



SBN Yearly Report 2018

Overview of activities and key
numbers

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SBN Core Leadership Team 2018



The Core Leadership team (CLT) consists of 6 customers and the CEO from Adfahrer and SAP.

The CLT is complemented by InnoTeam Leaders and Member- and Partner-managers.

President: Hans Butenschøn, Dolphin Drilling

Vice President: Bente Boger, Forsvaret

Cashier: Thor Øyvind Nilsen, Equinor

Board Members: Inger Randi Spakrud, NSB, Eigil Bjelde Jensen, Norske Skog, Kjell Jensen, Arcus-Gruppen AS, Kolbjørn Havnes, Hydro

Associated board member: Eva-Maria Fahrer, Adfahrer

Associated board member: Stefano Holguin, SAP Norge

Election Committee: Andries van Bruggen, Adfahrer, Stefano Holguin, SAP Norge & Freddy Hafskjold, Statkraft

Auditors: Wenche Bergman, Statkraft & Roar Hvidsten, Coop

Adfahrer:

Eva-Maria Fahrer, CEO

Andries van Bruggen, Head of InnoTeam

Martin Brownsword, Head of InnoTeam IT

Bernt Bakken, Head of InnoTeam Logistics & HR

Didrik Arstad, Head of InnoTeam Finance

Joakim Löves, Partner value manager

Cathrine Kjær, Member value manager



HANS BUTENSCHØN

We have a mission!

To be travel companions as we journey into a diversified digital world, with a stable and trustworthy Digital Core as our main vessel. To help each other benefit from the most comprehensive Enterprise technology on the market.

We believe the activities we offer our members contribute to the mission. A variety of knowledge sharing opportunities, ranging from free webcasts and face-to-face meetings in the special interest groups to the annual “meet the expert” with SAP in Walldorf and the subsidized SBN User Conference in October. In 2018 we added SAP Hackathon for students, attracting interest in the Global user community.

Do you want to get more value from your membership? Then make sure you receive our weekly newsletter and ensure you or your colleagues sign up for relevant activities. Is there something missing for you? Then contact one of our staff at Adfahrer and discuss with them. You find contact information on the SBN webpage. **That way, we can contribute to your mission too!**

The theme for the conference in 2018 was “Think 2030 and act now”, alluding to how enterprise improvements may move us in the right direction for attaining the UN’s Sustainable Development goals. **In 2019 we are discussing a Conference theme like “Our digitized society”**, reflecting our government’s renewed emphasis on digitalization.

You see, we believe that the work we all do every day, being it miniscule problem solving or major transformation, helps our SBN mission align with society’s mission. **What you do matters, and we are all in it together.**



BENTE BOGER

After one year as Vice President of SBN's board of directors and representing SBN at SUGEN (SAP User Group Executive Network), I can look back on many positive meetings and experiences at home and abroad.

It is very gratifying to see how members are willing to share knowledge and experience with each other. I am totally convinced that all of us can benefit from new ideas and knowledge gained from this kind of collaboration. I would also like to take the opportunity to thank SAP for sharing product knowledge, providing insight into strategy and plans for product development and organizing events and cooperation across user groups in different countries.

Right now, we are experiencing a period of enormous change and development of technology from SAP and other IT vendors. Our SBN members come from a wide range of areas in terms of SAP technology and the functionality it supports and it impresses me how SBN manages to offer interesting topics as either webinars or face-to-face meetings to cover this diversity. It has also been good to see how SBN has taken on the role of the voice of the customer with SAP in cases such as the new licensing model.

The insight I have gained in 2018 into SBN-Adfahrer's work through my role on the SBN board has been inspiring and I look forward to continue this in 2019. While I want to be able to contribute by putting forward my own point of view, it is important to remember that input from members is essential to achieve the best possible results.

SBN and its board members want to make a difference for SAP users and we succeed best if everyone contributes.



EVA-MARIA FAHRER

I am proud of the past year. We have supported our SBN members to get best possible ROI out of their investments in their SAP software. We offer an important and neutral platform for business meetings and knowledge sharing. New interesting innovative solutions are brought to our members attention, as well as focusing on topics of financial significance, like license.

