Register by Feb. 26 and SAVE $100

Pre-conference labs, orientation, networking, and foundational sessions

Attend 3-hour pre-conference tutorials for a deep dive into the functionality, requirements, usage scenarios, and process optimization techniques for specific Business Objects technologies you may be evaluating, implementing, or optimizing. Visit hands-on labs for real-world training on Business Objects solutions such as Xcelsius, Crystal Reports, and Web Intelligence. Gain comprehensive and foundational knowledge to better understand and benefit from the lessons and advice offered throughout the main conference.

Main Conference • February 28 - March 2, 2012

BusinessObjects Bootcamp Core Curriculum — Page 11
- SAP BI strategy and what it means for BusinessObjects customers
- Special Assembly: I don’t have SAP — What’s in it for me? Innovations and future directions that matter most to Business Objects customers
- SAP BusinessObjects BI 4.0 solution portfolio: Picking the right tool for the job
- SAP BusinessObjects Dashboards 4.0: Capabilities, requirements, and architectural considerations
- SAP BusinessObjects Web Intelligence — Empower your business users with ad hoc reporting
- Rapid-fire panel discussion: Frequently asked questions about Business Objects initiatives
- What’s new in SAP Crystal Reports for SAP BusinessObjects BI 4.0?
- Take your information with you: A guide to mobile BI technology from SAP BusinessObjects
- An in-depth look at recent enhancements and capabilities in SAP BusinessObjects enterprise information management 4.0
- What every Business Objects customer needs to know when upgrading to the new SAP BusinessObjects BI 4.0 release
- A guide to the BusinessObjects SDKs: Choosing the right path
- Making SAP work for you: How Business Objects customers can glean the most value from SAP

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- A new look at universe design with the information design tool in SAP BusinessObjects BI 4.0
- A trainer’s “cheat sheet”: Everything you need to know to drive user adoption of SAP BusinessObjects BI 4.0
- Audit techniques to accurately track report, server, and universe usage
- Business Objects Expert LIVE: BusinessObjects Web Intelligence and Voyager: When should you use each?
- Case study: Breakthroughs in Crystal Reports performance at Service Corporation International
- Case study: How Dell customized Xcelsius dashboards for improved customer and business relationships
- Case study: How Intuit avoids self-service chaos by restructuring audit data
- Case study: How Intuit empowers end users and optimizes ad hoc reporting through smarter universe design
- Case study: How Intuit streamlines compliance and reimbursement processes with Business Objects publications functionality
- Case study: National Life Group’s approach to improving the quality of data that feeds its reports and dashboards
- Ensuring a successful SAP BusinessObjects Explorer deployment — A systems perspective
- Getting down to the source: An inside look at the various Business Objects BI data connectivity options
- Getting more with what you already have: Using Crystal Reports for more than just relational database reporting
- Guidelines to secure and personalize your BusinessObjects universes
- Hands-on lab: Best practices for Business Objects universe design
- Customer discussion forum: Meet the gurus behind the Business Objects Board
- Customer discussion forum: Universe design best practices to adopt — and worst practices to avoid
- Lessons for taking the complexity out of managing change requests in universes
- Providing multi-level, “cubed” analysis capabilities within an Xcelsius dashboard
- Step-by-step guidelines to formulate a high availability strategy for your Business Objects landscape

For more information and to register, visit www.BusinessObjects2012.com or call BusinessObjects Expert at +1-781-751-8700
NEW! Column5 EPM Education Center

Column5 EPM Summit content will be presented at the Column5 EPM Education Center during BusinessObjects Bootcamp

Column5 Consulting is pleased to announce that it will be hosting the Column5 EPM Education Center in partnership with Wellesley Information Services, publisher of SAPinsider magazine and producer of SAPinsider events. Don’t miss this exciting opportunity to attend the Column5 EPM Education Center, focusing on the SAP® BusinessObjects™ enterprise performance management (EPM) product suite including BPC.

Admission to the Column5 EPM Education Center is now available for FREE when you register to attend BusinessObjects Bootcamp.

The Column5 EPM Education Center sets the industry standard in quality curriculum, with over 35 sessions of course content developed by top field experts on SAP products and delivered in a variety of formats including:

• Live product demonstrations
• Customer case studies
• Roundtables
• Panel discussions

• Moderated networking sessions
• Special invitation-only programs
• Special sessions presented by thought-leaders and industry luminaries

Column5 was founded in 2005 by key parts of the team that made OutlookSoft an international success. The company was formed to fulfill a need for a consulting partner that could bridge the gap between the software provider and pure implementation contractors. We are proud of our position as the largest SAP BusinessObjects dedicated Enterprise Performance Management (EPM) partner. A great deal of the knowledge base and expertise around SAP BusinessObjects EPM sits with Column5 and we ensure our clients have full access to this.

For more information and to register, visit www.BusinessObjects2012.com or call BusinessObjects Expert at +1-781-751-8700
Educational and networking opportunities

**Educational sessions and forums**
Expand your skills and knowledge by learning from top Business Objects experts, independent consultants, and your industry counterparts. BusinessObjects Bootcamp offers sessions that will show you how to get the most out of the Business Objects functionality you already own, as well as assess and evaluate new solutions.

**Jumpstart Day – Hands-on labs and workshops**
Special three-hour, pre-conference sessions and labs hosted on Monday, February 27, offer you the opportunity to explore new trends and strategies, fortify your understanding of critical SAP technologies and solutions, and enhance your learning experience at the main conference.

**Ask-the-experts**
Sit down one-on-one with leading experts to ask questions and get detailed, authoritative answers. Build on what you learn in the breakout sessions, and get insights you can apply at your own organization.

**Customer discussion forums**
Hear about your peers' projects, challenges, and ongoing initiatives. Benefit from the insights of a moderator who is a topic expert and who will also facilitate discussion. Hear “war stories” and gain “how-to” information and techniques that have worked for other companies.

**Customer-led case studies**
Take away best practices and methodologies taught by the companies that practice them. Learn from highly experienced BusinessObjects customers to solidify your own strategies and tactics. Build a network of peers you can call on for years to come.

