



Enterprise Management partner summit

Sessions and Theatre Presentations

2 April

11:00 – 12:00

Customer Success – The formula for Exponential Growth

GEN-03: In this engaging session we will explore the criticality of Customer Success. We'll share Sage's approach to Enterprise Customer Success, the role of our Partners and will share key considerations in delivering Customer Success through the channel. We'll also hear from some of our leading Partners on how their customer success capabilities are driving exponential growth.

Emirates 5-6 | Level 6

Remove the Data Headache from Business Reporting for Your Customers - ZAP

ISV-01: Learn how EMDA, powered by ZAP, is the only automated data management and BI solution optimized for the entire Sage ERP portfolio (Sage Enterprise Management, 500, 300, 1000 and Line 500), as well as the other most commonly used business applications. The software, available as full SaaS on Azure, automates access, integration and preparation of business data for financial and operational reporting via 500+ pre-built analytics and a range of role-based dashboards, making even the most complex business reporting simple.

Emirates 4 | Level 6

Marketing in a Niche Vertical - the Difference Between Depth and Breadth

MKT-01: Gain insight on potential verticals and the key to building a solid vertical market strategy to expand revenue opportunities. Learn from Sage partners who have successfully added an industry-specific niche to their sales or service portfolio. Find out what it takes to gain a thorough understanding of a customer's industry and become their trusted Sage advisor. Leave this session with real-world examples and knowledge of the Sage resources, including vertical playbooks that can accelerate your success.

Emirates 3 | Level 6

New Version, New Opportunities: Discover the Potential of Version 12

PRO-01: Sage Enterprise Management Version 12 delivers a set of new and exciting capabilities to address customer requirements and market challenges. This session will demonstrate how Enterprise Management brings more value to customers through user experience, technology and functional enhancements

Emirates 1 | Level 6



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Selling Services when Projects Scale Up

SLS -01: Enterprise Management is moving up market and selling services has taken a different turn. Customers buy a solution - not just software, and requires a successful implementation to drive business value. This session will cover the level of engagement necessary to win customer trust and how to position services for an optimal implementation experience. Learn about the sales cycle, services positioning guidelines and how to enhance your value proposition through a world class statement of work.

Emirates 2 | Level 6

12:00 – 12:20

Understanding the evolving omnichannel path to purchase for today's shoppers – iVend Retail

SF-01: In today's fast-moving retail market, consumers hold the power. iVend Retail, integrated with Sage EM masters omnichannel, providing a seamless, continuous customer experience across the devices and locations where customers want to shop. Ahead of our main breakout session we'll share some key shopper behaviour insights from our recent survey that demonstrate what really counts towards cultivating customer engagement and capitalizes on new retail trends.

Partner theatre | Level 2

12:30 – 12:50

Better Budgeting, Forecasting and Financial Planning in Sage Enterprise Management - Prophix

SF-02: Drive added value by integrating Prophix's financial planning, budgeting, forecasting and consolidations solution into Sage Enterprise Management. This session demonstrates how your customers can simply be faster, look further and see more of their business helping them to deliver additional revenue, cultivate long term loyalty from their existing customers and radically increase the chances of winning new business.

Partner theatre | Level 2

13:00 – 13:20

Catch Weight Add- on for Sage Enterprise Management- Enhance Functionality and Increase Productivity - Greytrix

SF-3: Greytrix has proven success with EM in key verticals, this session introduces a catch weight tracking system addressing challenges in perishable food and process manufacturing industries. This Enterprise Management add-on captures the weight of an item during distribution, managing critical business processes such as inventory control, costing, reducing taxation and accurate invoicing of customer.

Partner theatre | Level 2



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13:30 – 13:50

SEI and Sage EM - A Winning Combination! – Tangerine Software

SF-04: can often make the difference between winning or losing Sage EM opportunities. In this presentation you will be introduced to SEI's latest game-changing features, including ETL+ for automated data transformation, the newest Universal Data Model, role-based dashboards and prebuilt analytics. You will also learn all you need to know about the soon to be available SEI public Cloud.

Partner theater | Level 2

14:00 – 15:00

Deliver Customer Success with Sage Services

GEN-02: Get an overview of services available to Sage partners to deliver projects successfully: STREAM Methodology, Fast Start updates, Sage Enterprise Management Bootcamps, Learning Services and Expert Services. Learn to work with Sage to increase success rates on your projects and get access to all of the material available to Sage partners.

