

FOCUS WORKSHOP

HOW CAN IN-MEMORY TECHNOLOGY ENABLE ADVANCED BUSINESS PLANNING & SIMULATION?

SAP FINANCE BEST
PRACTICE NETWORK



21.10.2009 in Walldorf, Germany



Opportunities of In-Memory-Technology for Advanced Business Planning & Simulation

Introduction to the Topic of the Workshop

The tremendous increase of computing power of a new hardware generation with a new dimension of numbers of processors / cores is likely to change the traditional enterprise software application and data management paradigms if it is combined with in-memory-technology. Research of the Hasso-Plattner-Institute (HPI)* revealed that in-memory column storage can exploit the incredible advances in computing power to a much greater extend than traditional data storage in relational data base tables, resulting in very fast response times even for very large data queries. This enables for the design of in-memory-based business applications that can offer not only a break through in response time but in the design of totally new business applications and management information / business intelligence solutions.

Very promising fields are collaborative business planning and ad-hoc simulation based on very large data volumes and complex data structures. A first test with real life data of an entire year of a large multinational consumer product company at the HPI was very promising: the very fast response time demonstrated that totally new processes in business planning, budgeting, forecasting and performance management might be possible. Instead of a cumbersome step-by-step planning process that takes several weeks, the vision of a more real-time management process based on interactive, collaborative ad-hoc simulations across functions, organizational units etc. may allow very short reaction time to market changes, thus allowing more intelligent and dynamic trade-off management that can help to better limit risks and to better leverage sudden opportunities.

In this workshop we want to discuss with a smaller number of companies the opportunities they see how this new technology can advance their business planning & simulation processes and scenarios.

*The Hasso-Plattner-Institute, based in Potsdam (Germany) and Palo Alto (USA) and founded by SAP co-founder Professor Hasso Plattner, is engaged in practise-oriented training of IT engineers as well as in top-notch academic research - also serving leading players in the business world (see: <http://www.hpi.uni-potsdam.de/>)

Date

The workshop starts on 21 Oktober 2009 at 09:00 and will end at 17:00.

Meeting Location

SAP Deutschland AG & Co. KG

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Please individually reserve your hotel room by referring to the following booking code "Focus Workshop SAP" by September 21, 2009 at the latest. Room rate 94 € per night.

Issues to be discussed (to be specified after calls with participants):

- Where are we?: What are the current challenges the participating companies are facing in the area of business planning & simulation?
- What can the new in-memory technology offer? What are the major new in-memory-technology benefits and what bottlenecks can be eliminated that have limited so far information system and software design? (technology view)
- What opportunities do finance and business people see? What new “best practices” and what process innovation options in business planning & simulation would this new technology enable? (finance and business view)
- What are possible next steps? How can the participating companies and SAP work together in the future to move forward?

Structure of the workshop

Workshop block I -- Background of participants: Exchange about the ‘business planning & simulation status, future requirements and challenges of participating companies.

Workshop block II – Opportunities of In-Memory-Technology for Enterprise Software Applications: Information about the actual technology status, current trends and about the outcome of the HPI research.

Workshop block III – Brain Storming Session / Working Groups: Discussion of possible new technology enabled business planning & simulation scenarios that meet the challenges / requirements of the participating companies

Workshop block IV – Wrap-up and Next Steps: Summary and discussion of working group results; discussion and definition of next steps

Workshop moderator and SAP BSAG owner: Juergen H. Daum, SAP

Workshop host: The workshop will be hosted by Dr. Werner Sinzig, SAP SME Business Planning

Organizational Questions

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Content-related Questions

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About the SAP Finance Best Practice Network

This Focus Workshop is an element of the SAP Finance Best Practice Network, a network for senior Finance executives – spanning nations and industries since 2004.

Other elements are the SAP CFO Roundtable (target group: CFOs only) and the SAP Finance Best Practice Workshops (target group: Senior Finance Professionals). The goal of the SAP Finance Best Practice Network is to facilitate networking and allow the business leaders of SAP's large customers to exchange experiences and their use of best practices. The network injects ideas and concepts into a cross-company network of professionals to identify best practices, disseminate information participants can learn from, test new ideas, and develop practical solutions that work in your specific company environment. More information is available at www.sap.com/community/fbpn