SAP Advisory Council for Agribusiness
Overview

Anja Strothkaemper, VP, SAP Commodity Management & Agribusiness
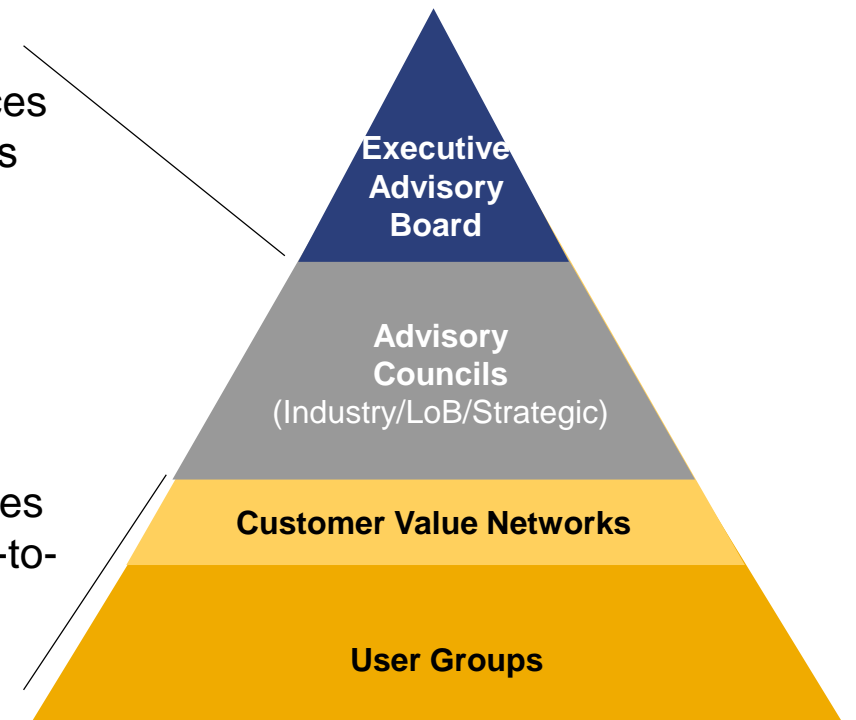July 2016

SAP

SAP Advisory Council for Agribusiness
Summary

The SAP Advisory Council for Agribusiness is an invitation-only, select group of strategic SAP Agribusiness customers, willing to collaborate in an open environment with SAP to drive mutually beneficial objectives and improve the value of SAP solutions

- Providing a collaborative environment where effective strategies and best practices related to SAP's offering for Agribusinesses can be shared between the members while protecting confidential and competitive advantage information

- Fostering recurring communications and events between participating customer members and SAP to help inform, influence, and prioritize SAP's strategy, go-to-market, roadmaps, and development of existing and new solutions across the Agribusiness Value Chain

- Composed of senior executive and forward-thinking thought leader representatives who engage in bi-directional discussions on strategic solutions, services, and go-to-market strategies

- As appropriate, mutual commitment of resources to co-innovate solutions

Executive Advisory Board

Advisory Councils
(Industry/LoB/Strategic)

Customer Value Networks

User Groups

SAP Advisory Council for Agribusiness
Membership

Participation by invitation only
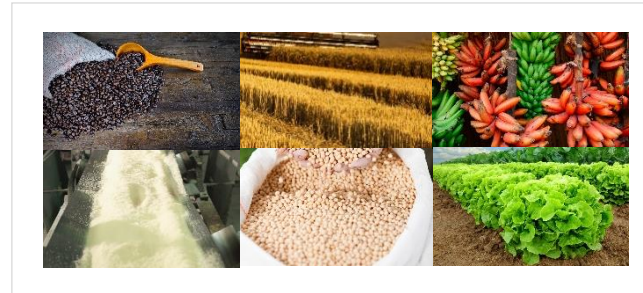
Member companies

- Agribusiness companies that are using SAP or are in the process of implementing SAP for major parts of their core business
- Representing different crop types, different steps in the value chain, different regions
- Thought leaders in the industry
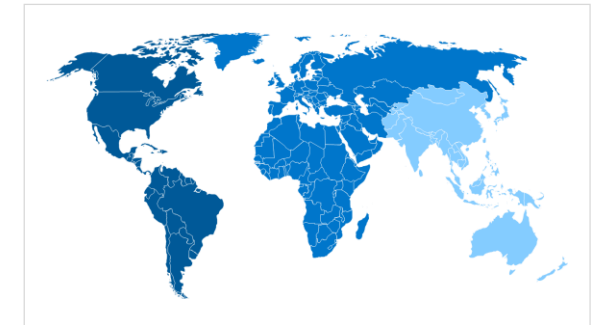
Participant profile

