

# 17th CFO Roundtable

CFO 2012: Preparing the Organization for New Frontiers

July 5–6, 2012

Munich, Germany





# About

**CFO Roundtable**  
July 5–6, 2012, Munich, Germany

The CFO Roundtable is an integral part of the Executive Value Network, a business community of practice for the CFOs of SAP's strategic customers that supports their journey to become best-run businesses. The roundtable is organized and run by the Executive Value Network team.

During this event, customers learn from one another's transformation journeys so they can do what they do best – even better. Since inception in 2004, several hundred executives have participated in our roundtables and workshops.

The events and discussions do not focus on software implementations but the broader business transformations that executives drive – current trends and market forces impacting growth and risk, how to set up an effective and efficient organization to drive innovation, how to further streamline processes, how to develop talent in alignment with the business strategy, and finally, how to make the best use of analytical information in that context.

The network is a highly effective platform for an open exchange about what works and what does not in practice. More information is available at [www.sap.com/solutions/business-suite/fbpn](http://www.sap.com/solutions/business-suite/fbpn).

# *Welcome*

Dear Sir or Madam,

The CFO has emerged as one of the most important functions within the organization – more so after the global economic crisis. As we are now entering a phase of continuing risk, volatility, and uncertainty, with a possible double-dip looming on the horizon, the role of the CFO is becoming even more critical to shaping the company and preparing it for the future.

The European sovereign debt crisis, the uncertain future of the euro zone, and a still unstable global financial system and uncertain regulatory environment, combined with long-term structural transformation in many industries and in the global economy, create an environment of accelerated change that not many current business leaders have experienced before. You as CFOs have to face up to these challenges and arm the company for new frontiers. You are required to rethink the role of finance in the organization and accelerate the process of transforming finance successfully by applying concepts, approaches, and tools that help “make it happen.”

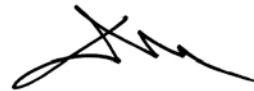
Please join us in Munich to enjoy some lively discussions and good networking opportunities with your peers. We would be delighted to have you participate in jointly developing a shared understanding of best practices in preparing the organization for new frontiers.

Sincerely,



Phillip Booth

Vice President and  
Head of Executive Value Network, SAP



Jürgen H. Daum

Chief Solution Architect,  
Executive Value Network, SAP



Holger Reichardt

Chief Solution Architect,  
Executive Value Network, SAP



Ines Luther-Wallrabenstein

Business Solution Architect,  
Executive Value Network, SAP

# Agenda

**CFO Roundtable**  
**Thursday – July 5, 2012**

---

From 12:30 - 13:30      **Enjoy a Networking Reception** (Including a Finger-Food Lunch)

---

13:30      **Welcome – Introduction to the 17th CFO Roundtable**  
Phillip Booth, VP, Head of Executive Value Network, SAP

---

13:45      **CFO 2012: Preparing the Organization for New Frontiers**  
Jürgen H. Daum, Chief Solution Architect, Executive Value Network, SAP

---

14:30      **Introduction of Participants – Accelerate Networking**  
All participants give a short overview of their current issues and projects

---

15:00      **Challenges and Opportunities of the Financial Industry**  
Stefan Krause, CFO, Deutsche Bank

---

16:00      **Enjoy a Refreshment Break**

---

16:30      **Appetite for Growth at Arla Foods/ Navigating in a Volatile World**  
Frederik Lotz, Group CFO and EVP, Arla Foods

---

17:30      **Growth Market India: Opportunities, Risks and CFO Challenges**  
Dr. Jörg Matthias Großmann, CFO, Freudenberg Chemical Specialities and Regional Representative for India, Freudenberg Group

---

18:30      **Enjoy Munich, the Evening Event, and the Gala Dinner**

---

**Dinner Speech:**  
**Can you Make High Return in a Volatile World of Low GDP?**  
Michael Phillips, Member of the Executive Committee, Apax Partners

# Agenda

**CFO Roundtable**  
**Friday – July 6, 2012**

- 
- 8:30                      **Finance as Co-Pilot in a Volatile Environment:  
Integration of Risk Management and Planning**  
Dr. Wolfgang Henle, VP Controlling and Risk Management, Austrian Airlines
- 
- 9:30                      **Danone's Road of Sustainability via Efficient Use of Resources:  
Why, Business Case, and Role of Finance**  
Laura Palmeiro, Finance Director, Danone Nature
- 
- 10:30                     **Refreshment Break**
- 
- 11:00                     **Discussion:  
Preparing the Organization for New Frontiers – Role of Finance**  
Moderator: Jürgen H. Daum, SAP
- 
- 12:00                     **Technology-Enabled Business Innovation for Value Creation:  
How to Kick It Off and Get Businesspeople and Technologists  
to Work Together**  
Phillip Booth, SAP;  
Dirk Treusch, Head of Value Engineering DACH, SAP
- 
- 13:00                     **Preparation for Next Roundtable – Closing Remarks**
- 
- 13:30                     **Networking Lunch**
- 
- 14:30                     **End of the Event**

# Information

## **Contact**

For any further questions regarding content, agenda, or logistics, please do not hesitate to contact:

Ines Luther-Wallrabenstein  
Business Solution Architect  
T +49 6227 7-60782  
M +49 160 360 3610  
E [ines.luther-wallrabenstein@sap.com](mailto:ines.luther-wallrabenstein@sap.com)

## **Hotel and Meeting Location**

Hotel Vier Jahreszeiten Kempinski  
Maximilianstraße 17  
80539 Munich, Germany  
T +49 89 2125 0  
F +49 89 2125 2000  
E [reservations.vierjahreszeiten@kempinski.com](mailto:reservations.vierjahreszeiten@kempinski.com)  
[www.kempinski.com/de/munich](http://www.kempinski.com/de/munich)

## **Registration, Logistical Information, and Agenda**

Please accept our invitation by responding to the online registration form at [www.sap.com/solutions/business-suite/fbpn/cfo\\_munich](http://www.sap.com/solutions/business-suite/fbpn/cfo_munich) or by contacting Ines Luther-Wallrabenstein.

## **Please Note**

The participation in this roundtable meeting – including the event-related catering functions – is free of charge; but individual travel expenses, accommodation, and incidentals must be covered by the participants themselves.

## **Dress Code**

Dress is business for the conference and business casual (without tie) for the evening event.





© Copyright 2012 SAP AG. All rights reserved.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

SAP "How-to" Guides are intended to simplify the product implementation. While specific product features and procedures typically are explained in a practical business context, it is not implied that those features and procedures are the only approach in solving a specific business problem using SAP NetWeaver. Should you wish to receive additional information, clarification or support, please refer to SAP Consulting.

Any software coding and/or code lines / strings ("Code") included in this documentation are only examples and are not intended to be used in a productive system environment. The Code is only intended better explain and visualize the syntax and phrasing rules of certain coding. SAP does not warrant the correctness and completeness of the Code given herein, and SAP shall not be liable for errors or damages caused by the usage of the Code, except if such damages were caused by SAP intentionally or grossly negligent.

#### Disclaimer

Some components of this product are based on Java™. Any code change in these components may cause unpredictable and severe malfunctions and is therefore expressly prohibited, as is any decompilation of these components.

Any Java™ Source Code delivered with this product is only to be used by SAP's Support Services and may not be modified or altered in any way.