Emirates 5-6 | Level 6

The Evolving Omnichannel Path to Purchase for Today's Shoppers

ISV-02: In today's fast-moving retail market, consumers hold the power. iVend Retail, integrated with Sage Enterprise Management masters omnichannel, providing a seamless, continuous customer experience across the devices and locations where customers want to shop. Join this session to learn how to serve the industry using a true omnichannel platform that helps retailers lower their operating costs and optimize business operations to gain more time to focus on what really matters – cultivating customer engagement and capitalizing on retail trends.

Emirates 4 | Level 6

Account Based Marketing 101

MKT-02: Account-based Marketing (ABM) is the new black. Discover how to really leverage ABM for success. Understand how to use intent data, what content is needed, and how to get buy in from sales teams right from the start. ABM can be a powerful tool in your marketing arsenal - learn from Sage experts who are making ABM work.

Emirates 3 | Level 6

Enterprise Management Cloud Offerings and Services

PRO-08: The cloud is no longer an option and delivering robust cloud solutions is vital in today's market. Attend this session and learn how Sage Business Cloud Enterprise Management offers a variety of deployment options to meet customer requirements that vary by industry, organization structure and many other factors. We'll share how to move to a recurring revenue business model and propose the best cloud service and deployment options to your customers.

Emirates 1 | Level 6



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14:00 – 15:00

Driving Consistent Deal Execution

SLS-02: Learn from our experts and peers best practices for driving consistent deal execution.

Emirates 2 | Level 6

15:15 – 16:15

Multi-site, Multi-country Implementations

GEN-01: Multi-site implementations are complex and require more planning than simple roll-outs. A thorough understanding of processes, performance, connectivity, reporting and many other factors is critical in deploying value across a large organization. In this session learn what discussions to have with customers to ensure successful, scalable implementations, and how Sage can support you.

Emirates 5-6 | Level 6

We Need to Talk... How a Sales Mobility App Saved the ERP, CRM and Sales Relationship - Skynamo

ISV-03: It's a changing ERP landscape with a rapid shift from stand-alone ERP systems to eco-systems of ERP-connected apps. Skynamo's sales mobility app bridges the gap between CRM, ERP and Sales, creating integration and transparency between different business systems. This session unpacks the opportunity and revenue generation potential for VARS, helping create a long-term competitive advantage for you and your customers.

Emirates 4 | Level 6

Unlocking Sales with Content Marketing

MKT-03: For more than a decade, Content Marketing has been recognized as a key tool to building sales pipeline in an age when prospects prefer to self-educate before engaging in a sales conversation. This session will cover how marketers and sales teams can work together to develop the right content for the right audiences, connect it to sales opportunities and use it to convert and close. We'll also share with you Sage's global business advice blog, 'Sage Advice,' and the opportunities for partners to tap into the audience that is growing 20% month over month.

Emirates 3 | Level 6

Enterprise Management HR and Payroll and Sage Business Cloud People

PRO-03: While Enterprise Management provides all things ERP (and more), your customers may need help with their people too, and that means HRM/HCM and Payroll. Enterprise Management HR & Payroll continues to be an area of investment for Sage. Learn how to leverage People Applications - a blend of Human Resource Management (HRM) and Human Capital Management (HCM) - along with Global Cloud Payroll to accelerate business growth, and build new revenue streams and specialty areas.

Emirates 1 | Level 6



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Partner Panel: Best Practices of Fastest Growing Sage Enterprise Management Partners

SLS-03: What makes up the DNA of the fastest growing Sage Enterprise Management partners around the globe? Attend this interactive panel session to gain insight into customer engagement strategies, lessons learned and key success factors. Find out how partners focus their sales, services and marketing efforts and what led to their accelerated growth and success.

Emirates 2 | Level 6

16:30 – 17:30

Customer Obsession, Expansion and Innovation: The Key Initiatives to Expand our Enterprise Business

GEN-04: expectations are changing, compliance and regulatory requirements are becoming more complex and accelerated technology adoption is changing how businesses compete. Join this session to learn how Sage is changing the way software is delivered into the market and what we are doing to ensure that Sage Enterprise Management not only remains relevant but also shifts the boundaries of what is possible.