We had growth which shows us that our members appreciate our offers. We simultaneously run events in multiple locations, do broadcasts and record live presentations for an archive which get more and more attention. Our web-meetings have become a Friday SBN channel with interactive discussions and regular participants from all over the world. We reach more people than ever with the SBN offer through newsletters, e-mail-shots and social like LinkedIn.

A new community and IT platform has been the focus in 2018. Our community platform was 8 years old, could not be enhanced and had to be rewritten. In Adfahrer we have spent the last years to search for a new solution. To run a User Group is financially tricky, our services are expected to come at a low price as a User Group is supposed to be non-profit but also non-loss. This also limits the investments in an IT platform. Last year we found a vendor and have been working with this vendor through the year. We will under February 2019 do a Go-live with a solution which will support our processes in an amazing way and automate time consuming processes. This investment has consumed our savings but provides a fantastic platform for future development. The new possibilities make us look very positive to the future.

We have strong attention in SAP. Internationally, SBN is represented by the SBN CLT with Hans Butenschön and Bente Boger and from Adfahrer I go as well as my colleagues. We attend the SAP User Group Executive Network (SUGEN) where much time has been spent on the projects Value of Support, License Charter and User Group Growth. On SAP EMA level we attend SAP's Regional President Brian Duffy's Round table meetings. On SAP local level we meet regularly with the country manager and our liaisons in SAP Norway and the global SAP organisation.

SBN-Adfahrer brings you the most important topics and people. I am proud to say a membership in SBN is profitable.



BERNT BAKKEN

The HR team have had another active year with good support from Sariba (as team sponsor), representatives from member companies and SAP in the HR Team 'Board'. Bernt Bakken took over as Adfahrer co-ordinator for the team from March 1st.

Main activities has been:

- HR F2F meeting with 76 attendees in Oslo and Stavanger plus a few remote.
- A full HR-track plus a half-day GDPR-track on the SBN Conference. An average of 40 attended the HR-presentations and 25 for the GDPR presentations. Good feedback from attendees, but some commented that running HR and GDPR at the same time should be avoided.
- 5 web meetings. Focus areas; HR Roadmap (with Sariba) and GDPR.

We see a growing interest for SuccessFactors and that will a key area for 2019. GDPR will still be hot.

The Logistics Group have had an active year where participation have varied from very good to a little less than we had hoped for.

Main activities has been:

- Energy Team F2F meeting continues to be very popular and we had nearly 60 participants in Stavanger with a few remote attendees.
- Our IoT meeting in Oslo had 27 participants. About half in Oslo and the other half remote.
- A full Logistics-track on the SBN Conference plus a few presentations on mix track. An average of 20 participants was a little less than hoped for.
- 8 web meetings. Focus subjects were EAM and PLM. In these web meetings, experts from Walldorf shared the latest news from product development. The EAM web meetings was a result of an inquiry from one of our member companies and had very good participation.

Going into 2019 we still see S/4HANA for logistics business processes and how SAP Leonardo can bring value for SCM and EAM as key topics. We will also dive deeper into P2P processes.



MARTIN BROWNSWORD

Attendance figures increased across the board within the IT and Projects area in 2018 and this was most noticeable at the Project Day in April, which was held at **IBM's** superb new facilities in the centre of Oslo.

The Project Day had a 125% increase in attendance over the previous year and established itself as one of our key offerings in our spring calendar. We featured the largest **S/4 HANA** implementation project at that time, **HelseVest**, which was well supported by **Coops** award winning CAR implementation and the largest **SAP transformation project** of the last few years at **Nortura**.

Our newly formed **New and Emerging Technologies** group held their **Digital Innovation** event at Sopra Steria in Oslo where the focus was on Leonardo and its related products, use cases and experience sharing. This event also showed a healthy growth compared to the previous year.

It was decided to keep **S/4 HANA, Fiori** and **Solution Manager** presentations for the **SBN Conference** in 2018 and this paid dividends as we had unprecedented attendance figures within the IT, HANA and Projects track.