- C-Level or one level below
- 1 permanent member per member company

Off-boarding

- Members who don't participate for 2 years in a row will need to re-apply

Different crops

Global
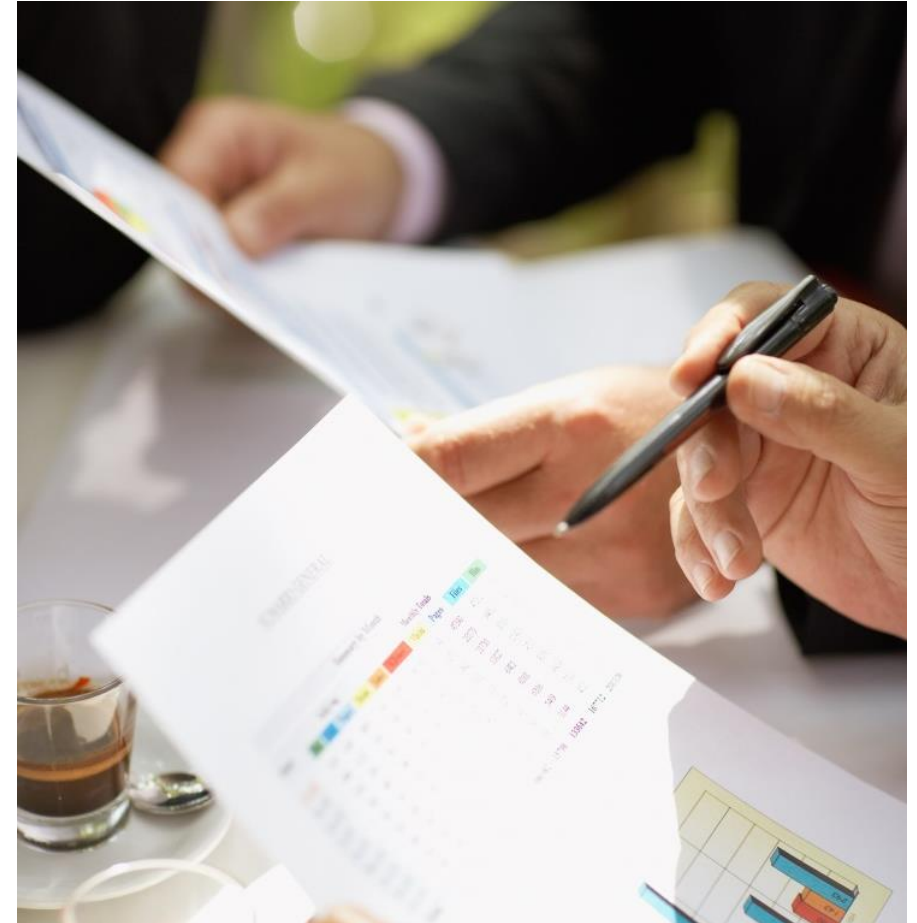
SAP Advisory Council for Agribusiness

Across segments

Benefits

Benefits for participating customers

- Early exposure and awareness of SAP's direction and planning

- Enhanced ability to influence SAP's strategy, go-to-market, roadmaps, and development of existing and new solutions across the Agribusiness Value Chain

- Early visibility of co-innovation opportunities

- Direct interaction and close collaboration with SAP Executives, SAP Solution Management and Development

- Networking opportunity and peer-to-peer knowledge and best practice sharing (while protecting confidential and competitive advantage information)

Commitments and Legal Scope

Customer commitment

- Active participation in council meetings by a permanent member (C-Level or C-1)

- License agreement in place

- Already implemented, running implementation or strong commitment to implement soon

- Willing to collaborate with SAP and other customers in an open environment and provide feedback to strategic topics and share best practices

- It may include participation in and input to specific workgroups (as per mutual agreement)

Legal scope:

- Customer Feedback Agreement

- Antitrust and Competition Law Compliance

SAP Advisory Council for Agribusiness
Steering Group

SAP Sponsor

- SVP and Global Head of SAP Consumer Products (EJ Kenney)

SAP Advisory Council Owner

- Global Head of SAP Agribusiness (Anja Strothkaemper)
- Supported by Global Business Development Lead SAP Agribusiness (Gabi Koelzow)
- Overall responsibility for council planning & execution
- Work with events team to plan logistics
- Plan agenda, invite speakers, invite customers, ensure all presentations, documents on the shared drive, post event follow-ups, etc..

Customer Chair

- Steve Byers, Group Vice President & CIO, Tate & Lyle
- Chairs the meetings
- Shapes agenda with SAP, guides discussions at meetings for joint outcomes

Additional Steering Group Members

- 3 – 4 customer representatives
- Participate in planning

Council Meetings

It is planned to have 1 – 2 physical meetings of the Agribusiness Council members per year

The inaugural meeting is scheduled for

- **October 11/12, 2016**

- **in Heidelberg, Germany**