Emirates 5-6 | Level 6

All-new Cloud-friendly, Fully Automated smartEDM and Invoice Processing for Sage Enterprise Management - V1

ISV-04: Experience the most feature rich Electronic Document Management (EDM) yet. This session will demonstrate V1's new EDM solution. Deposit documents directly from your tablets and phones, make faster and smarter searches, document links and annotations, and automated emailing simple to install. Whether familiar with EDM/PIA or new to the products this vital session covers the release of Purchase Invoice Automation, now available for hosting in the Cloud.

Emirates 4 | Level 6

Digital Media Fundamentals to Drive Marketing Performance

MKT-04: Digital media plays a key role in driving your organization's pipeline. Attend this session to better understand the basics of digital media and the approach Sage takes to maximize investments in digital formats and channels to drive performance. We'll show you what every good marketer needs to have in their portfolio to maximize success in the world of modern marketing.

Emirates 3 | Level 6



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Bringing Powerful Open Source Technologies to the Business Management Software Market

PRO-04: Disruption in the market, innovations to the way products are built and how services are consumed has seen the rise of new technologies that deliver efficiency and significant improvements to customer experiences. During this session we will demonstrate how Sage Enterprise Management is delivering cutting-edge open source technologies, world-class user experiences and performance, and tools that will allow you to expand your business with value-added complementary solutions and new industry offerings.

Emirates 1 | Level 6

Anatomy of an Enterprise-level Win: Landing the Whale

SLS-04: Dive deep into the details of a large, complex, multi-country Sage Enterprise Management win. Attend this session to learn about the sales cycle, competition, obstacles to success, deal packaging and pricing, and the complexities that extended well after securing the purchase order and winning the business. An open Q&A will allow audience members to probe into specific areas of interest around this game-changing win for Sage Canada and partner Nextec.

Emirates 2 | Level 6

16:30 – 16:50

Lower operational risk and increase sales as well as overall customer satisfaction. Not easy? Try acf. and axil! - Xplor-IT

SF-08: It's so natural to try to reduce risks. There are several ways of doing this and when it comes to business, we know that lowering the risk can save a lot of money. We also know that customer satisfaction is key to the sales increase. In Xplor, we are developing tools that can help in both of those areas. Please come in and meet acf. and axil!

Partner theater | Level 2

17:00 – 17:20

With Xtech-Upgrade, facilitate your Enterprise Management upgrade projects - X-TECHARTS

SF-05: From any version greater or equal to V5, jump into V12. Discover how Xtech-Upgrade, its innovative tools and its user-centred methodology, will drive you to a new generation of upgrade projects.

Partner theater | Level 2



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17:30 – 17:50

Expand your solution offering with Transport Management Suite for Sage Enterprise Management - TEMA

SF-11: Transport Management Suite (TMS) provides innovative and robust functionalities for fleet management, delivery & load planning, route optimization and field delivery execution. TMS achieves better operational Efficiencies and decreases delivery costs for distribution companies and those operating vehicle fleets. Join this session for an interactive demonstration of fleet management, delivery planning, vehicle routing & dispatching, real time delivery tracking and mobile applications for proof of delivery and van sales.

Partner theater | Level 2

18:00 – 18:20

Winning the Last Mile with Logistics – ProcessWeaver

SF-06: The session shares global trends in transportation management and reviews customer buying needs to improve supply chain visibility. It reflects on the demand for Sage customers to deliver products across the globe to compete with the 'Amazon Effect' in supply chain and demonstrates ROI with ProcessWeaver's xCarrier platform to support and grow revenue with the EM sales process.

Partner theater | Level 2

3 April

11:00 – 12:00

A Partner's Guide to Enterprise Management Version 12 Resources

GEN-05: Leave this year's conference with an overview of key resources to jump start your Sage Enterprise Management Version 12, engagement. We will review recommended learning paths, partner enablement resources, sales tools and key marketing enablers.

Emirates 5-6 | Level 6

SEI and Sage Enterprise Management - A Winning Combination - Tangerine Software

ISV-05: SEI can often make the difference between winning or losing Sage Enterprise Management opportunities. In this session you will be introduced to SEI's latest game-changing features, including ETL+ for automated data transformation, the newest Universal Data Model, role-based dashboards, and prebuilt analytics. You will also learn what you need to know about the soon to be available SEI public Cloud.

Emirates 4 | Level 6



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11:00 – 12:00

How to build a social media strategy to drive results?

MKT-05: Learn from our experts on how you can drive outcomes from social media and hear best practices ...and how social media can serve as a companion for other marketing tactics for demand generation and communications.

