

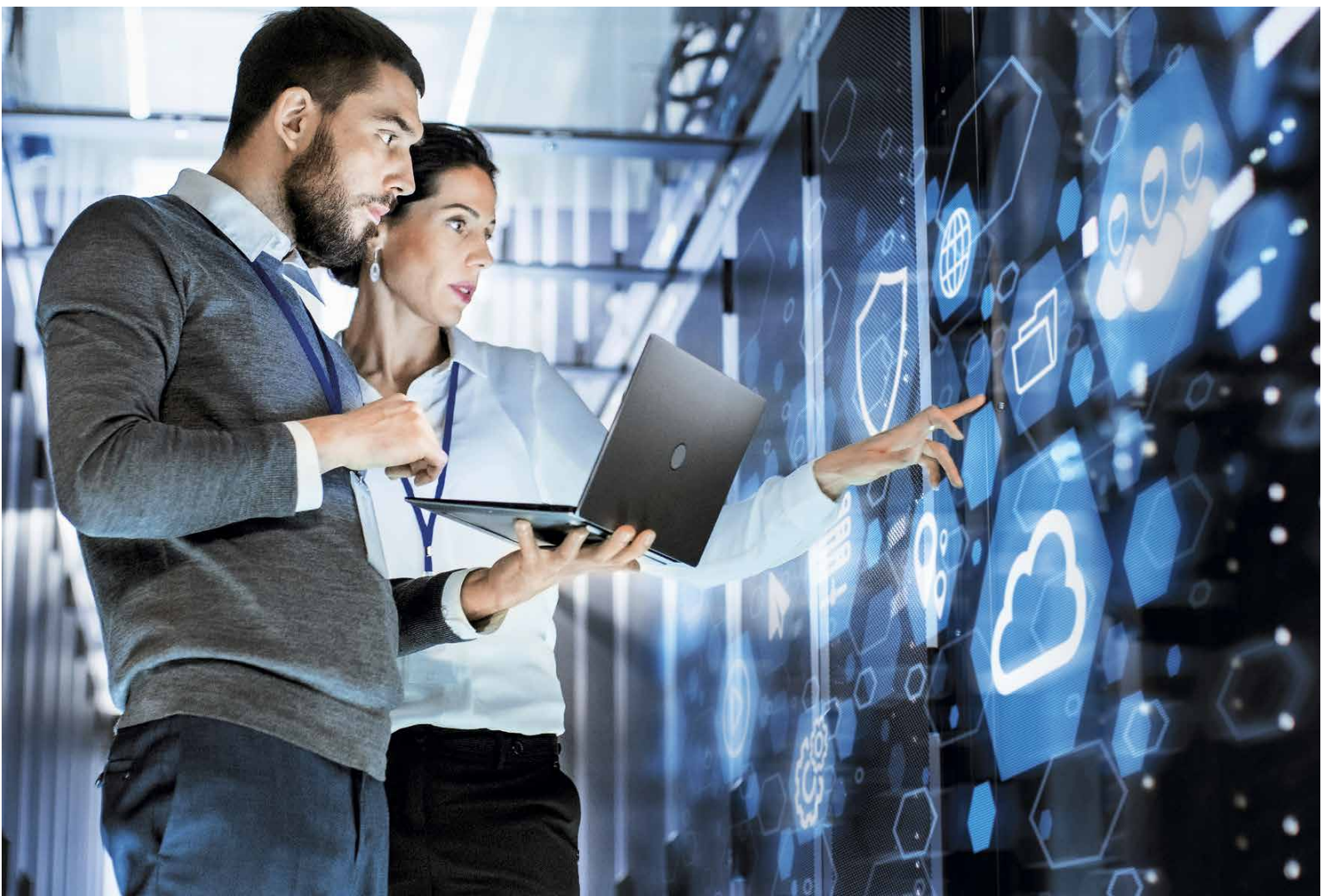
Schweizerische
Management
Gesellschaft

Leadership Excellence



Artificial intelligence in corporate management – applications in practice

SAP (Switzerland) AG



Best Practice Meeting

Tuesday, 14 May 2019, 1:00 pm–7:30 pm, Zurich

www.smg.ch/veranstaltungen

Programme

Tuesday 14 May 2019, 1:00 pm–7:30 pm, Zurich

- 1:00 pm Delegates arrive at SAP (Switzerland) AG
- 1:30 pm **Welcome by Urs Riedener**, Member of the SMG Executive Board, and **Michael Locher-Tjoa**, Managing Director of SAP (Switzerland) AG
- 1:50 pm **Speech by Mark Raben**, CTO Region Middle & Eastern Europe, SAP SE, and **Dr René Fitterer**, CTO SAP (Switzerland) AG: “Artificial intelligence meets the human brain – how the intelligent enterprise is becoming reality”
- Panel session with all speakers
Moderators: Urs Riedener and Michael Locher-Tjoa
- 3:00 pm Break
- 3:30 pm Guided tour in groups
– Machine learning in practice
– Intelligent enterprise control and automated finance processes
– How machine learning and artificial intelligence are making the customer experience smarter
– SAP Innovation Lab
- 5:30 pm **Speech by Rita Hörmann**, Web Project Manager D. Swarovski KG: “Image recognition @ Swarovski – using machine learning in the retail environment”
- 6:00 pm **Summary and outlook by Urs Riedener** and **Michael Locher-Tjoa**
Drinks reception hosted by SAP (Switzerland) AG
- 7:30 pm End of the event

Speakers



Urs Riedener

Member of the SMG Executive Board; CEO, Emmi Group, Emmi Management AG

After studying at the University of St. Gallen, Urs Riedener began his career with several marketing positions at Kraft Jacobs Suchard. From 1995 to 2000, he worked in a variety of management roles at Lindt & Sprüngli, both in Switzerland and elsewhere. Ultimately, he was National Sales Manager and a Member of Group Management for Switzerland. Until 2008, he was Chief Marketing Officer of the Migros Group and a Member of the Executive Board. In 2008, Urs Riedener became CEO of the Emmi Group and Chairman of the Board.



Michael Locher-Tjoa

Managing Director, SAP (Switzerland) AG