A new track at this year's conference focused on the **Retail Area** and while not quite achieving the attendance figures of the other 4 main tracks, it had a good start which established this area for future events.

We also had events covering, **SAP Enterprise Support, Cloud Platform Integration, Data Intelligence, Security** and **Document and Output Management**. 2018 also saw our first attempt at holding a SAP related **Hackathon** and this was a great success with teams competing from 5, different, university sites spread across Scandinavia.



DIDRIK ARSTAD

In the Innovation Team Finance we have a small group representing Takeda, Statkraft, Equinor and SAP who meets a few times every year and assists me in **developing the Conference and Web meeting Program in Finance on behalf of all the**

members of SBN. We conducted 3 meetings in 2018.

We've hosted 2 web meetings on behalf of partners covering GDPR and add-on's to reach touchless processing of vendor invoices. One from an Expert from SAP Centre of Excellence for ERP Financials explained the concept of Central Finance and deployment options.

At the Finance Function Day we were close to 100 attendees at HQ of Statkraft in Oslo. Well received program covering RPA, Digital Transformation, lessons learned so far from migration journeys, analytics and the digital boardroom.

The Finance track at the SBN Conference 2018 was well received and well attended. The track covered topics from BPC, lessons so far from using 1605 from one of the early adopters, to the Future of the Finance Function, RPA in Finance, SAP Analytics Cloud and all the new stuff coming out of SAP S/4 Hana 1809 for Finance among other topics.

In 2018 we introduced a special interest group for SAP Analytics Cloud, which is and will be of paramount importance to everyone within Finance. Mounting interest from members of SBN for such a group within SBN as well as from SAP.

In 2018 we started the work on forming **two new Special Interest Groups** - one in **Record-2-Report** and one in **Treasury and Cash Management.**



ANDRIES VAN BRUGGEN

SBN has during 2018 been active in a project team, Charter License Team, initiated by SUGEN (SAP's international User Group).

The project team has supported SAP AG as well as User Groups in defining a new SAP License Model which SAP finally presented in 2018. **The main goal** of the project was to enter the digital age by converting the current license model from human access based (number of users) to digital based access (based on number of documents).

We also established a new Innovation team (SAC = SAP Analytics Cloud) in the second part of December 2018.





JOAKIM LÖVES

2018 was a good year with a lot of exciting things going on. This was the year when we laid the foundation for SBN's totally revamped new web site, community and internal business solution. A lot of hard work has been put into this and we are very happy to be able to make it available to you very soon.

The list of subscribers for SBN's weekly newsletter keep growing and we continue to give you the latest SAP related news straight into your email inbox every Friday. If you are not a subscriber yet or want to add a colleague please use this link to [sign up for free](#).

We streamed, recorded and published 27 events. [Access them here](#). In 2019 our plan is to step this up a notch by adding a video stream of the presenter in addition to the presentation at F2F events when possible.

I want to send a special thank you to our great partners who keep contribute and add value to SBN:

Akselera, Basis Consulting, Blackline, Bouvet, Capgemini, CGI, Ciber, Cognizant, DormaKaba, Embriq, EPI-USE Labs, EY Skye, Hewlett Packard, itelligence, KPS, Mark Information Norge, Pagero, Pearl Consulting AS, S5 Consulting, Sariba, SEAL Systems, Sopra Steria, Symtrax, Zalaris

In 2018 we got three new partners - All of which also sponsored the SBN Conference 2018 and we look forward to have them with us in 2019:

Accenture, Posti Messaging & Svea Finans.



CATHRINE KJÆR

2018 has been an interesting year. We continue to see growth in the number of participants at each event. We've hosted 7 more F2F meetings this year giving us 32% more attendees at F2F meetings. Seeing these numbers is what makes my job fun!