**BusinessObjects Expert LIVE forums**
These popular forums offer attendees the opportunity to meet leading authors from the BusinessObjects Expert knowledgebase and discuss topics from recent articles. Follow the framework of the article as the author guides you through the most important parts. You’re not just a reader — you’re a participant.

**Evening receptions**
Interact with the best and the brightest minds working with Business Objects software. The people you meet here share the same challenges — they are peers you will stay in touch with and look to for guidance well after the conference is over. Network with leading vendors to learn more about solutions and services that complement your Business Objects landscape.

**Co-located events**
BusinessObjects Bootcamp is hosted with Administration & Infrastructure 2012, Mobile 2012, and Cloud & Virtualization 2012. Registration at one conference admits you to all four events. It’s a perfect opportunity to educate your entire team.

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**Business Objects tools covered at this conference include:**
- SAP BusinessObjects BI 4.0
- BPC
- Xcelsius
- Crystal Reports
- Desktop Intelligence
- Web Intelligence
- Information Design Tool
- SAP BusinessObjects Explorer
- SAP BusinessObjects EIM 4.0
- SAP BusinessObjects Analysis
- SAP HANA

**BI principles and strategies covered at this conference include:**
- Aggregates
- Analytics
- Auditing
- Administration
- Implementations and upgrades
- Change management
- Context prompting
- Dashboards
- Data cleansing
- Data migration
- Data modeling
- Data quality
- Data services
- Extraction, transformation, and loading (ETL)
- Governance
- Integration
- On-demand and mobile BI
- Power user programs
- Query browser connector
- Queries
- Reporting
- Report distribution
- Report publishing
- Web Intelligence
- Security
- Universe design

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Advance your career and keep your certification current. Earn 37 CPE credits by attending sessions offered at BusinessObjects Bootcamp. No prerequisites are required.*

The National Association of State Boards of Accountancy (NASBA) awards CPE credits in:

- Business Management and Organization
- Computer Science
- Finance
- Specialized Knowledge and Applications

*Attendees must have a basic knowledge of an SAP system, and an understanding of the BusinessObjects function in an organization.

SAPinsider is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. If you have any concerns or complaints, please contact customer service at +1-781-751-8700.

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For more information and to register, visit [www.BusinessObjects2012.com](http://www.BusinessObjects2012.com) or call BusinessObjects Expert at +1-781-751-8700
Join us for Jumpstart Day — Monday, February 27

Jumpstart Day offers a hands-on learning experience, as well as comprehensive three-hour sessions that enable you to:
- Fortify your understanding of critical technologies and solutions
- Explore new trends and strategies
- Enhance your learning experience at the main conference
- Increase your skills and proficiency with Business Objects technologies

By registering for Jumpstart Day, you can:
- Attend any Jumpstart Day sessions of interest to you
  - Pre-registration is required for hands-on labs to assure a seat
- Benefit from expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Receive exclusive Jumpstart Day take-home materials containing the material from all the day’s presentations and labs
- Participate in a networking lunch with other Jumpstart Day attendees

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### Jumpstart Day Sessions

**Morning sessions • 9:00 am – 12:00 pm**

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**Lunch • 12:00 pm – 2:00 pm**

**Afternoon sessions • 2:00 pm – 5:00 pm**

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For more information and to register, visit [www.BusinessObjects2012.com](http://www.BusinessObjects2012.com) or call BusinessObjects Expert at +1-781-751-8700
### Lessons for preparing, deploying, and optimizing SAP BusinessObjects Business Intelligence 4.0

**Jason Rose and Ty Miller, SAP**

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This three-hour session provides a comprehensive overview of critical factors that must be identified and addressed when considering or executing an SAP BusinessObjects Business Intelligence 4.0 implementation or upgrade. Discuss core questions every organization should ask itself prior to beginning, upgrading, or adding new functionality to a BI landscape, including architectural requirements for running SAP BusinessObjects BI 4.0.

- Learn what steps you need to take in your existing SAP or SAP BusinessObjects environment to prepare for an upgrade to SAP BusinessObjects BI 4.0 — from a technical, operational, and end-user perspective
- Ask questions directly to SAP about recent changes to SAP BusinessObjects BI products, including SAP BusinessObjects Dashboards (formerly known as Xcelsius)
- Step through a demo that shows how the new common semantic layer enables faster and more efficient access to both SAP and non-SAP data sources
- Receive system diagnosis and monitoring techniques for enhancing the scalability and performance of your SAP BusinessObjects BI 4.0 solutions
- Examine improved integration capabilities between SAP BusinessObjects BI solutions, SAP NetWeaver BW, and SAP Business Suite applications
- Learn how to leverage the new SAP BusinessObjects Analysis client to more efficiently analyze SAP NetWeaver BW and other OLAP data sources on the Web and in Microsoft Office
- Gain insight into SAP's vision and strategy for in-memory computing — including SAP HANA — and hear how it impacts existing SAP NetWeaver BW customers and the SAP data warehousing roadmap
- Leave this session with the knowledge to chart a practical and effective short- and long-term BI strategy that accounts for evolving business requirements, advances in technology, and SAP product updates

### A comprehensive guide to evaluate and optimize SAP BusinessObjects Planning and Consolidation

**Jens Koerner, SAP Labs**

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This deep-dive session provides step-by-step instruction to help new and experienced users alike optimize their planning and consolidation processes using SAP BusinessObjects Planning and Consolidation.

- Get best practices, starter kits and content for common scenarios, including:
  - Capital expenditure planning
  - Profitability planning
  - Cost center budgeting
  - Liquidity planning
- Prepare for the steps you need to take to achieve unified planning, consolidation, and management reporting across your business, including process alignment, data harmonization and change management
- Gain insight into critical project success factors such as team composition, communication and data integration - illustrated using real-life customer case studies
- Learn how to create business rules to optimize common consolidation activities, including:
  - Currency translation
  - Carry-forwards
  - Intercompany bookings
  - Account transformations
- Understand the operational and end-user effects of SAP's most recent release of SAP BusinessObjects Planning and Consolidation 10.0
- Get insight into using BPC 10.0 on top of SAP's in-memory platform SAP HANA

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For more information and to register, visit [www.BusinessObjects2012.com](http://www.BusinessObjects2012.com) or call BusinessObjects Expert at +1-781-751-8700
Hands-on Lab

Building highly formatted reports with SAP Crystal Reports 2011

Brian Durning, Dell

This session occurs at two convenient times. Attendance at this hands-on lab is limited. Pre-registration for an added fee prior to the event is required to assure a seat.

