transportation systems**



**METRO (VÖRÖSMARTY TÉR)**  
Underground station  
300m  
4 minute walk



**FERENC LISZT AIRPORT (BUD)**  
NW from Budapest  
19 miles/22 KM  
32 minutes drive to the hotel



**MINŐSÍTETT BUDAPESTI TAXI**  
Officially licensed yellow taxi cabs  
are marked on the front left door  
"Minősített budapesti taxi / Licensed  
Budapest taxi"

# Adopting new business models?

## How to elevate Quote-to-Cash to monetize recurring revenues?

Organizations of all sizes are accelerating recurring revenue initiatives to increase flexibility and variability among their offerings, to build long-term customer loyalty and retention. Join us to learn how you can gain actionable, real-world insights from SAP users, including:



It's **not all work** in Budapest...

Take time to network, meet with old friends, get inspired, and more!

Meet colleagues and network with experts, peers & partners at our **Drinks Reception**

Maintain your productivity by participating in **demos, microforums & networking** throughout the conference

Visit our **vibrant show floor** & take part in **prize draws!**



# Pre-conference **workshops**

## Wednesday 27 September

The conference begins with 4 interactive product workshops during which 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 an opportunity to address challenges, discuss them with your peers, and gain valuable guidance from some of the most knowledgeable SAP experts – but which workshop is right for you? (mix & match 2, choose between 1 or 2 & 3 or 4)

For full workshop information and to register, visit the [event website](#)

Half Day  
Workshop  
9:00 – 10:30

1

### **Sell Innovative Solution Bundles of Products, Services, and Subscriptions**

Gain insights into creating and selling bundled solutions that combine subscriptions with products, services, and projects. Learn how Solution Order Management in SAP S/4HANA Public Cloud and SAP Subscription Billing provide order orchestration and a single view of bundled offerings. Get updates on recent enhancements as well as preview of what is coming up next in the product roadmap.

Half Day  
Workshop  
9:00 – 10:30

2

### **Automate and Consolidate the Invoice-to-Cash Process for High-Volume Billing**

Learn about SAP S/4HANA cloud for contract accounting and invoicing and its support for high volume billing and automation of partner revenue-share settlement. Get an overview of new capabilities and outlook on our upcoming product roadmap.

Half Day  
Workshop  
11:00 – 12:30

3

### **Explore Price Calculation Service for SAP Subscription Billing**

Get an in-depth overview of SAP Subscription Billing's Price Calculation Service that offers flexibility in setting up recurring and usage-based pricing including a product demonstration highlighting the newest capabilities. We will also share our plans and strategy for SAP Subscription Billing product roadmap.

Half Day  
Workshop  
11:00 – 12:30

4

### **Amplify B2B Selling with Configure, Price & Quote Integrated with SAP BRIM**

In a recent review, 73% of B2B Buyers confirmed 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, and gain visibility and control of the selling and contracting process, all while fully managing any impacted financial processes that help to reduce costs and revenue leakage.



# High Level Event Format **Agenda**

## Day One – 27 September 2023

For full session and speaker information and to register, visit the event website

ONLINE AGENDA

REGISTER

08:00	<b>Workshop Registration and Morning Refreshments</b>
09:00 – 12:30	<b>Pre-Conference Workshops - Require additional registration (for more information see page 8)</b> Additional registration is required (09:00 – 10:30) Workshop 1: Create Bundled Solutions with SAP Subscription Billing and S/4HANA Cloud, public edition Workshop 2: Automate and Consolidate the Invoice-to-Cash Process for High-Volume Billing (11:00 – 12:30) Workshop 3: Explore Price Calculation Service for SAP Subscription Billing Workshop 4: Amplify B2B Selling with Configure, Price & Quote Integrated with SAP BRIM
12:30	<b>Conference Registration and Time to Browse Exhibition</b>
13:30	<b>Opening Keynotes, Customer and Partner Presentations and Case Studies</b> Hear customer updates, challenges, lessons learned and new innovations on the SAP radar
15:15	<b>Afternoon Refreshments Break and Networking</b> Including partner demos and your chance browse the exhibition
16:15	<b>Customer and Partner Presentations and Case Studies</b> Listen to a range of case study sessions, to hear advice and implementation journeys
18:00	<b>Evening Networking Reception</b> Wrap up the day's learnings with a cool drink