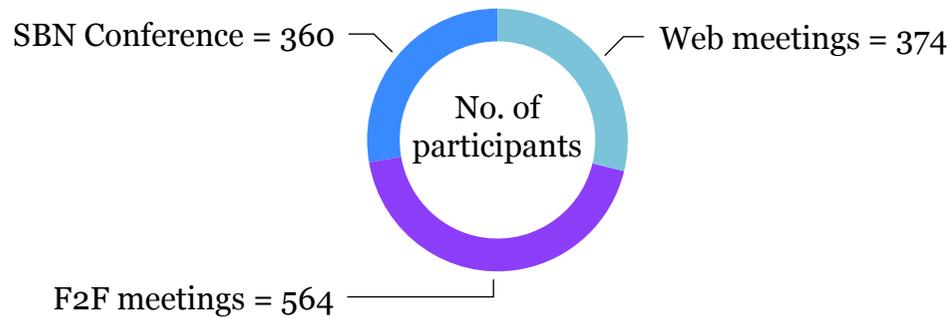
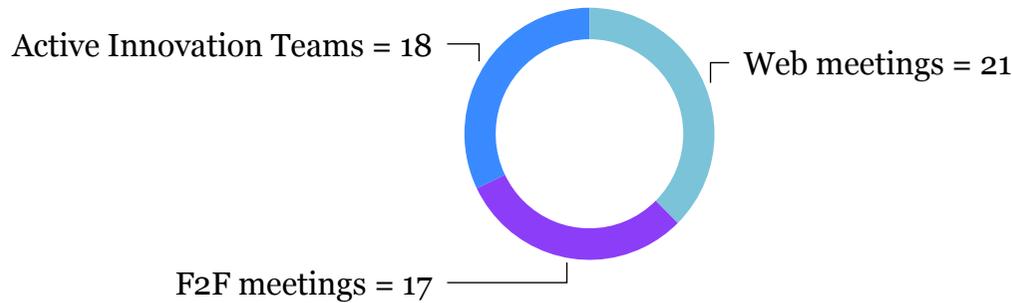
It shows me that what we do creates value for you as our member.

For the second year in a row we went to Walldorf to meet SAP Experts. Giving our members this opportunity is a great pleasure for me and my colleagues and it also allows for those of you who travel with us, to get an insight into SBN's work and the bridge between SBN backoffice and SBN members becomes much shorter.

We've also welcomed new members this year, which is always a pleasure. I do my very best to assist you all in any inquiries you might have. One new member inspired me to create a "**Welcome as SBN Member**"-guide, which will be distributed to all new members in 2019 and forward. If you have an interest in getting this, please don't hesitate to contact me ck@adfahrer.com.

Finally, I just want to say thank you to all of you! Getting feedback from you on surveys, email, at events shows me how much you value our events and web meetings and **we are looking forward to see you all in 2019!**

2018 in numbers



Total no. of participants = 1298

THANK YOU!

Our Partners:

Accenture
 Akselera
 Basis Consulting
 Blackline
 Bouvet
 Capgemini
 CGI
 Ciber
 Cognizant
 DormaKaba
 Embriq
 EPI-USE Labs
 EY Skye
 itelligence
 KPS AG
 Mark Information
 Norge
 Pagero
 Pearl Consulting AS
 Posti Messaging
 S5 Consulting
 Sariba
 SEAL Systems
 Sopra Steria
 Svea Finans
 Symtrax
 Zalaris

Our members:

ABB AS
 ADP Globalview® BV
 Aibel AS
 Aker Solutions
 AkerBP
 Arcus Gruppen ASA
 Benteler
 Bohus
 Borregaard
 Brynild Gruppen AS
 Cameron
 ConocoPhillips Norge
 Coop Norge SA
 Direktoratet for økonomistyring
 DNB AS
 Dolphin Drilling AS
 Ekornes ASA
 Elkjøp Nordic
 Equinor
 Felleskjøpet Agri
 FMC Kongsberg
 Subsea/TechnipFMC
 Forsvaret
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 Gentackle
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 Praxair
 Ringnes AS
 Schneider Electric Norge AS
 Siemens AS
 Statkraft AS
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 Techweaver
 TOTAL E&P NORGE AS
 Universitetet i Oslo
 VINMONOPOLET AS
 Vår Energi (Point Resources)
 Wintershall
 Yara International