9:00 am – 12:00 pm
2:00 pm – 5:00 pm

This hands-on session provides detailed instruction for building, formatting, and deploying SAP Crystal Reports® 2011 in a stand-alone or SAP BusinessObjects Enterprise environment. SAP Crystal Reports designers — both experienced and new to the tool — should attend to:

- Become familiar with the capabilities of SAP Crystal Reports 2011, such as the enhanced Database Expert for more seamless connection to back-end data sources
- Learn to exploit new export features and formats, including the XSLX feature to export reports to a Microsoft Excel 2007 workbook
- See how to create groups and utilize group property values and formulas to create conditional groups and group names
- Get tips for more efficient object placement, such as placing graphs in page headers
- Understand when and how to use an on-demand subreport, and examine common subreport properties, such as linking and shared variables
- Leverage the OpenDocument call to SAP BusinessObjects Web Intelligence® to infuse more interactivity with drag-and-drop and hierarchical drill-down capabilities — without the need for complex grouping
- Examine connectivity options between SAP Crystal Reports 2011 and SAP BusinessObjects Dashboards (Xcelsius), and learn how to embed a dashboard directly within a formatted report for further data analysis and user interaction
- Take away completed SAP Crystal Reports samples with comments and tips for reference back at the office

Hands-on Lab

Rapidly prototype a dashboard with SAP BusinessObjects Dashboards 4.0 (formerly Xcelsius)

Scott Leaver and Matt Lloyd, SAP

This session occurs at two convenient times. Attendance at this hands-on lab is limited. Pre-registration for an added fee prior to the event is required to assure a seat.

9:00 am – 12:00 pm
2:00 pm – 5:00 pm

This hands-on session provides step-by-step instruction for rapidly building a dashboard using the new, out-of-the-box functionality available with SAP BusinessObjects Dashboards 4.0 (formerly Xcelsius).

- Gain direct experience with the latest drag-and-drop and free-form design capabilities in SAP BusinessObjects Dashboards
- Find out how to embed what-if analyses into your dashboards, providing users with fact-based decision support
- Learn how to design and edit high-performing queries using the new universe-based query panel
- Apply the concept of direct binding from a component to the results of a query, leverage the query results in a chart or scorecard, and see a live preview of the query data at design time
- Understand how to add alerts to a scorecard
- Build a composite dashboard, and use content linking to pass values from one dashboard to another dashboard (or to a report)
- Translate text in an enterprise dashboard by applying localized formats to dates and numbers, and incorporate currency symbols independent of these formats
Hands-on Lab
Self-service reporting with SAP BusinessObjects Web Intelligence
Jay Riddle, COMERIT

This session occurs at two convenient times. Attendance at this hands-on lab is limited. Pre-registration for an added fee prior to the event is required to assure a seat.

9:00 am – 12:00 pm
2:00 pm – 5:00 pm

This hands-on session provides step-by-step instruction for leveraging SAP BusinessObjects Web Intelligence to build self-service queries and reports, including guidelines to integrate them with back-end SAP and non-SAP data sources.

- Learn how to use standard SAP BusinessObjects Web Intelligence functionality to create user-friendly, ad hoc reports. Learn how to better use variables and functions
- See how to enable drill-down capabilities for detailed analysis
- Practice techniques for making self-service Web analytics more interactive, including tips for enabling drag-and-drop capabilities
- See how to optimize a SAP BusinessObjects Web Intelligence self-service reporting environment by exploiting key report distribution and publication capabilities
- Practice using input controls and graphics for more sophisticated and dynamic Web reports
- Go beyond core functionality and explore the best ways to use calculation contexts, and set up input and output parameters
- Learn how to generate SAP BusinessObjects Web Intelligence BI Web services and import them into a dashboard
- Get tips for leveraging new SAP BusinessObjects Web Intelligence 4.0 charting features and multi-source capabilities

What every Business Objects customer needs to know about the new SAP BusinessObjects BI 4.0 release and its impact on your current BI landscape
Chris Dinkel, Deloitte

9:00 am – 12:00 pm

The release of SAP BusinessObjects BI 4.0 introduced a new wave of capabilities for faster and more efficient BI reporting, analysis, and data visualization. But how exactly will these enhancements affect the BI landscape of business objects customers who may not yet be running SAP? Attend this detailed, three-hour session to identify enhancements and functionality that matter most to your organization, and receive proven adoption strategies for exploiting them.

- Understand how the revamped semantic layer and new information design tool affect universe design and facilitate data connectivity across multidimensional data sources
- Explore the technical considerations and prerequisites for integrating SAP BusinessObjects BI 4.0 with non-SAP data sources, such as XML, and see how this differs from the way SAP NetWeaver BW data is accessed
- Get tips for leveraging new system monitoring dashboards and notifications for real-time updates on server status and user thresholds — even if your organization isn’t running SAP Solution Manager
- Review criteria to help determine whether and how to migrate or upgrade to SAP Crystal Reports 2011 or SAP Crystal Reports for Enterprise
- Explore strategies, technologies, and workarounds for enabling a successful migration from SAP BusinessObjects Desktop Intelligence™ to SAP BusinessObjects Web Intelligence
- Determine which SAP BusinessObjects BI 4.0 upgrade or migration strategy — for example, staged or incremental versus a “big-bang” approach — is most appropriate for your BI landscape and requirements
- Get tips for leveraging the new upgrade management tool
**BusinessObjects Bootcamp Core Curriculum**

**SAP BI strategy and what it means for BusinessObjects customers**
*Jason Rose, SAP*

Hear how the SAP BusinessObjects portfolio of products continues to help Business Objects customers gain even greater insight into their business, make smarter decisions, and measure results. Get up to speed on the latest innovations that will enable your organization to leverage your existing BusinessObjects investments and prepare for new ones. Gain insight into new and future improvements planned for Web reports and analyses, formatted reporting, and dashboarding. Learn how to employ a common look and feel across internal and various external data sources with the new common semantic layer. Come away with a comprehensive understanding of the SAP BusinessObjects business intelligence (BI) roadmap, with emphasis on how SAP continues to deliver BI solutions fit for customers using non-SAP back-end systems.