Emirates 3 | Level 6

The Digitalization of Financial Processes

PRO-05: The digitalization of business processes is growing significantly and financial processes are one of the key target areas driven by a stronger emphasis on transparency, anti-fraud measures and compliance. Join this session to learn more about key digitalization trends for electronic reporting, tax and e-invoicing. Discover how Sage Enterprise Management can help keep your customers compliant.

Emirates 1 | Level 6

Win Deals and Client Confidence with a Tailored Business Management Solution

SLS-05: Corporations today need solutions that are tailored specifically for them. In this session we will demonstrate how Enterprise Management can be fit, scaled and customized to meet the needs of global businesses. Learn how to win your customers confidence and grow their business by better anticipating their needs, and understanding and applying AI, IoT, and cloud-leading trends. We will walk you through the Sage Enterprise Management pitch and show how to create excitement and a win in 5 minutes. Also learn how a custom look-and-feel can boost your results.

Emirates 2 | Level 6

12:00 – 12:20

Sage And AWS Are Teaming To Support Business Cloud Enterprise Management Migrations - AWS

SF-10: Sage and AWS are developing a comprehensive program that will make significant investments in Partners interested in building cloud practices and driving migrations to Sage Business Cloud Enterprise Management. This program will be called the Sage SaaS Migration Program (SSMP). It will provide Partners with a prescriptive and repeatable migration methodology and approach. The training, funding, technical support, and go-to-market guidance needed to enable Partners to build a sustainable Sage Business Cloud Enterprise Management migration practice, will be provided through this program. Attend this theater presentation to learn more about the Sage SaaS Migration Program benefits and investments available to Sage Partners.

Partner theater | Level 2



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12:30 – 12:50

Remove the data headache from business reporting for your customers - ZAP

SF-07: Whether it's multi-company financial consolidation from Sage and non-Sage ERPs or cross functional reporting from CRM and other business data sources, join us to see how Sage's flagship BI tool, Enterprise Management Data and Analytics (EMDA), gives Sage resellers access to instant 360-degree business insight for their customers.

Partner theater | Level 2

13:00 – 13:20

All-new cloud-friendly, fully automated smartEDM and invoice processing solution for Sage EM – V1

SF-12: Experience the most feature rich Electronic Document Management (EDM) yet. This session demonstrates V1's new EDM solution. Deposit documents directly from your tablets and phones, make faster and smarter searches, document links and annotations, and automated emailing simple to install. Whether familiar with EDM/PIA or new to the products this vital session also covers the release of Purchase Invoice Automation, now available for hosting in the Cloud.

Partner theater | Level 2

13:30 – 13:50

Future Forward: The Next Evolution of eCommerce - XM Developments

SF-13: Drop by this session to get a future forward view of eCommerce. The world of eCommerce is rapidly evolving around user experience. Blair Watkins, CTO, XM shares his vision for the future of B2B eCommerce, what that means for your clients and how they can embrace the attributes of an eCommerce-centric marketplace to accelerate growth and increase customer satisfaction.

Partner theater | Level 2

14:00 – 15:00

CEO Roundtable

GEN-06: This roundtable is exclusively for CEOs and business owners to discuss the key challenges and opportunities in accelerating your enterprise businesses. Take this opportunity to hear from your peers, share best practices, and identify areas where Sage can better support your company.

Emirates 5-6 | Level 6



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Take a customer centric approach and win deals with an integrated CRM (Salesforce.com) and Customer Portal for EM – Greytrix

ISV-06: Join this session to learn from Greytrix's unmatched experience driving innovation across industries and verticals to improve the way businesses operate. This session will help you understand why you need to look at enterprise level integration rather than single standalone solutions, and take you through integration options and the industry best practices that help achieve this.

Emirates 4 | Level 6

How can you best leverage our marketing tools and platforms to help growing your business?

MKT-06: Learn about the marketing tools and platforms you can leverage as a Sage Partner to help grow your business, including the Partner Marketing hub, the Campaign Hub and Sage Advance - our global marketing platform and concierge service.

Emirates 3 | Level 6

APIs: Improving the Integration and Developer Experience for Sage Enterprise Management

PRO-06: How do you deliver end-to-end capabilities to your customers with Enterprise Management at the center of the organization? Best of breed solutions can provide powerful time saving efficiencies and improvements, however, integration between solutions is key to delivering a seamless business management experience as well as expanding core ERP capabilities. With simple and efficient APIs your imagination has no limit - build the perfect solution through our developer tools, engage with the Sage ecosystem or expand the application with your own IP. Discover how the new Sage Enterprise Management API framework is changing how to integrate solutions and provide users with the end-to-end experience customers crave.

