Turning SAP Data into Competitive Advantage

23. september - Online,

10:00 - 10:05	**Welcome & Setting the Scene** Lars Toftgaard, Senior Partner, VP, IBM Consulting
10:05 - 10:35	**Data Gravity & Enterprise Data Strategy** Urban Ekeroth, Client Partner, IBM Consulting
10:35 - 11:00	**Microsoft Fabric: Enabling Analytics and AI at Scale** Fredrik Kastrup Egeskov, Snr. Specialist, Cloud & AI Platform, Microsoft
11:00 - 11:15	**Real-World Examples**
11:15 - 11:30	**Q&A**

10:00 - 10:05: Welcome & Setting the Scene

Lars Toftgaard
Senior Partner, VP
IBM Consulting / Partner

Kick off the session with an introduction to the evolving data and AI landscape. Lars will set the strategic context, highlighting why SAP-centric organizations need to rethink their data foundations to unlock greater business value, accelerate innovation, and prepare for AI-driven transformation.

10:05 - 10:35: Data Gravity & Enterprise Data Strategy

Urban Ekeroth
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 will 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.

10:35 - 11:00: Microsoft Fabric: Enabling Analytics and AI at Scale

Fredrik Kastrup Egeskov
Snr. Specialist, Cloud & AI Platform
Microsoft / Partner

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 both SAP and non-SAP data. Through practical examples, attendees will gain insights into how modern data platforms support advanced analytics, AI initiatives, and faster business decision-making.

11:00 - 11:15: Real-World Examples

Explore real-world examples of how organizations are modernizing their SAP data landscape and preparing for an AI-driven future.

11:15 - 11:30: Q&A

Bring your questions and share challenges from your own organization to build a future-ready data strategy that combines the strengths of SAP and Microsoft platforms.