Michael Locher-Tjoa has headed SAP (Switzerland) AG as Managing Director since July 2018. His skills at have been at SAP's disposal since 2013: initially in Germany as Head of Automotive Sales for the automotive supply industry and from 2016 onwards as Head of Services Sales PCS (Process, Consumer Goods and Services Industries). He took on the role of COO at SAP Switzerland in October 2017, having previously held a number of management positions with IBM Germany. Michael Locher completed a degree in process engineering at Frankfurt University of Applied Sciences before studying business sciences at the Pforzheim University of Applied Sciences.



Mark Raben

CTO Middle & Eastern Europe, SAP SE

Mark Raben has been SAP SE's Chief Technology Officer since October 2017 and is responsible for the Central and Eastern European Region. Dutch by birth, he joined the company in 2001 and has been assigned to a number of management positions with SAP in the Netherlands and SAP SE since then. In his present role, he works closely with customers, partners and universities to support companies in transforming their business processes with new technologies. His team recently won the Hasso Plattner Founder's Award 2018 for the development of an "immersive experience" with a 360-degree view that demonstrates to customers how an intelligent enterprise can be run.



Dr René Fitterer
CTO, SAP (Switzerland) AG

René Fitterer has been Chief Technology Officer with SAP (Switzerland) AG since February 2017. Since moving to SAP Switzerland in 2010, he has performed a variety of roles in business development, most lately that of Head of Business Development & Value Engineering. In his role of Chief Technology Officer, he aims to enthuse customers about innovations with major potential and help them to draw the maximum value from new technologies and solutions. René Fitterer completed his PhD at the University of St. Gallen in the field of business informatics. He had previously taken a master's degree in the subject at the Karlsruhe University of Applied Sciences.



Rita Hörmann
Web Project Manager,
D. Swarovski KG

Rita Hörmann has worked at Swarovski since 2016. In her current role as Web Project Manager, she heads IT projects in the area of Documents, Media and Collaboration and is responsible for IT innovation projects related to image recognition, ML learning and other areas. Rita Hörmann was previously engaged in the e-business environment at Swarovski. She completed her studies in applied economics at the University of Innsbruck and in international business and management at the Kufstein University of Applied Sciences.