Emirates 1 | Level 6

Building Your Outbound Engine

SLS-06: Marketing and inbound leads can only grow your business so far and so fast. In order to win new business and beat your competition you need to have an effective outbound strategy to penetrate new target accounts and drive larger deals. Without a process for outbound prospecting you can waste a lot of time and effort while also damaging your reputation. In this session, John Barrows will focus on how to do consistent, high quality prospecting that anyone can and should implement into their daily routine.

Emirates 2 | Level 6



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15:15 – 16:15

Product Roundtable

GEN-07: Share your ideas for the future of Sage Business Cloud Enterprise Management in a dynamic, product-focused roundtable discussion. Provide feedback to Sage executives and product leaders on product strategy and roadmaps. Discuss your view on the enhancements that are most important to accelerate growth in Enterprise Management and participate in prioritizing suggestions for driving new customer acquisition and benefiting your current customer base.

Moderator: Becky Smith, and Product Team: Mark Fairbrother, Rob Sinfield, Fabrice Alonso, Fred Van Biljon

Emirates 5-6 | Level 6

Seamlessly Combine Business Strategy, Experience and Technology to Transform Business and Achieve Durable Growth – PwC

ISV-07: It takes a diverse set of people and skills to create a competitive differentiation in the market and for your clients every day. PwC Advisory (Consulting, Deals and Forensics) integrates industry functional knowledge across the globe to help customers address complex business challenges. PwC is in the business of transformation and known for focus on and commitment to achieving results. Join this session to learn how PwC combines strategy, technology and management consulting expertise to help you succeed.

Emirates 4 | Level 6

Marketing & Selling Complete Industry Solutions

MKT-07: The true value of Sage Enterprise Management can be dramatically increased when you bundle it with ISV solutions. However, what is the best way to market and sell Enterprise Management as a 'Complete Industry Solution' (or Joint Solution)? In this session Scott Ehmen (VP, Partner Strategy & Sales for Sage North America) and Julie Lister (Partner Marketing Director) will share their experience on to what it takes to effectively market and sell complete industry solutions and then will host a panel with experienced partners (ISVs and VARs) to get a broader perspective on what they have seen work.

Emirates 3 | Level 6

The new Sage Design Language Systems (DLS) - Enhanced User Experience

PRO-07: Everyone wants ERP solutions with great capabilities, and most of us are also looking for user friendly and exciting business management solutions. Whether you are a casual user or in the application on a daily basis, you expect an easy to use and intuitive experience. During this session we will demonstrate the new Sage Design Language System (DLS), share plans on the user experience and highlight key improvements delivered in Sage Enterprise Management Version 12.

Emirates 1 | Level 6



Enterprise Management partner summit

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Sales Roundtable

SLS-07: Do you have ideas to share on how Sage can improve sales enablement and provide better support for driving enterprise business for partners? Join this roundtable discussion with Sage sales leaders and your peers. We will gather your feedback to improve the way we support you from a sales and pre-sales perspective - including driving new customer acquisition and increasing customer revenue.

Emirates 2 | Level 6

16:30 – 17:30

Introduction to Value Pricing

GEN-08: Learn how you can achieve better results for your customers and be more profitable when you recognize that you do not sell time, but rather knowledge. Creating such an organization is hard work and is not for everyone. It requires you to think differently than you have in the past about what it is that you do. Participants are invited to open a dialogue on a different model for creating and capturing value in your business.

Emirates 5-6 | Level 6

Delivering Added-value and Additional Revenue with Prophix for Sage – Prophix

ISV-08: Drive added value by integrating Prophix's financial planning, budgeting, forecasting and consolidations solution into Sage Enterprise Management. Understand how to meet customer expectations of finance today and transform their business for the future. This session demonstrates how your customers can simply be faster, look further and see more of their business helping them to deliver additional revenue, cultivate long term loyalty from their existing customers and radically increase the chances of winning new business.

