

Wednesday,  
September 8

# ■ SAP Finance Best Practice Workshop

September 8 - 10, 2004, SAP Labs, Sophia Antipolis/France



9:30 am **Finance Transformation**  
*Juergen H. Daum, SAP AG*

10:15 am **Introduction to the Program and  
Introduction of the Participants**  
*Juergen H. Daum, SAP AG*

11:45 am **Coffee & Refreshment Break**

12:15 am **Finance Transformation @ Unilever**  
*Paul Baumann, Unilever plc*

1:00 pm **Lunch Break**

2:15 pm **Shared Service Centers and BPO @ British Petrol**  
*Clive Thomas, British Petrol*

3:30 pm **Coffee & Refreshment Break**

4:00 pm **Program continues ...**

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4:00 pm **Shared Services Study Results and Benchmarks of 2004**  
*Tom Bangemann, Hackett Group*

4:45 pm **Finance Transformation**  
*Simon Fuller, Barclays Bank plc*

5:30 pm **Finance Best Practice Network - The Future**  
*Hans-Dieter Scheuermann, SAP AG*

6:00 pm **Break and Transfer Dinner**

8:00 pm **Evening Event and Dinner**

Thursday,  
September 9

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**8:30 am** Introduction of the Program and Introduction of (new) Participants  
*Hans-Dieter Scheuermann, SAP AG*

**10:00 am** Finance Transformation @ Henkel  
*Carlo Mackrodt, Henkel Financial Services Europe, Henkel KGaA*

**10:45 am** Coffee & Refreshment Break

**11:15 am** Parallel Sessions / Overview:

|                 | <b>SHARED SERVICES</b>   | <b>ENTERPRISE PERFORMANCE MANAGEMENT</b>   |
|-----------------|--|--|
| <b>11:15 am</b> | Finance Transformation as accelerator for Shared Services and BPO  | What is Enterprise Performance Management?<br>– EPM Objectives and Trends                          |
| <b>12:00 am</b> | Shared Services - SAP's View, Solution Strategy and Customer Cases | Using Balanced Scorecard to track performance at Royal Norwegian Air Force                         |
| <b>2:00 pm</b>  | Diageo's Near-Shore Shared Service Center: Best Practices          | Measuring Performance with the eye of a customer: The Sense & Respond Model at Fujitsu Services UK |
| <b>2:45 pm</b>  | Philips' Journey to Shared Service Centers                         | Planning & Forecasting @ Novo Nordisk  |
| <b>4:00 pm</b>  | Workgroups I   | Workgroups II  |


**6:30 pm** Evening Event

Thursday,  
September 9

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## SHARED SERVICES


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- 11:15 am **Finance Transformation as Accelerator for Shared Services and BPO**  
*Hans-Dieter Scheuermann, SAP AG*
- 12:00 am **Shared Services - SAP's View, Solution Strategy and Customer Cases**  
*Thomas Otter, SAP AG*
- 12:45 am **Time for Discussion**
- 1:00 pm **Lunch Break**
- 2:00 pm **Diageo's Near-Shore Shared Service Center: Best Practices**  
*Jamie Anderson, Diageo plc*
- 2:45 pm **Philips' Journey to Shared Service Centers**  
*Michel de Zeeuw, Philips*
- 3:30 pm **Coffee & Refreshment Break**
- 4:00 pm **Workgroups I**
- 6:00 pm **Transfer to Dinner**
- 6:30 pm **Evening Event**
- 7:30 pm **Dinner**

Thursday,  
September 9

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## ENTERPRISE PERFORMANCE MANAGEMENT

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- 11:15 am **What is Enterprise Performance Management?  
– EPM Objectives and Trends**  
*Juergen H. Daum, SAP AG*
- 12:00 am **Using Balanced Scorecard to track performance at  
Royal Norwegian Air Force**  
*Captain Jakob Kallevik, Royal Norwegian Air Force*
- 12:45 am **Time for Discussion**
- 1:00 pm **Lunch Break**
- 2:00 pm **Measuring Performance with the eye of a customer:  
The Sense & Respond Model at Fujitsu Services UK**  
*Stephen Parry, Fujitsu Services*
- 2:45 pm **Planning & Forecasting @ Novo Nordisk**  
*Hendrik Thygesen, Novo Nordisk*
- 3:30 pm **Coffee & Refreshment Break**
- 4:00 pm **Workgroups II**
- 6:00 pm **Transfer to Dinner**
- 6:30 pm **Evening Event**
- 7:30 pm **Dinner**

Friday,  
September 10

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## **SHARED SERVICE CENTERS AND BUSINESS PROCESS OUTSOURCING**

8:30 am

**Reflections on Day 2 - Introduction to Day 3  
The Human Factor in Organizations**  
*Thomas Otter, mySAP ERP HCM*

9:00 am

**From Shared Services to Self Services - Deployment  
Scenarios**  
*Hendrik Vordenbaeumen, mySAP ERP HCM*

9:45 am

**TQ3: Travel Management –  
from Insourcing to BPO Provider**  
*Werner Rettig, TQ3*

10:30 am

**Coffee & Refreshment Break**

11:00 am

**Business Process Outsourcing - SAP's View, Solution  
Strategy and Customer Cases**  
*Dr. Christian Baader, SAP AG*

11:45 pm

**Workgroups II: Shared Services and BPO**

1:00 pm

**Preparation of the Next Finance Best Practice  
Workshop**

1:30 am

**Lunch**

2:30 pm

**Official End of Event**



Friday,  
September 10

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## **ENTERPRISE PERFORMANCE MANAGEMENT**

8:30 am **Reengineering Business Planning: Paint Points, Solutions and Best Practice Examples**  
*Juergen H. Daum, SAP AG*

9:00 am **Dynamic Performance Management at Unilever**  
*Steve Morlidge, Unilever Plc*

9:45 am **The Beyond Budgeting Journey at Borealis**  
*Thomas Boeasen, Borealis AS*

10:30 am **Coffee & Refreshment Break**

11:00 am **The Role of Planning & Forecasting in a Turnaround Process**  
*Thomas Buess, CFO, Zurich Financial Services*

11:45 pm **Workgroups II: EPM / Business Planning**

1:00 pm **Preparation of the Next Finance Best Practice Workshop**

1:30 am **Lunch**

2:30 pm **Official End of Event**