**Special Assembly**
**I don’t have SAP — What’s in it for me? Innovations and future directions that matter most to Business Objects customers**
*Timo Elliott, SAP BusinessObjects*

2012 is shaping up to be an incredibly interesting time for analytics, with new SAP BusinessObjects technologies changing the way users think about and implement their BI strategies. This session focuses on the recent innovations and future directions that matter most for Business Objects customers not necessarily running SAP ERP systems. Understand how the release of SAP BusinessObjects BI 4.0 works in platform-independent landscapes, and how it will impact your current reporting initiatives and overall BI landscape. Explore the SAP BusinessObjects BI future roadmap to learn how business collaboration, mobility, and unstructured data capabilities could change the way decisions are made in your organization.

**SAP BusinessObjects BI 4.0 solution portfolio: Picking the right tool for the job**
*Ty Miller, SAP*

Using the wrong BI tool to address business reporting and analytics requirements can cost your organization significant time, resources, and money. Examine each of the solutions that are part of the SAP BusinessObjects BI portfolio (such as SAP Crystal Reports, SAP BusinessObjects Web Intelligence, and SAP BusinessObjects Dashboards—formerly known as Xcelsius). Evaluate their capabilities and suitability to meet specific reporting needs. Understand why some solutions are not an appropriate choice for certain reporting and analytic scenarios, such as high-level management KPIs or detailed, drill-down analyses. Find out how the various SAP BusinessObjects BI solutions can be integrated and leveraged in a complementary manner, and understand the effort and cost required to do so. Learn the best ways to prioritize which tool to use when you can only choose one. Come away with a “time-tested” set of criteria to make sure your organization selects the appropriate mix of BI tools to align with specific business and user requirements.

**SAP BusinessObjects Dashboards 4.0: Capabilities, requirements, and architectural considerations**
*Scott Leaver, SAP*

This session provides an overview of SAP BusinessObjects Dashboards 4.0 and drills down into the capabilities, enhancements, and requirements — both from a back-end data access and usability perspective. Assess the architectural requirements for SAP BusinessObjects Dashboards, and see how it depends on whether you have a fully-deployed SAP BusinessObjects system or are running it as a standalone application. Step through demos that show how to rapidly build a dashboard prototype using the new, out-of-the-box functionality available with SAP BusinessObjects Dashboards 4.0. Hear how new capabilities delivered with SAP BusinessObjects Business Intelligence 4.0 — including the new semantic layer and query browser connector — affect your data connectivity approach. See how to easily integrate data from multiple sources into your dashboard, including what’s required to connect to non-SAP data sources.

**SAP BusinessObjects Web Intelligence — Empower your business users with ad hoc reporting**
*DeepaSankar, SAP*

This demo-heavy session explores the best ways to leverage SAP BusinessObjects Web Intelligence to get answers to your new and evolving business questions with self-service query, reporting, and analysis. Discover how you can use simple drag-and-drop techniques to build visually interactive content that can be shared with your colleagues, customers, and partners. Take an interactive look at the latest SAP BusinessObjects Web Intelligence capabilities and step through demos of performance and usability enhancements, including a new charting engine, multisource capabilities, and mobile options. Gain insight into new data integration capabilities and get techniques for making self-service Web analytics more interactive. Understand what’s required to successfully migrate from SAP BusinessObjects Desktop Intelligence to SAP BusinessObjects Web Intelligence 4.0.

**Rapid-fire panel discussion: Frequently asked questions about Business Objects initiatives**
*Speakers TBD*

In this fast-paced and interactive Q&A, you set the agenda! Pose your most pressing questions to a panel of leading BusinessObjects experts, customers, and partners. The panelists will candidly share pitfalls and gotchas (so that you don’t encounter them later) and offer advice based on successes they’ve observed and lessons they’ve learned. Don’t miss this unique opportunity to get your most critical questions answered by some of the world’s foremost Business Objects authorities.
What’s new in SAP Crystal Reports for SAP BusinessObjects BI 4.0?

Henry Kam, SAP

This demo-heavy session examines the latest Crystal Report offerings for SAP BusinessObjects BI 4.0 — Crystal Reports 2011 and Crystal Reports for Enterprise — and provides guidelines to migrate or upgrade to one of the new solutions. Walk through demos of key capabilities available in Crystal Reports for Enterprise, from new data connectivity options to the new common semantic layer, translation manager, and report-creation user interface. Examine which features in the new solutions are available immediately, and which ones will be delivered in versions to come, including Feature Pack 3. Get an overview of supported platforms and compatibility with your existing infrastructure, including required software and available data sources. Explore best practices to integrate SAP Crystal Reports for SAP BusinessObjects 4.0 into your existing BusinessObjects environment, and see how it varies depending on which version is adopted.

Take your information with you: A guide to mobile BI technology from SAP BusinessObjects

Nic Smith and Mimi Spiers, SAP

In today’s highly mobilized workforce, the need for timely business intelligence does not end when your people leave the office. This session examines how to leverage SAP BusinessObjects mobile software to supply mobile workers with real-time visibility into their project schedules, available resources, and key performance indicators (KPIs). Get practical advice for delivering the right targeted analytics to your mobile workers to ensure that these align with your organization’s budgets and plans. Find out how to get analyses and critical alerts on mobile devices to make more informed decisions faster, and take action on decisions no matter where you are. Walk through SAP BusinessObjects mobile analytics roadmap and technology strategy and explore common use case scenarios for insight into how to get started with mobile BI today.

