



Welcome to the

International Retail Forum 2023









The leading event for Best Practices in Digital Transformation for Retail

26. - 27.10.2023 - Frankfurt



International Retail Forum – Day 1






Main Stage - Thursday, 26th October

08:45		Welcome	M. Niestroy & S. Binkowski Managing Partners & VP Retail & Wholesale Advisory	09:00
09:00		Keynote - How to meet challenges in the future of retail?	Achim Schneider Global Head of Retail IBU	09:45
09:45		Migros' S/4HANA transformation journey successfully leveraging the scaled agile framework	Martin Koch Head of Program Management EIGER	10:30
10:30		Networking Break		11:00
11:00		Beyond 2025 - A Digital Transformation of SAP	Gordon McCoy Head of Digital Customer Products	11:45
11:45		Merchandise Planning in a Luxury Department Store	Erik Rasmussen Head of SAP & Data Analytics	12:30
12:30		Networking Break / Lunch		14:00
14:00		Deploying retail solutions store Apps on mobile devices for online & offline use across 1000+ stores	Dirk Mühlhäuser & Alexander Illenseer Head of Retail IT & Product, Portfolio Manager	14:45
14:45		Co-development project with SAP on Allocation Management	Kim Roving Kraglund Senior Manager, IT Process Alignment	15:30
15:30		Networking Break		16:00
16:00		Intelligent Promotions - how to optimise complex promotion planning and execution processes	Ine Seidel & Alexandra Bragdoll Application Specialist SAP PMR & BPO of Promotions at Dagab	16:45
16:45		Customer Roundtable hosted by SAP - How customers & SAP meet challenges in the future of retail	Stefan Binkowski VP Retail & Wholesale Advisory	17:20
17:20		Close		17:30
18:30		Networking Event		23:00



International Retail Forum – Day 2

Main Stage - Friday, 27th October







08:45		Welcome	Michael Niestroy Managing Partner retailsolutions	09:00
09:00		Coop's journey to the Industry Cloud	Stefan Gempp Head of IT Processes Merchandise Management ACES	09:45
09:45		Migrating to SAP S/4 HANA with minimal business impact	Nikolaj Bay Rasmussen & Thomas Greve Senior Enterprise Architect & Director, Enterprise Process Architect	10:30
10:30		Networking Break		11:00
11:00	Axfood	Driving competitive advantages and customer satisfaction with a new assortment planning solution for category management	Anna Ihme & Lars Nordqvist Application Specialist, Assortment Solution & SME Assortment Mgmt. & Analytics Ed Bullen Head of CC Customer at retailsolutions	11:45
11:45		SAP S/4 transformation at Holy Fashion Group: how to change processes, bits, and brains	Chris Remspecher Director Business Solutions	12:30
12:30		Networking Break / Lunch		13:30
13:30		The World of Duty Free - How SAP CAR helps Dufry achieve real business results	Federico Bortolotti Global IT ERP Head	14:15
14:15		Keynote DFKI - Artificial Intelligence for Retail - A View from Research into the Future	Professor Antonio Krueger Prof. for Computer Science & CEO German Research Centre for AI	15:00
15:00		Close		15:15



International Retail Forum – Day 1 Breakout Sessions

Breakout Stage - Thursday, 26th October

Skyline I







09:45		Navigating the New Retail Reality: A Deep Dive into SAP Order Management	Pano Papadopoulos Business Development Lead Consumer Industry Cloud MEE	10:30
10:30		Networking Break		11:00
11:00		From Student Prototype to SAP's Retail Market Marvel: The Inspiring Journey of SAP Customer Checkout	Robert Zieschang General Manager	11:45
11:45		Leveraging SAP Emarsys in an integrated SAP Retail environment to drive loyalty and customer engagement	Simona Kapceviute SAP Emarsys Architect	12:30
12:30		Networking Break / Lunch		14:00
14:00		How custom code automation accelerates and de-risks your path to S/4HANA and a clean SAP core	Arndt Hoffmann Chief Customer Officer	14:45
14:45		Addressing retail-specific challenges - How to convert large data volumes risk-free with SNP	Michael Horn & Harald Schmidt Kleeßen Head of Partner Management & Key Account Manager Sales Germany	15:30
		Networking Break		16:00
16:00		An update on SAP's industry cloud portfolio for Predictive Planning and Inventory Optimization: Status and Roadmap	Erik Pohland Product Manager – Predictive Planning & Inventory Orchestration	16:45