SAP (Switzerland) AG

SAP Switzerland, headquartered in Bienne, was formed in 1984 as a legally autonomous subsidiary of SAP SE. SAP Switzerland's business focus lies in the areas of sales, consultancy, training and marketing for SAP SE's product portfolio in Switzerland.

SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. SAP technologies for machine learning, the Internet of Things and advanced analytics technologies help turn more than 425,000 customers' businesses into intelligent enterprises. With a global network of customers, partners, employees and thought leaders, SAP helps global industry run better and improves people's lives.

Applications in practice



Machine learning in practice

With the SAP truck tour “The Intelligent Enterprise”, new technologies such as machine learning are literally taking to the highways. Revolutionary concrete examples of applications showcase what the latest technology could look like in every business life. Machine learning is already a reality today and often allows unimaginable levels of optimisation in automation and the user experience.



Intelligent enterprise control and automated finance processes

More and more of the CFO’s departmental functions are being transformed from operational, repetitive routines into real-time analyses, simulations and the provision of strategically relevant bases for decision making. Discover how machine learning, predictive analytics and intelligent process automation are changing the role of finance in the intelligent enterprise.



How machine learning and artificial intelligence are making the customer experience smarter

The issue of the customer experience – from the first contact with marketing to customer services and high customer satisfaction – is on everyone’s management agenda at the moment. It is revolutionising our entire consumer behaviour and even society. Experience three live scenarios in which artificial intelligence will enable new opportunities in sales, eCommerce and customer interaction in your company.



SAP Innovation Lab

Nowadays, we encounter the Internet of Things, blockchain and many other new technologies on a daily basis in a huge number of areas. Driving innovations on the basis of these technologies together with its customers and partners plays an enormous role for SAP. Examples from retailing will demonstrate ways for you to enter possible innovation processes efficiently.

Host

SAP (Switzerland) AG

Althardstrasse 80
8105 Regensdorf ZH, Switzerland
www.sap.ch

Registration and fee to cover cost

We kindly ask you to use the web form on our website **www.smg.ch** for your registration. The number of participants is limited. Registrations will be considered in the order in which they are received and in consideration of sector representation. Fee per person: CHF 250. A confirmation of registration and invoice will follow.

Kindly note that the registrations are binding. A representative from the company management may attend if the original registrant is unable to attend at short notice. We are obliged to invoice in the event of cancellations without a stand-in and no-shows.

Please note that photographs taken by our photographer will be displayed in SMG publications and on the SMG website.

Organiser

Swiss Management Association

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Arriving by public transport

Regensdorf ZH is very easy to reach by public transport. The No. 6 line on the suburban railway (S-Bahn) will take you from Zurich main station to Regensdorf ZH in around 20 minutes. It is only a few minutes' walk from the station to SAP.

Arriving by car

Motorway from **Bern/Basel**, at the Limmattaler-Kreuz junction (at Dietikon) follow St. Gallen/ Flughafen (Airport) and take exit 61 for Affoltern/ Regensdorf immediately after the Gubrist Tunnel. Then turn left towards Regensdorf.

From **Zurich city centre**, drive towards the airport, follow Bern/Basel at the Zürich-Nord interchange. Take exit 61 for Affoltern/Regensdorf (before the Gubrist Tunnel), then turn right towards Regensdorf.

Plenty of parking spaces are available in front of the SAP building. Please observe the car park signs.

SMG calendar 2019

SMG New Year Reception

Zurich, 28 January

New Silk Road – Chances and Challenges for Swiss Companies

Zurich, 27 February

Sonova AG

SMG General Meeting

Stäfa, 27 March

EPFL Innovation Park

Lausanne, 16 April

SAP (Switzerland) AG

Regensdorf, 14 May

IWC Schaffhausen

Schaffhausen, 5 June

Rivella AG

Rothrist, 18 June

56th SMG Forum

Zurich, 19 September

RUAG Space

Emmen, 29 October

Intellectual Property – A Challenge for Industry and Culture

Zurich, 18 November