An in-depth look at recent enhancements and capabilities in SAP BusinessObjects enterprise information management 4.0

Byron Banks, SAP

Get an up-to-date look at recent enhancements and key functionality of the enterprise information management (EIM) solutions available in SAP BusinessObjects 4.0. Evaluate the capabilities of the various applications, including SAP BusinessObjects Data Services, SAP BusinessObjects Data Integrator, SAP BusinessObjects Data Quality Management, and SAP BusinessObjects Information Steward, and get guidelines to determine which tools are best suited for your requirements. Explore technical considerations for bringing SAP BusinessObjects EIM solutions functionality into existing BI landscapes. Learn how to expand data management capabilities through integration with your data warehouses, databases, and BI tools. Get a guided tour of the SAP BusinessObjects EIM solutions roadmap, including a sneak preview of planned enhancements for the next release.

What every Business Objects customer needs to know when upgrading to the new SAP BusinessObjects BI 4.0 release

Henry Kam, SAP

This session examines critical factors that must be identified and addressed when considering or executing an SAP BusinessObjects Business Intelligence 4.0 upgrade. Determine which SAP BusinessObjects BI 4.0 upgrade or migration strategy — for example, staged or incremental versus a “big-bang” approach — is most appropriate for your BI landscape and requirements. Learn what steps you need to take in your existing BI environment to prepare for an upgrade to SAP BusinessObjects BI 4.0 — including technical, operational, and end-user implications and benefits. See what’s required to enable a successful migration from SAP BusinessObjects Desktop Intelligence to SAP BusinessObjects Web Intelligence 4.0. Review technical considerations and decision criteria for migrating content from the development phase to the production environment. Find out how the new semantic layer delivered with SAP BusinessObjects BI 4.0 affects data connectivity and universe creation.

A guide to the BusinessObjects SDKs: Choosing the right path

Terry Penner, SAP Canada

Attend this session for an introductory exploration of BusinessObjects software developer kits (SDKs), the application development capabilities they offer, and deployment and integration options. Explore common use case scenarios for BusinessObjects SDKs, from applications that manage and distribute reports and documents, to those that enable administrators to manage servers, users, and groups. Learn about the resources available to accelerate application development, including links to quick-start demos and tutorials. Explore strategies for navigating the BusinessObjects Developer Library, including where to find SDK documentation, API reference material, and sample code. Gain insight into planned enhancements for the BusinessObjects SDK 4.x and beyond, and learn how future SDK capabilities could shape your organization’s BI roadmap. Take home documentation outlining criteria for determining the best SDK for your business intelligence (BI) and integration requirements, along with whitepapers identifying key differences between BusinessObjects SDK 3.1 and 4.0.

Making SAP work for you: How Business Objects customers can glean the most value from SAP

Terry Penner, SAP Canada

Understanding how SAP develops and supports software will help you as a Business Objects customer get the answers you need faster, and the inside track to getting the most out of your SAP partnership. This session examines the best ways to make SAP work for a Business Objects customer, from ramp-up process details, to tips for leveraging global support and navigating the SAP Service Marketplace. Get answers to your most pressing questions about how SAP develops and supports the Business Objects product portfolio, including details on its maintenance policy and how the product team prioritizes features. Hear how Business Objects customers can provide SAP product input, including participating in customer councils and ramp-up and beta programs. Get answers to common misconceptions surrounding product releases, such as the difference between a service pack and a fix pack. Find out how the support escalation process works and what to do if your expectations are not being met or understood.
A new look at universe design with the information design tool in SAP BusinessObjects BI 4.0
Richard Chlebek, BICP

Get an overview of the ways in which the new semantic layer delivered with SAP BusinessObjects BI 4.0 affects data connectivity and universe creation. Examine key differences between the new information design tool and the previous Business Objects universe design tool, and find out what's required to convert existing universes to the information design tool .UNX format. Step through guided demos that show how to leverage the new information design tool to develop and publish dimensional and multi-source universes. See how to use editors to create connections, data foundations, business layers, and projects. Learn how to define universe security for distinct user groups. Understand the scenarios in which it makes sense to leverage SAP BI Consumer Services (SAP BICS) connectivity versus universes. Take home step-by-step guidelines for creating new Business Objects universes with the information design tool, as well as converting existing universes to the .UNX format.

Audit techniques to accurately track report, server, and universe usage
Eric Vallo, EV Technologies

This session explores the best ways to leverage Business Objects auditing capabilities to track report, server, and universe usage. Get tips for shifting to a metrics-based reporting structure in Business Objects auditor to identify power users and gauge the efficiency of report scheduling. See how to leverage Web Intelligence to drill down further into auditor findings. Learn how SAP BusinessObjects Explorer can leverage InfoSpaces for more efficient analysis of Auditor data without the need for complex data transformation logic. Get tips for leveraging self-service reporting capabilities to speed user consumption of auditing data. Review the key differentiators between auditing capabilities in SAP BusinessObjects BI 4.0 and prior releases, including schema changes and the impact of the new common semantic layer and information design tool. Take home step-by-step instructions for creating an auditor universe in SAP BusinessObjects BI 4.0, including sample .BIAR files.

A trainer’s “cheat sheet”:
Everything you need to know to drive user adoption of SAP BusinessObjects BI 4.0
David Hudgins, Consultancy by Kingfisher

The SAP BusinessObjects BI 4.0 suite provides a variety of enhanced reporting, dashboarding, and analytics capabilities; in order to leverage them to the fullest, however, users must familiarize themselves with brand new interfaces and navigational paths. This session provides a comprehensive overview of the biggest interface and navigational changes in the latest release of SAP BusinessObjects BI to facilitate optimal user adoption in your organization. Learn how SAP BusinessObjects Web Intelligence’s new tabbed interface can be leveraged to streamline report development. Explore the revamped common semantic layer and consistent “look and feel” employed across all front-end SAP BusinessObjects BI solutions in 4.0. Receive best practices for hosting an SAP BusinessObjects BI 4.0 user training program, such as developing an iterative, agile training program (borrowing concepts from the development world!), and creating team champions to help ensure knowledge transfer after the formal training is over. Take home a list of the top navigation- and interface-related changes within SAP BusinessObjects BI 4.0 to reference during your own end-user training initiative.

