

出國報告（出國類別：國際會議）

SAP 大學聯盟歐洲區學術研討會
21st SAP Academic Conference EMEA Sept. 5-9
in Potsdam, Germany

服務機關：企管系

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派赴國家：德國

出國期間：105 年 9 月 5 日至 9 月 9 日

摘要

管院 ERP 中心自 1998 年起即致力於推動 SAP ERP 在校內及全國大專校院的教學，並且在 104 年正式與 SAP 簽約成為 SAP 全世界四所學校之一的學術能力中心(ACC)。而 SAP 大學聯盟(以下簡稱 SAP UA)每年舉辦三次的學術研討會，旨在提供 SAP UA 的成員研習有關 SAP 未來策略方向的議題，以及學習如何有效利用 SAP UA 所提供的豐富資源，以促進學生達成學術成就和職涯發展，研討會當天更有許多議題，如：SAP Next-gen、S/4 HANA、Industry 4.0 等，藉此提供世界各地教授互動機會，深入了解 SAP 最新技術及服務。

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壹、目的

SAP 每年分三個地區舉辦大學聯盟(University Academic)的學術研討會,其中的兩場(EMEA 及美洲區)會另外舉行 UCC&ACC manager meeting,中央大學於 2014 年與 SAP 簽約,加入成為 SAP 四個 ACC(Academic Competence Center)之一,也因此每年須參加兩次它在歐洲及美洲區的 ACC 經理人會議,此次會議為歐洲區學術研討會。

貳、過程

今年度 SAP UA 首次於中央大學辦理亞太及日本區學術研討會，超過 19 個國家，179 個亞太及日本地區相關領域國際學者來台共同參與，不僅為中大增加了許多國際曝光度，也奠定了中大在 SAP UA 中 ACC 學術能力中心的地位；而除了亞太及日本區外，每年定期會辦理一次歐洲區及美洲區的學術研討會，同時會辦理全球 UCC&ACC manager meeting，除了分享 SAP 新知外，也與其他各地區經理人報告中大執行 ACC 的近況。

今年度中央大學不僅首次承辦亞太區學術研討會，更與 SAP UA 攜手打造全台唯一的「SAP Next-Gen 人才創客空間」，6 月 22 日在中央大學管理學院揭幕啟用。此舉顯示雙方對次世代人才的重視和培養，也希望結合 SAP 強大的生態系，創造中央大學師生更大的應用價值。此舉也將讓在台灣以及亞太地區的企業，透過組織催生更多創新種子發芽。另一方面，此舉也將促使中央大學師生和其他大專院校、SAP 創新專家、SAP 合作夥伴以及新創公司能夠多角緊密連結，協助加速進行數位轉型。



而此空間首次專案也由中央大學許秉瑜教授與日本駒澤大學（Komazawa University）的中繼光昭教授進行跨國合作。計畫內容以日本企業個案作為兩校學生研究主題，參與人員需提出具體辦法，使用系統改善企業營運，同時藉此專案增進學生專長，培養適於台灣、日本、中國大陸的跨國顧問人才。

而 ERP 中心目前於台灣也與超過 20 所公私立大專校院合作 SAP 聯盟計畫，並陸續推動台灣大專院校 SAP 教學及培養相關人才，每年開課數皆超過 30 門，選修人次逾 4000 人次。

因 SAP 目前主要推動之產品為結合傳統 ERP 及 Big data 功能的 S/4 HANA，ERP 中心也預計在 2017 年推動校內學生團隊，成為台灣首批學習 S/4 HANA 的學生，並結合目前業界專案導入，期望能結合次世代技術領先角色。

參、心得與建議

這次的 SAP 大學聯盟的國際會議，重點是數位轉型(Digital Transformation)。SAP 希望他的新技術能像它過去的 ERP 產品，在公司數位轉型的過程中，扮演重要的角色。中央大學 ERP 中心在這方面已有完整的規劃，我們首先在 2016 年 6 月成立 SAP 次世代技術實驗室(SAP Next-Gen Lab)，在這次的會議，我們與 SAP 總部的商討，如何引進他們次世代的技術，這部分的佈署，預計 2017 完成。2017 年九月，預計成立 SAP 次世代技術(包括, SAP HANA, Predictive Analytics, Lumina)的學生團隊，中大 ERP 中心期望在台灣 SAP 次世代技術，扮演領先的角色。

肆、附錄

Monday, September 5, 2016

Hasso Plattner Institute, HS1 (live session), HS2 (live streaming)

11:00 am	Optional tour of the historic Hasso Plattner Institute campus	
12:30 pm	Check in, networking, refreshments	
1:30 pm	Welcome to the Hasso Plattner Institute	Prof. Dr. Christoph Meinel , Scientific Director and CEO Hasso Plattner Institute
1:45 pm	Welcome from SAP	Dr. Bernd Welz , Executive Vice President and Head of Scale, Enablement Transformation, SAP SE
		Ann Rosenberg , Vice President and Head of Global SAP University Alliances and SAP Next-Gen Labs
2:00 pm	Key Trends	Dr. Tanja Rückert , Executive Vice President, Line of Business Digital Assests and Internet of Things
		Christian Klein , Chief Operating Officer & Controlling Officer, SAP SE & Benjamin Kayser , Senior Manager, Enterprise Analytics, SAP SE
		Prof. Dr. Helge Braun , State Minister at the Chancellery, Member of the German Bundestag
3:45 pm	Coffee break and networking	
4:15 pm	The Power of Design and the Right Network	Prof. Dr. Gesche Joost , Professor for Design Research, Berlin University of Arts, Head of Design Research Lab
		Prof. Dr. Helmut Krcmar , Chair for IS, Dept. of Informatics at Technische Universität München and Academic Director Exec. MBA Business & IT
5:15 pm	Reimagining Mobile Business Apps	Thomas Grassl , Vice President, Global Head SAP Developer Relations, SAP SE
5:55 pm	Wrap up	Ann Rosenberg , Vice President and Head of Global SAP University Alliances and SAP Next-Gen Labs
6:00 pm	Transfer to Filmpark	