### Agenda Highlight!

**15:15 Networking break:** take the chance to catch up with connections old and new in the exhibition hall



# High Level Event Format **Agenda**

## Day Two – 28 September 2023

For more details and to register, visit the event website

ONLINE AGENDA

REGISTER

08:30	<b>Registration and Breakfast Refreshments</b>
09:00	<b>Opening Keynotes, Customer and Partner Presentations and Case Studies</b> Stories, advice, challenges and lessons learnt from innovative SAP customers and partners
10:30	<b>Morning Refreshment and Networking Break</b> Networking & time to browse the exhibition
11:30	<b>Partner Microforums</b> Microforums are your opportunity to take a hands-on approach to the technology: join interactive talks and demos from SAP and partners
12:35	<b>Lunch &amp; Dedicated Exhibition Time</b> Head to the expo hall for networking and refreshment breaks
14:00	<b>Customer and Partner Presentations and Case Studies, Closing Keynotes</b> Hear customer insights and SAP Road Map
15:45	<b>Close of 2023 Conference</b>

### Agenda Highlight!

11:30: Hands-on technology demos  
**SAP and Partner Microforums**



# Thanks to our **platinum sponsor**



## **Acuiti Labs**

A specialist SAP consulting firm based out of London, servicing clients globally for 'Order to Cash' process transformation and optimisation with a 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, Acuiti Labs 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 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 emphasizes on value realization and monetization of digital assets and strategies, delivering end-to-end services for clients. Customer satisfaction is at the centre of all its endeavours.

For more information, please visit: [acuitilabs.com](http://acuitilabs.com)



# Thanks to our **gold sponsors**

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## **CLARITY**

CLARITY, a premier SAP Quote-to-Cash solution provider, empowers businesses worldwide by streamlining sales processes, mastering complexities of pricing and configuration, and unlocking new revenue streams by implementing subscription models. By harnessing the power of AI, CLARITY propels business operations to outstanding levels of productivity and proficiency. As a trusted expert, CLARITY serves a wide array of industries and regions.

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:

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## **DigitalRoute**

### **DigitalRoute**

DigitalRoute unlocks the value of usage data to optimize business performance. We have 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 subscription and 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.

For more information, please visit: [digitalroute.com](https://digitalroute.com)

# Information and **FAQ's**

## How can I register a group?

We take group bookings, and also have a group offer you can take advantage of - **buy x3 full price tickets and receive 1 for free.** For more information please contact our registrations team at [info@tac-insights.com](mailto:info@tac-insights.com)

## What is the dress code?

Our participants generally dress both business formal and business casual.

## What is the deadline for registration?

To guarantee your place we would recommend registering up to 2 weeks before the event, especially if your registration includes a workshop or if you require a visa to travel. However registrations can be taken up until the day of the event.

## Can you support me with my VISA requirements?

Yes, please complete your registration via our website. Once registration is completed, contact our registrations team at [info@tac-insights.com](mailto:info@tac-insights.com) as soon as possible. If your visa is rejected, you will be offered a full refund on your registration.

## Must know **facts** about **Budapest**

### TIME ZONE

Central European Time Zone (GMT+2)

### CURRENCY

Hungarian Forint is the currency.  
Standard VAT is 18%

### CONTACTS

Emergencies: 112 (for first aid, police, fire department)  
The country dialling code is: +36

### LANGUAGE

The national language is Hungarian.  
Commonly spoken foreign languages are English and German.

### ELECTRICITY

Hungary uses the classic "Euro" plug, also known as type C and type F. If you are travelling from the United Kingdom, Ireland, Switzerland, Canada, Australia or the United States, bring an adapter.

### WEATHER

Overall expect temperatures to be mild, getting chilly at night and normal average temperatures of 16° Celsius (61° Fahrenheit) — and daytime highs of around 20° Celsius (70° Fahrenheit).