BusinessObjects Web Intelligence and Voyager: When should you use each?
Praveen Misra, BI Partners

Don't miss this opportunity to personally meet Praveen Misra, BI Data Architect and Consultant, BI Partners, and engage in an updated discussion about one of his most widely read articles from BusinessObjects Expert — the leading publication and knowledgebase for the Business Objects community. Explore the reporting capabilities within SAP BusinessObjects Web Intelligence and SAP BusinessObjects Voyager, and get guidelines for determining which BI tool is a better fit for your organization. Learn why SAP BusinessObjects Voyager is best for financial and real-time reporting where data granularity is low, while SAP BusinessObjects Web Intelligence lends itself to operational and ad hoc initiatives. Determine which user type, such as executives, power users, or casual business users, are best suited for each tool.

For more information and to register, visit www.BusinessObjects2012.com or call BusinessObjects Expert at +1-781-751-8700
Case Study
Breakthroughs in Crystal Reports performance at Service Corporation International

Mohammed Imran Alam, Service Corporation International

Explore Service Corporation International’s field-tested strategies to overcome common development pitfalls and ensure optimal Crystal Reports efficiency. Learn how Service Corporation International avoids performance slowdowns caused by hyperlinks by leveraging the OpenDocument method for hierarchical drill-down of reports, easily linking reports without the need for sub-reports or complex grouping. Discover how the company increased performance and flexibility of “all” or “wild card” searches by customizing names in the list of values (LOVs). See how to overcome common limitations associated with LOV naming conventions in universes, including workarounds and tips for customizing “prompt” and “prompt text.” Hear how Service Corporation International overcame pitfalls associated with Crystal Reports and Xcelsius integration, including its use of XML Data and Flash Variables data connectivity options. Get lessons from the company to avoid design “worst practices” that can slow down report performance, and come away with performance-enhancing options for report development and data store usage.

Case Study
How Dell customized Xcelsius dashboards for improved customer and business relationships

Brian Durning, Dell

Hear how Dell deployed Xcelsius dashboards to managers, executives, and over 1,000 external facing customers to better facilitate internal HR performance management and inquiries and external customer service. Explore dashboard best practices leveraged by Dell to ensure a standard look and feel across its global organization. Gain insight into how the company delivers customized Xcelsius dashboards to thousands of managers, enabling them to monitor employee performance and HR compliance. See how Dell enables self-service reporting on detailed HR and performance management data by embedding hyperlinks into its dashboards with Web Intelligence. Step through detailed demos to see how the company delivered customized dashboards to over 1,000 of its premier customers to better manage their assets, and see how this improved overall business relations with Dell. Review Dell’s roadmap for future dashboard development, including plans for user-specific, yet flexible, Xcelsius dashboards.

Case Study
How Intuit avoids self-service chaos by restructuring audit data

Wendy Halle, Intuit

Learn how Intuit restructured audit data and optimized its Web Intelligence self-service reporting environment by exploiting key report distribution and publication capabilities. Understand the business drivers behind the company’s decision to restructure its audit data, including user adoption challenges and report underutilization. Step through detailed examples that show how Intuit restructured audit data and enabled drill-down capabilities for additional information on document size and usage by universe and user. See how Intuit managed issues associated with the depletion of file server space due to unused reports by tracking “users logged in” and “most viewed reports.” Get tips for leveraging publication capabilities to alert users via email of unused Web Intelligence or Desk Intelligence reports that are eating up server space. Take home sample code for restructuring audit data, along with sample audit reports and publications.

Case Study
How Intuit empowers end users and optimizes ad hoc reporting through smarter universe design

Steven Krandel, Intuit

Examine the success factors and challenges Intuit has faced when designing universes for Web Intelligence and Desktop Intelligence ad hoc reporting. Get tips and workarounds to avoid common development mistakes that can cause a universe to fall short of its objective, such as using “islands” or putting too many objects in a single folder. Step through detailed examples that illustrate the unique ways in which Intuit leverages multiple context prompts, and hear how they’ve influenced the company’s “customer care” universe. Explore options for using “intelligent” calendars within your universes to facilitate report scheduling, and see how this ensures users don’t have to manually set up prompts for specified dates. Come away with samples of the Webi and Desk ad hoc reports that Intuit end users have built off these universes.

Case Study
How Intuit streamlines compliance and reimbursement processes with Business Objects publications functionality

Reid Burkhardt, Intuit

Hear how Intuit deployed and customized Business Objects publications functionality to optimize internal compliance and reimbursement programs. Explore pitfalls Intuit encountered with the publications functionality — such as how it relies on query results rather than report results — and see how the company overcame this setback by using multiple queries to generate a recipients list, exporting the list, and re-using the export as its own data source. Step through Intuit’s workflow scenario and examine query techniques that ensure users are only alerted when action is required. Explore report variables that enable one report to send different variations of text, and see how this ensures cleaner email messaging and simplifies report maintenance. Hear how the company increased end user participation by developing hyperlink variables that can be used to pre-populate online compliance and reimbursement forms. Take home sample variables and an overview of the data flow that links together source reporting systems, multiple Business Objects queries, and an online receipt submission form.

Case Study
National Life Group’s approach to improving the quality of data that feeds its reports and dashboards

Brahmaiah Jarugumilli, National Life Group

Hear how National Life Group (NLG), a mid-size insurance provider, created an enterprise-wide master data management strategy to ensure only the most accurate and high-quality data feeds its Business Objects reports. Explore the step-by-step approach leveraged by NLG to build an enterprise data management platform to ensure a single version of the truth is derived from NLG’s legacy systems. Learn how the organization resourced and scoped its enterprise data management initiative, leveraging an offshore model. Discover how NLG was able to build cubes within universes and export XML data in industry-standard formats to support home-grown partner gateway functionality. View sample Web Intelligence reports and Xcelsius dashboards containing NLG’s detailed, day-to-day sales and performance metrics. Take home a document outlining best practices for creating an enterprise-wide data management strategy within your own organization.

