

CX Audience: Reasons to Attend InnovationX

EXPERIENCE.

Hear from our Customers....

Stage: Experience Economy

Making it real: Integrating experience management—and building it to evolve—with a Kinetic Enterprise approach- James Sharpe | Deloitte 10:30-10:50

Listen Up: Why music's effect on the brain can drive better experience and engagement for both customers and employees- Dr Julia Jones | Found in Music, Matt Champion | SAP 11:10-11:30

Staying relevant in the era of 'Everything Experience' Mukul Dixit | Accenture 12:30-12:50

The Future of Payments Nick Pedersen | NatWest Markets 13:30-13:50

More to come...

CONNECT.

Meet our Customers....

Customer Roundtables:

Yell Limited | 12:45 - 13:30

Yell is No.1 for managed digital marketing services for all types of local businesses in the UK, connecting consumers and businesses online.

Hear how Yell gained greater transparency over its customer processes from first contact to after-sales support.

***Solutions:** SAP Sales Cloud, SAP Service Cloud, SAP Commerce Cloud (S/4HANA scheduled for June 2020)*

Roundtables are informal, interactive discussions to learn, share and exchange experiences about SAP solutions in a small group.

Seats are limited and registrations must be made in advance of the event. Please contact your AE or Janice.Waugh@sap.com

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INSPIRE.

Visit our Show Worlds....

The Experience Economy: It's 2030 the FIFA World Cup final is being held at Wembley Stadium. See how businesses from around London have helped shape the greatest final ever, using innovative technologies to serve and grow the influx of tourists and customer.

Technologies: Customer experience, Qualtrics, SAP SuccessFactors, SAP Fieldglass, Analytics, SAP Cloud Platform

Your Business. Better. Smarter. Faster: Welcome to our show world where your company is busy exploring the UK's sustainable energy market. The opportunity is huge, the reality is complex. Can you sort purchase intent from lip service? Can you use listening tools to gain competitive advantage? How do you react to real world problems in real time? How will you lead British Sustainable Fuel to success?

Technologies: Customer Experience, SAP SuccessFactors, SAP Fieldglass, S/4HANA, Finance, Digital Boardroom

Business with purpose What if you could help address some of the biggest issues in society today – deforestation, global warming, slave labour – whilst benefitting consumer interests and business objectives? What if technology enabled your consumers to buy ethically, and you to understand their preferences, reduce waste and provide a better service?

Technologies: Customer Experience, SAP Cloud Platform, SAP Analytics Cloud & Digital Boardroom S/4, Plastics Sourcing / Ariba, Zero Food Wastage Retail Solution, Blockchain

Growth Through Disruption A journey around the world and through time. This is the story of a small, family-owned food manufacturer as they grow their business, embrace technology, and use social media to highlight environmental standards and measure consumer perception of those standards.

Technologies: Customer experience, Qualtrics, S/4HANA, Digital Core, Machine Learning, SuccessFactors, Concur, Fieldglass

SAP Customer Experience

PLUS LOTS MORE....

- **More Sessions:**
 - Shaping our Future *Susan Yell | Warburtons*
 - The Road to Zero *Julian Hunt | Coca-Cola European Partners GB Ltd*
- **Meet our Experts**
- **Engage with our Partners**
- **Qualtrics Dream Team**
- **Enjoy a Live Performance from Rag'n'Bone Man**

We look forward to seeing you there!

[View the full agenda](#)