

BT SUMMIT ROUND UP



The 4th Global Business Transformation Summit was hosted by SAP in the sensational Adlon Kempinski Hotel in Berlin on 10 and 11 November. Those who arrived on the Sunday were fortunate enough to soak up some of the festivities put on to celebrate the 25th anniversary of the fall of the Berlin Wall.

SAP Services and the Business Transformation Academy certainly demonstrated how exceptionally well they look after their customers and community. From start-ups to some of the world's greatest brands, and from academics to global executives, an energetic blend of transformation passion filled the air.

Coined as "Innopreneurship", an exciting fusion of innovation and entrepreneurship was the focus of this year's event. Traditional businesses were given the opportunity to learn from entrepreneurs about new collaboration and communication models and how a start-up-like mind-set and culture can foster innovation in both large and small organisations. Similarly, start-ups were given the opportunity to learn from those with more experience in the world of business.





Above: Ian Kingstone, Rob Llewellyn and Michael von Kutzschenbach

This was an event where some of the world's most committed business transformation experts gathered to exchange views, expand their networks and hear the mixed experiences of those who have been at the centre of some of the world's most complex business transformations.

The Business Transformation Academy and SAP also used the opportunity to leave a copy of the new book "Digital Enterprise Transformation" in the hotel rooms of those attending the event. Read more about this exciting new book on page 9.

The eclectic line-up of speakers included the phenomenal speed-climber Alexander Huber, executives from Landcover, SAP, BMW, and one of the most cutting edge banking CEOs in Europe - Matthias Kroener. These and many others shared their successes, failures and learnings, in an effort to help others approach transformation in a better way.

The event provided hundreds of transformation practitioners with the opportunity to expand their global networks, meet top thought leaders, build a mindset for the future, and take away new ideas that can help shape their companies' DNA.



Above: Lalit Jagtiani and Rob Llewellyn