For more information and to register, visit www.BusinessObjects2012.com or call BusinessObjects Expert at +1-781-751-8700
Ensuring a successful SAP BusinessObjects Explorer deployment — A systems perspective

Dallas Marks, Kalvin Consulting
This session offers a system architectural perspective on how to plan, install, and configure SAP BusinessObjects Explorer. View a system architecture diagram and workflow to see how SAP BusinessObjects Explorer fits within the overall context of your landscape. Explore various options for SAP BusinessObjects Explorer installations, from single-server deployments with Business Objects Edge series to larger, multi-server deployments. Examine criteria to evaluate and determine data sources. Understand when it makes sense to leverage existing universes for your SAP BusinessObjects Explorer environment, and when it makes sense to invest in SAP NetWeaver BW Accelerator or SAP HANA. Get advice for managing key security considerations, including tips to set custom access levels in SAP BusinessObjects Explorer specific to power users and casual business users. Walk through a detailed demo of how to create, secure, and personalize SAP BusinessObjects Explorer Information Spaces. Get best practices for deploying SAP BusinessObjects Explorer onto mobile devices.

Getting down to the source: An inside look at the various Business Objects BI data connectivity options

Jamie Oswald, Arch Coal
Find out what’s required to populate reports and dashboards with data from underlying systems, including expert guidance and criteria to properly evaluate, choose, and leverage data sources for your analytics. Understand the impact that your current landscape has on data access, and review unique considerations you may need to address if you are running Business Objects with a non-SAP enterprise application, such as Microsoft SQL Server, PeopleSoft, Oracle, or Siebel. Find out when an integration kit is required to connect to disparate data sources, and when integration is built into the BI platform. Know your options for connecting Xcelsius dashboards to backend data sources, from Live Office and Query as a Web Service (QaaWS) to Flash Variable and FS Command. Get tips to retrieve Crystal Reports data sets from Web services or a Microsoft Outlook Inbox. See how to enhance Web Intelligence queries with multiple data sources. Understand how your data connectivity options will change with the new semantic layer and information design tool delivered in SAP BusinessObjects BI 4.0.

Getting more with what you already have: Using Crystal Reports for more than just relational database reporting

Jamie Oswald, Arch Coal
This session offers lessons and key criteria to enable non-relational database reporting with Crystal Reports, including tips to determine the best way to retrieve your data sets based on specific requirements. Find out when it makes sense to leverage traditional Crystal Reports data connections, such as the semantic layer, and when to access non-relational data sources for enhanced report performance, efficacy, and flexibility. Discover how accessing Crystal Reports data from Web services can optimize your overall service-oriented architecture (SOA) investments. See how to leverage data within a Microsoft Outlook inbox to monitor email traffic within Crystal Reports. Explore proven strategies for retrieving Crystal Reports data sets via Microsoft Excel and XML format. Walk away with lessons to avoid common pitfalls associated with non-relational database reporting with Crystal Reports, such as failure to monitor public Web services.

Guidelines to secure and personalize your BusinessObjects universes

Dallas Marks, Kalvin Consulting
Learn how to leverage the new information design tool in SAP BusinessObjects BI 4.0 to secure and personalize universes using security profiles to address the security needs of distinct user groups within your organization. First, review key differences between the new information design tool and the previous BusinessObjects universe design tool — including the separation of data layer and business layer and support for multiple data sources in a single universe — and gain insight into how these differences impact universe security. Understand how to restrict access to sensitive KPIs in the universe. Walk through live demos to understand how each restriction type configured on the back-end impacts user interactivity on the front end with tools like SAP BusinessObjects Web Intelligence, SAP Crystal Reports, and SAP BusinessObjects Dashboards.

Hands-on lab
Best practices for Business Objects universe design

Michael Welter, Claraview and David Rathbun, PepsiCo
- Practice proven techniques for extending a universe to ensure more efficient queries, an optimized end-user experience, and more timely and efficient BI operations
- See firsthand how to build the structure of an SAP BusinessObjects universe by adding tables and joins
- Learn how to configure connectivity between SAP BusinessObjects universes and back-end databases
- See how to build user-friendly folders and objects by customizing names in the list of values (LOVs)
- Discover how to use aggregate awareness to set up complex logic
- Practice techniques for advanced universe design, including tips to ensure optimal performance when pointing to a data source outside your Business Objects system
- Explore options for joining database tables and get criteria to help determine when to use a context vs. an alias to resolve loops

Access to this hands-on lab is included in the main conference registration fee. Seating is limited and offered on a first-come, first-served basis.

Customer discussion forum
Meet the gurus behind the Business Objects Board

David Rathbun, PepsiCo
Join David Rathbun — the guru credited with creating the Business Objects Board (or BOB Forum) — along with forum members and your peers in the Business Objects community to share best practices, swap lessons learned, and put faces to the names! Not yet a member? Attend to learn more, and discuss topics such as:
- Migration strategies for SAP BusinessObjects BI 4.0
- Design pitfalls and best practices for Crystal Reports, Xcelsius, and Web Intelligence
- Tips and tricks for navigating the BOB Forum to find the topics that matter most to your organization

Leave this session with insight into the latest trends in the Business Objects community and new ideas for collaborating and networking on the BOB Forum.

BusinessObjects Bootcamp Electives continued on next page
Customer discussion forum

Universe design best practices to adopt — and worst practices to avoid
Michael Welter, Claraview

Attend this interactive and candid discussion to share some of the best (and worst!) practices your organization has leveraged when building Business Objects universes. Chat with peers and tackle tough questions, such as:

- What are my options for joining database tables and when should I leverage a context versus an alias?
- How can I ensure back end connectivity and security at the universe level?
- What are the top technical considerations for migrating existing universes into SAP BusinessObjects BI 4.0 — and how will the new information design tool come into play?
- What are the most effective methods for testing new universes?

Walk away with the real-world advice to more efficiently design and secure Business Objects universes in your BI landscape.

Lessons for taking the complexity out of managing change requests in universes
David Rathbun, PepsiCo

Once a Business Objects universe reaches a certain size, change requests can present a time-consuming and performance-inhibiting challenge if not managed properly. This session provides proven strategies and actionable advice to plan and execute support and continuous improvement activities that occur once your universe goes live. Step through examples that identify the key components of a fail-safe change request plan, including the importance of maintaining up-to-date documentation. See how to add tables to an existing database to support evolving requirements, with minimal to no operational disruption. Understand the impact universe change requests have on the front end, and get tips to test a universe against reports to identify and troubleshoot the cause of performance bottlenecks. Examine multiple universe development scenarios that are proven to facilitate multiple change requests, and come away with best practices for effectively managing universe changes up to the production phase.