6:30 pm Welcome

How digital transformation is disrupting the Media industry

Celebration of 15th Anniversary of the SAP University Competence Center at Otto-von-Guericke University Magdeburg

Announcement: University of Cape Town (UCT) is becoming the first Academic Competence Center location in Africa, supporting the Enterprise Systems Education for Africa (ESEFA) community, in a strong collaboration with the University Competence Center location at Otto-von-Guericke University Magdeburg, Germany.

Dinner/Visionary Award Ceremony

Disruption in the Lottery Industry

Special surprise event...be sure to stay for the full evening at Filmpark!

11:00 pm Departure Shuttle Busses

Dr. Bernd Welz, Executive Vice President and Head of Scale, Enablement Transformation, SAP SE and **Ann Rosenberg**, Vice President and Head of Global SAP University Alliances and SAP Next-Gen Labs

Richard Whittington, Senior Vice President - Media and Entertainment, Industry Cloud Solutions, SAP

Prof. Dr. Klaus Turowski, and **Stefan Weidner**, University Competence Center at Otto-von-Guericke University Magdeburg

Prof. Lisa Seymour and **Gwamaka Mwalemba**, University of Cape Town

Ryan Brack, Senior Vice President, Mercury LLC; **Hansjörg Höltkemeier**, President, The European Lotteries; and **Dr. Assaf Avrahami**, CEO, PayMax

Tuesday, September 6, 2016

University of Potsdam, Check In Building 6, Lecture Hall HS5

7:30 am	Check In	
8:00 am	Welcome to the University of Potsdam	Prof. Dr. Robert Seckler , Vice President Research, University of Potsdam
8:15 am	SAP University Alliances innovation network in EMEA	Ann Rosenberg , Vice President and Head of Global SAP University Alliances and SAP Next-Gen Labs Dr.- Ing. Jürgen Müller , Chief Innovation Officer, SAP SE Dr. Matthias Uflacker , Chair Representative at the chair of Prof. Dr. Hasso Plattner , Hasso Plattner Institute
9:30 am	SAP University Alliances external networks	Prof. Dr. Key Pousttchi , SAP Endowed Chair for Business Informatics and Digitalization, University of Potsdam
10:00 am	Coffee Break	Meet the experts and partners in the Expert Labs
10:30 am	SAP University Alliances external networks (continued)	Marjan Mohsenin , Director of Strategic Relations, Singularity University
11:15 am	SAP University Alliances external networks/ Skills Needed for the SAP University Alliances Academic innovation network	Prof. Dr. Larry Leifer , Founding Director, Center for Design Research, Stanford University
12:00 pm	LEARN: Skills for the SAP University Alliances innovation network	Stefan Weidner (UCC Magdeburg) and Dr. Harald Kienegger (UCC TUM) together with Dr. Kristof Schneider (SAP University Alliances)
12:40 pm	Executive Wrap-up	Ann Rosenberg , Vice President and Head of Global SAP University Alliances and SAP Next-Gen Labs
12:45 pm	Lunch Break	Meet the experts and partners in the expert labs area
2:00 pm	Expert Sessions	
3:30 pm	Coffee break and Networking	
4:00 pm	Expert Sessions	
5:30 pm	Closing	
6:30 pm	Optional: Evening Event at Innovation Center Network hosted by Dr.- Ing. Jürgen Müller (Chief Innovation Officer at SAP) and his global leadership team	

UA/UCC/ACC Manager Meeting

AGENDA DAY I – SEPTEMBER 7TH, SAP INNOVATION CENTER POTSDAM, Room Palo Alto



Time	Topic
9:00 – 9:25 a.m.	Welcome & Short introduction round
9:25 – 10:30 a.m.	Strategy 1: Introduction of University of Capetown as new ACC for sub-Sahara Africa (Lisa) Strategy 2: SAP University Alliances Strategy Update (Kristof & Daniel) • SAP University Alliances innovation network • SAP Next-Gen • SAP Next-Gen Labs • SAP Next-Gen Consulting • SAP Next-Gen Innovation Tours (formerly called incubator trips) • UA offerings for executive education
10:30 a.m. – 11:00 a.m.	Break/Networking
11:00 a.m. – 12:30 p.m.	Learn 1: GBI on S/4 HANA (Kris, all) • Update S/4 Introduction (Kris, Harry) • GBI on S/4 HANA (Kris, Harry, Stefan) • The digital transformation of GBI (Harry)
12:30 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 3:00 p.m.	Learn 2: Update Learning Hub, academic edition & student edition (Kris, Education colleagues, all) Learn 3: SAP Cloud Solutions@UA (Kris, All) • General Set-up • SAP Business Objects Cloud offering for SAP UA • Business One Offering for Latin America and APJ region
3:00 p.m. – 3:30 p.m.	Break/Networking
3:30 p.m. – 5:00 p.m.	Legal 1: UCC/ACC Contract Status and Privacy Statement (Daniel, all) Learn 4: TERP10 Update (Harry)