Emirates 4 | Level 6

Marketing Roundtable

MKT-08: Ready to discuss how to revolutionize Sage Enterprise Management partner marketing and support? Join Sage Marketing leaders for an interactive roundtable discussion aimed at uncovering opportunities for Sage to work more closely with you to drive new customer acquisition and revenue growth from existing customers through leading-edge marketing strategies.

Emirates 3 | Level 6

New Lifecycle Policy and How to Easily Upgrade Customers

PRO-02: With the release of Sage Enterprise Management Version 12 the new lifecycle policy comes into effect. Attend this session to learn how to best support your customers; it's important to understand the various options. And, as time to value is key, we'll demonstrate how to accelerate the upgrade to Version 12 using powerful tools delivered by Sage partner X-TECHARTS.

Emirates 1 | Level 6



Enterprise Management partner summit

3 April

15:15 – 16:15

Bargain to Advance –What, When and How to move deals through the pipeline with more accuracy and velocity

SLS-08: Too many companies do not have a common language when talking about opportunities and how to move them through, or out, of the pipeline. This leads to missed forecasting and wasted time chasing dead deals. The more objectivity you can put into your sales process the more accurate your forecast will be. This session will help you create your own customized scorecard that you can apply to all deals in your pipeline and show you exactly where you stand, what you need to do, and where to focus your time.

Emirates 2 | Level 6

17:00 – 17:20

Configurable, plug and play manufacturing execution system (MES) software to digitalise and drive factory performance - LYNQ

SF-14: Manufacturing Execution Systems (MES) play a foundational role in the success of manufacturing leaders in achieving delivery, cost and quality goals. Best-in-Class firms are 50% more likely to implement MES and 76% more likely to implement MOM. Learn the difference between MES and MOM and find out about the benefits of deploying a single, configurable manufacturing operations management (MOM) solution that can digitalise and drive factory performance.

Partner theater | Level 2

17:30 – 17:50

How integrated systems create opportunities for increased profits in construction – Enterprise Management Construction

SF-15: Given today's fiscal realities and emerging risks, the need for operational and financial integration (OFI) has never been greater. Decision Support Systems are key to the construction industry - find out how integrating production planning and management tools with ERP solutions empowers data driven decision making.

Partner theater | Level 2



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8:45 – 9:45

The Greatest Knowledge Management Tool in the History of the Human Race: After Action Reviews

GEN-09: This session is dedicated to the possibility that you can significantly increase your effectiveness in working with customers by creating a culture that uses after action reviews (AAR) as a primary knowledge sharing tool. Adopting AAR is not easy because it requires you to spend a significant amount of time on an activity that is not billable. AAR is not for everyone and should only be used if you are truly seeking to transform your business. Attend this session if you think that it is possible that you and your business can meet this challenge!

Emirates 5-6 | Level 6

Realizing The Value Of Partnering With AWS When Building A Cloud Practice - AWS

ISV-09: Sage and AWS are collaborating on the development and launch of compelling SaaS customer solutions, like Sage Business Cloud Enterprise Management. As customers increasingly seek to exploit the business benefits, that SaaS solutions provide, Sage and AWS want to enable Partners to engage. The AWS Partner Network (APN), a global AWS Partner program, focuses on helping Partners build successful cloud practices. Through this program, Partners receive business, technical, sales, and marketing resources that help them grow their business and better support their customers. Attend this session to learn more about the AWS Partner Network benefits and investments available to Sage Partners.

Emirates 4 | Level 6

DataSelf Analytics - Data warehousing, Tableau, Power BI and 5,000+ KPIs - DataSelf Corp

ISV-11: Are you losing Sage EM deals because the competitor has better BI? Do you have existing clients frustrated with their reports and dashboards?

Join us to learn how DataSelf Analytics is revolutionizing the BI world with data warehousing, Tableau, Power BI with unparalleled drag-and-drop capabilities. With our SaaS cloud or on-premises deployment, we can bring over 5,000 report and dashboard templates live on day one! Put your data-hungry decision-makers in the driver's seat and enjoy a fast ROI!

Emirates 3 | Level 6

Enterprise Management Supporting Project Manufacturing

PRO-09: Manufacturing is changing - the introduction of new value-added services and the adoption of "servitization" is changing the way traditional manufacturers operate. The demand for services is also growing within many industries and sectors. During this session we'll demonstrate how Sage Enterprise Management can support project-based manufacturing activities, generating more business opportunities for partners as Sage double-downs in existing industries and enters into adjacent verticals. Learn about the potential of the Project Management (PJM) module, and hear from one of your peers regarding their experience implementing and supporting successful project-based manufacturing.