Providing multi-level, “cubed” analysis capabilities within an Xcelsius dashboard
Chris Greer, EV Technologies

Incorporating multiple levels of data analysis within an Xcelsius dashboard can be a challenge when pulling from a relational database. This session offers tips and tricks for jumping this hurdle, and providing “cubed” data for further drill-down and analysis within a dashboard — even when working off of a traditional relational database. Learn how to tweak your existing data extraction, transformation, and loading (ETL) processes to provide multidimensional aggregates to Xcelsius. Explore options for creating database views, universe-derived tables, and unions in Web Intelligence reports to serve as a data cube in your Xcelsius environment — all while maintaining row-level security. Walk through detailed demonstrations of each approach discussed to see firsthand how data cubes can be created in relational data sources to boost dashboard performance and usability in your organization.

Step-by-step guidelines to formulate a high availability strategy for your Business Objects landscape
Eric Vallo, EV Technologies

Review various architectural options for disaster recovery, such as leveraging local data centers or third-party vendors, and gauge which option would be best for your Business Objects system. Determine the ideal level of deployment for your disaster recovery initiatives, based on your organization's size and Business Objects environment. Get tips for constructing a fault-tolerant Business Objects enterprise architecture, such as using redundant components and expanded load balancing capabilities. Discover best practices for supporting high availability clusters for a Business Objects BI landscape without going over budget. Identify the appropriate mix of minimum availability to recovery need to ensure the ongoing availability of mission-critical business analytics. Learn how to create a recoverable and scalable environment even with limited resources. Explore common enterprise architecture components that can help ensure the availability of your Business Objects applications.
Valuable take-home resources and demos

As a BusinessObjects Bootcamp attendee, you will receive take-home materials and online access to every conference presentation, and expert guidelines and recommendations that will expedite your activities throughout 2012 and into 2013.

All conference attendees will receive instructions prior to the event for joining Insider Learning Network. Membership is free. By joining, you can access, download, or print all the conference presentations and take-home resources.

This conference is presented by WIS Publishing, the publisher of BusinessObjects Expert, an independent resource center for BusinessObjects users and administrators. Depend on validated instruction, tutorials, and best practices proven to help create better reports, advance skills and knowledge, and improve user adoption. You will receive access instructions when you receive your badge onsite at the event. Learn more about BusinessObjects Expert at www.businessobjectsexpert.wispubs.com.

This list is just a sample of some of the invaluable take-home resources available to conference participants:

- Step-by-step guidelines for creating new Business Objects universes with the information design tool, as well as converting existing universes to the .UNX format
- An outline of steps required to design and optimize a COE to ensure self-service success
- A diagnostics checklist and troubleshooting guide for resolving dashboard performance problems
- Demos and documents for Business Objects Analysis navigation tips
- Step-by-step instructions for creating an auditor universe in SAP BusinessObjects BI 4.0, including sample .BIAR files
- Sample dashboards from other SAP customers to reference while designing your own
- A document outlining best practices for creating an enterprise-wide data management strategy
- A sample BI roadmap and checklist to help determine an effective BI strategy for your organization
- Sample code for restructuring Business Objects audit data, along with sample audit reports and publications
- An overview of the data flow that links together source reporting systems, multiple Business Objects queries, and an online receipt submission form for streamlined compliance and reimbursement processes
- A decision matrix of each reporting tool’s strength points to ensure you’re leveraging the correct tools in your organization
- A list of commonly-used formulas for high-performing SAP Crystal Reports
- Sample code to optimize SAP BusinessObjects BI functionality within your own organization
- A security diagram for an integrated SAP NetWeaver BW and SAP BusinessObjects environment, along with a tip sheet for naming conventions
- A sample work plan for installing SAP BusinessObjects Explorer, accelerated version, and a template for planning, budgeting, and rolling it out in your organization
- A comprehensive decision matrix to help choose the right development method for your dashboarding needs
- A customized Excel template with Microsoft Visual Basic for Applications (VBA) for SAP Business Explorer (SAP BEx) and SAP BusinessObjects Analysis
- Business value attainment (BVA) checklist for BI project managers, along with a white paper comparing the costs of pre-and post-go-live fixes
- A list of considerations for change management and end user training, including how to prepare your organization from both technical and functional perspectives
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Registration Types

Conference plus Hands-on Labs and Jumpstart Day Registration
February 27 – March 2
Your registration includes:

• Admission to every session — keynotes, breakout sessions, the exhibit hall, and every hands-on lab from February 27 - March 2
• Access to all session materials from each day at the conference, including specialized decision matrices, checklists, and articles prepared exclusively for attendees
• Discounts on helpful resources from WIS Publishing, publisher of SAPinsider and insiderPROFILES magazine. Product discounts include: SAP Experts Knowledgebases, SAP PRESS books, SAPinsider seminars-on-demand, and more

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Your registration includes:

• Admission to keynotes, breakout sessions, and the exhibit hall from February 28 - March 2
• Access to hands-on labs from February 28 – March 2 is included with this registration package
• Access to all session materials from each day at the conference, including specialized decision matrices, checklists, and articles prepared exclusively for attendees
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February 27 – March 2
Your registration includes:

• Admission to keynotes, breakout sessions and the exhibit hall from Jumpstart Day on February 27 through March 2
• Access to hands-on labs on February 27 is not included with this registration package
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February 27
Your registration includes:

• Admission to breakout sessions on February 27
Access to hands-on labs is not included with this registration package
• Access to all Jumpstart Day breakout session materials
Access to hands-on lab session materials is not included with this registration package
• Discounts on helpful resources from WIS Publishing, publisher of SAPinsider and insiderPROFILES magazine. Product discounts include: SAP Experts Knowledgebases, SAP PRESS books, SAPinsider seminars-on-demand, and more

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