

SME CHANNEL PARTNER CONFERENCE AT FKOM 2008

AGENDAS



SAP BUSINESS All-in-One

AGENDA

SUNDAY, JANUARY 13		LOCATION
6:00 p.m.–7:30 p.m.	SME Channel Partner Networking Reception Join fellow partners and the SAP channel team for the unofficial kickoff of FKOM 2008.	Venetian Ballroom C&D, Level 2
MONDAY, JANUARY 14		LOCATION
7:00 a.m.–8:30 a.m.	Continental Breakfast	Hall C, Level 2
8:30 a.m.–10:00 a.m.	Opening General Session Henning Kagermann, CEO, SAP AG Léo Apotheker, Deputy CEO, Member of the SAP Executive Board and President, Global Customer Solutions & Operations	Palazzo Ballroom, Level 5
10:30 a.m.–11:45 a.m.	Small and Midsize Enterprises All-Channel Keynote Hans-Peter Klaey, President SME, Corporate Officer of SAP Group Expected participants include partners offering SAP Business All-in-One, partners offering SAP Business One, Volume Business sales team (including SAP and account executives for those channel partners offering qualified SAP Business All-in-One partner solutions), and all SAP internal channel support staff.	Palazzo Ballroom, Level 5
11:45 a.m.–2:30 p.m.	Lunch	Hall C, Level 2
1:30 p.m.–6:00 p.m.	Breakout Sessions: Volume Business Track	Page 36
6:30 p.m.–8:00 p.m.	Sales and Partner Networking Reception	Venetian Ballroom A&B, Level 2
7:00 p.m.–9:30 p.m.	SAP Business All-in-One Awards Dinner	Titian 2205/2206/3205/3206, Level 2
TUESDAY, JANUARY 15		LOCATION
7:00 a.m.–8:30 a.m.	Continental Breakfast	Hall C, Level 2
8:30 a.m.–10:00 a.m.	General Session Bill McDermott, President & CEO, SAP Americas & Asia Pacific Japan Greg Tomb, President & CEO, SAP North America	Palazzo Ballroom, Level 5
10:30 a.m.–4:30 p.m.	Breakout Sessions: Volume Business Track	Page 36
11:30 a.m.–2:30 p.m.	Lunch	Hall C, Level 2
5:00 p.m.–6:30 p.m.	Business Objects Integration Update John Schwartz, CEO, Business Objects SA Doug Merritt, Corporate Officer of the SAP Group and Executive VP Business User Development John Nugent, COO, SAP Americas & Asia Pacific Japan	Palazzo Ballroom, Level 5
	Closing Bill McDermott, President & CEO, SAP Americas & Asia Pacific Japan	Palazzo Ballroom, Level 5

SAP BUSINESS All-in-One

AGENDA

WEDNESDAY, JANUARY 16		LOCATION
10:30 a.m.–11:30 a.m.	Continental Breakfast	Level 3
SAP Business All-in-One Partner Enablement Track		
8:00 a.m.–9:00 a.m.	Understanding the SAP PartnerEdge™ Program Business Impact Get the latest update on SAP PartnerEdge™ program changes for 2008. Learn what it takes to achieve and maintain your status level, and how you can more effectively manage your SAP relationship through the partner relationship manager system.	Lido 3102, Level 3
9:15 a.m.–10:15 a.m.	Weaving Your Way Through the SAP CRM Pipeline and Order Process Systems Align your team on how to manage and maintain your SAP leads and opportunities through the online opportunity system in the SAP Customer Relationship Management application. Learn how to book the opportunities when the deal closes. We'll cover changes to the quote tool, SME price list, global approval form process, contract management, and pricing promotions.	Lido 3102, Level 3
10:30 a.m.–11:30 a.m.	Role of the Partner Service Delivery for North America Leverage the use of your dedicated partner service advisor resource to support more focused enablement learning on the basis of your individual demands.	Lido 3102, Level 3
11:45 a.m.–12:15 p.m.	Lunch	Level 3
11:45 a.m.–12:45 p.m.	Improving Your Business Practice What does it take to run and manage a successful SAP reseller business? Join us to get an insight on proven best business practices and models that can help your organization drive more revenue within the SME lower midmarket volume and velocity space.	Lido 3102, Level 3
1:00 p.m.–1:45 p.m.	Enablement Framework for Success The accelerated on-boarding process and project plan maps out all the tasks that need to be completed by a new channel partner. There is a step-by-step task list, related resources, and a week-by-week guide of all the goals to support the enablement effort. This plan reduces the time of the partner's first sale, using a 90-day strategy plan.	Lido 3102, Level 3

SAP BUSINESS ONE

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MONDAY, JANUARY 14		LOCATION
7:00 a.m.–8:30 a.m.	Breakfast for Partners Offering SAP Business One	Hall C, Level 2
7:00 a.m.–8:30 a.m.	SME New Partner Welcome Breakfast Meet other new partners and SAP executives, and learn how to make the most of your first SAP partner conference. You will receive a recommended agenda of must-see sessions.	Bellini 2001, Level 2
8:30 a.m.–10:00 a.m.	Opening General Session Henning Kagermann, CEO, SAP AG Léo Apotheker, Deputy CEO, Member of the SAP Executive Board and President, Global Customer Solutions & Operations	Palazzo Ballroom, Level 5
10:30 a.m.–11:45 a.m.	Small and Midsize Enterprises All-Channel Keynote Hans-Peter Klaey, President SME, Corporate Officer of SAP Group Expected participants include partners offering SAP Business All-in-One, partners offering SAP Business One, Volume Business sales team (including SAP and account executives for those channel partners offering qualified SAP Business All-in-One partner solutions), and all SAP internal channel support staff.	Palazzo Ballroom, Level 5
12:00 noon–2:00 p.m.	SAP Business One Solution Fair and Luncheon Interact and network with participating SAP Business One software solution partners (SSPs) who will help you expand your knowledge about solutions.	Hall C, Level 2
2:15 p.m.–5:45 p.m.	Breakout Sessions: Partners Offering SAP Business One	Page 99
6:00 p.m.–9:00 p.m.	SAP Business One Regional Dinners Join your regional team and fellow partners: Northeast/Mid-Atlantic (Van Jahnke) Southeast (Walters) South Central (Koblenz) North Central (Corr) West (Duffy) Canada (Mandala)	Level 2 Veronese 2505/2506 Bellini 2102/2103 Veronese 2503 Veronese 2504 Bellini 2104/2105 Bellini 2106

SAP BUSINESS ONE

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WEDNESDAY, JANUARY 16		LOCATION
7:00 a.m.–8:00 a.m.	Continental Breakfast	Level 3
8:00 a.m.–1:00 p.m.	SAP Business One Software Solution Partner Workshops Solutions offered by our SSPs are an integral part of the SAP Business One sales ecosystem. Please join us for a blitz of 25 SSP workshops in which our fellow partners will highlight their add-on and microvertical solutions. They will show you ways to sell and implement deals faster as well as how to build a profitable practice with their solutions.	Lido 3001/3002/3003/3004/3005, Level 3
11:45 a.m.–12:15 p.m.	Lunch	Level 3