Emirates 1 | Level 6



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8:45 – 9:45

The Secret to Selling Technology: Don't Talk About Technology

SLS-09: Technology adoption is hard and often costly. Disrupting business operations is risky and companies are reluctant to adopt new technology without a compelling reason. Join Sage technology experts as we explain how to talk about the benefits of technology without talking about technology.

Emirates 2 | Level 6

9:00 – 9:20

How a sales mobility app saved the ERP, CRM and Sales relationship - Skynamo

SF-17: It's a changing ERP landscape with a rapid shift from stand-alone ERP systems to eco-systems of ERP-connected apps. Skynamo's sales mobility app bridges the gap between CRM, ERP and Sales, creating integration and transparency between different business systems. This session unpacks the opportunity and revenue generation potential for VARS, helping create a long-term competitive advantage for you and your customers.

Partner theater | Level 2

9:30 – 9:50

Seamlessly combine business strategy, experience and technology to transform business and achieve durable growth - PwC

SF-18: It takes a diverse set of people and skills to create a competitive differentiation in the market and for our clients every day. PwC Advisory (Consulting, Deals and Forensics) integrates industry functional knowledge across the globe to help clients address their complex business challenges. We are in the business of transformation and known for our focus on and commitment to achieving results. Join this session to learn how PwC combine strategy, technology and management consulting expertise to help organisations succeed.

Partner theater | Level 2

10:00 – 10:20

Efficiently manage and dispatch your field staff with Praxedo cloud-based field service management solution – Praxedo

SF-19: Praxedo is a powerful and scalable cloud-based field service solution that interfaces seamlessly with Enterprise Management and offers a 360° vision of your field operations. Easy-to-use, fully customizable, around 600 organizations in many industries, use Praxedo daily to optimize routing, scheduling, and tracking of work orders and field staff.

Partner theater | Level 2



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10:00 – 11:00

Partner Program and Enablement Roundtable

GEN-10: Join us for this interactive session to discuss partner enablement feedback and priorities. Roundtable topics will share work we have been undertaking to enhance how we deliver partner enablement to support partner growth ambitions.

We'll also discuss key themes emerging from the 2019 event in Dubai and what improvements are needed and should be prioritized to enhance the Sage partner journey.

Emirates 5-6 | Level 6

How to Drive Customer Advocacy: Inside Sage's 'Spotlight' Program

MKT-09: Customer Advocates have never been more important to the sales and marketing process than they are today. In fact, according to research from IDC, the use of customer advocacy in B2B marketing has increased almost six-fold since 2016. This session will help you understand what is driving this explosive trend, how to define customer advocacy for your business, how to integrate it into your sales and marketing activities, and what are the key factors of success. We'll share a case study from Sage's own customer advocacy program, 'Spotlight'.

Emirates 3 | Level 6

Building Indestructible Add-ons

PRO-10: Learn how to build future proof add-ons that will not only extend product capabilities but also create exciting opportunities in the market. This session will provide real-world examples from Sage product experts and partners on how to build and manage add-ons, including successfully built localizations, extensions and vertical offerings.

Emirates 1 | Level 6

Know Your Competition and How to Dominate

SLS-10: We all like to win. We all love to win. That feeling is amazing! The question is - Do you know who you are competing with and how to dominate the sale? Join this session for a competitive intelligence session and workshop and learn how to leverage Sage to win win win!

Emirates 2 | Level 6

The Next Evolution of eCommerce- XM Developments

ISV-10: eCommerce is more than a shopping cart. It's about experience and providing your clients with the ability to drive incremental revenue, improve operational efficiencies and extend their brand online. Learn why eCommerce matters to you and your clients. Gary Sherlock, CEO, shares XM's strategic direction and Blair Watkins, CTO, will discuss the future of B2B eCommerce and how it will change the way businesses embrace technology.

Emirates 4 | Level 6



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4 April

10:30 – 10:45

Aritmos, the perfect partner to help wherever you are - Aritmos

SF-20: Aritmos has developed vertical software applications across many sectors and industries. Through consulting and developing complete business solutions Aritmos can work easily with the worldwide Sage partner ecosystem. Find out how our new split structure, 'Soft', 'Consulting' and 'Digital' enables Aritmos to become the perfect partner for your needs, in your market, wherever you are.

[Partner theater | Level 2](#)