

SAP Investor Symposium

Tuesday, Feb 4th, 2014 – The Ritz-Carlton New York Battery Park, New York, NY 10004

Customer-Driven Transition to the Cloud and Solid Core Driving Profitable Growth

Agenda

08:30 – 09:00 am	Registration and Breakfast
09:00 – 09:05 am	Welcome Stefan Gruber, Head of Investor Relations
09:05 – 09:20 am	Strategy & Vision Bill McDermott, Co-CEO
09:20 – 10:05 am (incl. Q&A)	Product & Innovation Roadmap Dr. Vishal Sikka, Member of the Executive Board Core Applications Bernd Leukert, Member of the Global Managing Board, Head of Application Innovation LoB Applications Sanish Mondkar, Executive Vice President, Chief Product Officer, Ariba
10:05 – 10:35 am	Break
10:35 – 11:45 am (incl. Q&A)	Go-to-Market Priorities 2014 Rob Enslin, Global Customer Operations, Member of the Global Managing Board Customer Case Study: ConAgra Foods Mindy Simon, Vice President Information Technology, ConAgra Foods LoB Cloud Apps Shawn Price, President of Global Cloud & LoB Business Network Tim Minahan, CMO and SVP Strategy Cloud & LoB
11:45 – 12:00 pm	Financial Model – Shift to the Cloud Luka Mucic, Member of the Global Managing Board
12:00 – 01:00 pm	Q&A Bill McDermott, Jim Hagemann Snabe, Dr. Werner Brandt, Dr. Vishal Sikka, Rob Enslin, Bernd Leukert, Luka Mucic
01:00 – 02:00 pm	Lunch



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