International Retail Forum – Day 1 Breakout Sessions

Breakout Stage - Thursday, 26th October

Skyline IV






09:45		Finding the needle in the haystack: Analysing & visualising SAP UDF forecast accuracy in large data volumes	Karl Bend & Priten Sikotra Head of CC Intelligent Replenishment & Senior Retail Consultant	10:30
10:30		Networking Break		11:00
11:00		Lessons learned, challenges and opportunities for logistic processes on Migros' S/4HANA transformation journey with the scaled agile framework (SAFe)	Kasia Diem Technology Partner Logistic & Product Owner Logistic & Production	11:45
11:45		Modern Cloud ERP for small and medium-sized Retailer - SAP S/4HANA Cloud for retail, fashion and vertical business, public edition	Dani Khalaf VP Industry Business Unit Retail Anne Kessler & Florian Kraus Cloud Architect & Managing Partner at retailsolutions	12:30
12:30		Networking Break / Lunch		14:00
14:00		Maximize Profits: State-of-the-Art Agreement Management & Vendor Funds	Stefan Hilger & Nikolas Heitkamp Member of the Executive Board & Customer Success Manager	14:45
14:45		Using LowCode to increase the usage of your SAP systems	Patrick Peper Senior Channel Sales Manager DACH Moritz Orth Head of CC RMM & Instore Apps at retailsolutions	15:30
		Networking Break		16:00
16:00		Transition from SAP F&R to UDF and Replenishment Planning	Tim Sutor Head of IT Processes Merchandise Management - Store	16:45



International Retail Forum – Day 2 Breakout Sessions

Breakout Stage - Friday, 27th October

Skyline I






09:00		Addressing retail-specific challenges - How to convert large data volumes risk-free with SNP	Michael Horn & Harald Schmidt Kleeßen Head of Partner Management & Key Account Manager Sales Germany	09:45
09:45		Leveraging SAP Emarsys in an integrated SAP Retail environment to drive loyalty and customer engagement	Simona Kapceviute SAP Emarsys Architect	10:30
10:30		Networking Break		11:00
11:00		How custom code automation accelerates and de-risks your path to S/4HANA and a clean SAP core	Arndt Hoffmann Chief Customer Officer	11:45
11:45		From Student Prototype to SAP's Retail Market Marvel: The Inspiring Journey of SAP Customer Checkout	Robert Zieschang General Manager	12:30
12:30		Networking Break / Lunch		13:30
13:30		Master Data Quality: Leveraging AI & Machine Learning to improve data quality and reduce errors	Andreas Mohr Senior Development Consultant	14:15



International Retail Forum – Day 2 Breakout Sessions

Breakout Stage - Friday, 27th October

Skyline IV

09:00		Modern Cloud ERP for small and medium-sized Retailer - SAP S/4HANA Cloud for retail, fashion and vertical business, public edition	Dani Khalaf VP Industry Business Unit Retail Anne Kessler & Florian Kraus Cloud Architect & Managing Partner at retailsolutions	09:45
09:45		An update on SAP's industry cloud portfolio for Predictive Planning and Inventory Optimization: Status and Roadmap	Erik Pohland Product Manager – Predictive Planning & Inventory Orchestration	10:30
10:30		Networking Break		11:00
11:00		Using LowCode to increase the usage of your SAP systems	Patrick Peper Senior Channel Sales Manager DACH Moritz Orth Head of CC RMM & Instore Apps at retailsolutions	11:45
11:45		Maximize Profits: State-of-the-Art Agreement Management & Vendor Funds	Stefan Hilger & Nikolas Heitkamp Member of the Executive Board & Customer Success Manager	12:30
12:30		Networking Break / Lunch		13:30
13:30		Navigating the New Retail Reality: A Deep Dive into SAP Order Management	Pano Papadopoulos Business Development Lead Consumer Industry Cloud MEE	14:15