

Turning SAP Data into Competitive Advantage

8. september - Microsoft, Lyngby

13:00 - 13:10	introduction to the evolving data and AI landscape. Lars Toftgaard, Senior Partner, VP, IBM Consulting
13:10 - 13:50	Data Gravity & Enterprise Data Strategy Urban Ekeröth, Client Partner, IBM Consulting
13:50 - 14:05	Networking Break
14:05 - 14:45	Microsoft Fabric: Enabling Analytics and AI at Scale
14:45 - 15:00	Open Discussion & Q&A

13:00 - 13:10: introduction to the evolving data and AI landscape.



Lars Toftgaard
Senior Partner, VP
IBM Consulting / Partner

This session will set the strategic context for the day, highlighting why SAP-centric organizations need to rethink their data foundations to unlock greater business value, accelerate innovation, and prepare for AI-driven transformation.

13:10 - 13:50: Data Gravity & Enterprise Data Strategy



Urban Ekeröth
Client Partner
IBM Consulting / Partner

As organizations increasingly rely on data for analytics and AI, one key question remains: where should data reside, and how should it be managed? In this session, we explore the concept of data gravity and discuss how to balance governance, performance, cost, and innovation across SAP and non-SAP environments. Learn how to position SAP as the trusted system of record while enabling broader data consumption and innovation across the enterprise.

13:50 - 14:05: Networking Break

Take the opportunity to connect with peers, exchange experiences, and continue the discussion over refreshments.

14:05 - 14:45: Microsoft Fabric: Enabling Analytics and AI at Scale

Discover how Microsoft Fabric enables organizations to unify data, analytics, and AI on a single platform. This session will provide an overview of key capabilities and demonstrate how organizations can leverage Fabric to unlock value from SAP and non-SAP data alike. Through practical use cases, attendees will gain insights into how modern data platforms support advanced analytics, AI initiatives, and faster business decision-making.

14:45 - 15:00: Open Discussion & Q&A

An interactive session where you can engage directly with IBM and Microsoft experts. Bring your questions, share challenges from your own organization, and discuss opportunities for building a future-ready data strategy.