

# Horváth AI & Data Convention

In cooperation with SAP

Ready to unlock the next level of  
business management?

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APRIL 3, 2025, DÜSSELDORF



Dr. Matthias Emler



Markus Kirchmann

## INVITATION

### BRIEF PROFILE

- April 3, 2025
- DUSconference plus, Düsseldorf International Airport
- Ready to unlock the next level of business management?
- High-profile event featuring top speakers from renowned companies

### MAIN TOPICS

- Successfully becoming an AI and data-driven company
- Use of AI and advanced analytics in different functional areas
- Innovative approaches, methods and technologies in decision support for managers

### YOUR BENEFIT

- Gain inspiration and broaden your perspective beyond familiar boundaries
- Benefit from the solutions and insights shared by participating companies
- Obtain valuable insights into current topics
- Use the conference as a platform for in-depth discussions and sustainably expand your network

## READY TO UNLOCK THE NEXT LEVEL OF BUSINESS MANAGEMENT?

Ladies and Gentlemen,

are you ready to unlock the next level of business management?

Managing business more successfully with AI & data – this is where companies see enormous potentials, but also face some challenges. Recent developments around AI & data show big leaps. This affects all industries, runs along entire value chains and has a lasting influence on the way managers drive their business. It is crucial to actively and creatively meet these potentials with a well-founded strategy to maintain competitiveness in a tech-driven world.

At the Horváth AI & Data Convention, major international players will share concrete insights on how they leverage AI and data and deal with the corresponding challenges: Novo Nordisk, Vodafone, Commerzbank, Bayer, FSN Capital, Springer Nature, Oetker Digital, MOL Group, Boehringer Ingelheim, and many more.

And together with our strategic cooperation partner SAP and related tech providers, we will give tangible examples how AI & data is changing the way successful business management will be done in the future. You can attend in-depth breakout sessions on AI & data-driven best practices in Finance, Commercials and Operations. And of course there will be plenty of room for networking and personal exchange!

We are very much looking forward to welcoming you in Düsseldorf on April 3rd!

Dr. Matthias Emler  
Partner, Head of AI, BI & Data  
Horváth

Markus Kirchmann  
Partner, Competence Center  
Controlling & Finance  
Horváth

## Expand your network at the event the evening before



Sheraton Düsseldorf Airport Hotel  
Terminal-Ring 4  
40474 Düsseldorf



Horváth warmly invites all participants to join us on the evening of April 2nd from 7:00 PM. Be our guest and take the opportunity to engage in personal exchanges with other attendees. We look forward to welcoming you to the evening event. Register now –Seats are limited!

THURSDAY, APRIL 03, 2025

9:00 a.m. **Welcome and Introduction**

*Dr. Matthias Emler (Host)*  
Partner, Head of AI, BI & Data  
Horváth

9:10 a.m. **The future of Business Data**

- SAP Business Data Cloud & Benefits: Explore SAP's new data platform, including SAP-managed Data Products, BW modernization, Insight Apps, and Databricks integration
- AI & Business Data Cloud: Understand its key role in AI strategies and data-driven decision-making
- ARAG's Data Strategy: Learn how ARAG navigates technological change and a competitive market with a heterogeneous system landscape

*Mohamed Abdel Hadi*  
BCTO BTP & VP Customer  
Advisory Group MEE  
SAP Deutschland SE & Co. KG

*Ulrich van Meerbeck*  
Vice President of SAP  
Data Management & BI  
ARAG SE

*Christian Scheidel*  
Head of Customer Advisory  
Business Data Cloud MEE  
SAP Deutschland SE & Co. KG

9:50 a.m. **Next Generation Enterprise-level Data & AI Enablement**

- Transformation journey of our enterprise single-source of truth to a scalable, cloud-native next-gen AI-ready platform
- Insights how GenAI has reshaped the landscape to manage unstructured data and knowledge at an enterprise scale
- Strategies for building this backbone and creating a scalable service ecosystem to support the growth and integration of generative AI

*Dr. Philipp Plank*  
Head of Enterprise Data & Analytics  
Bayer AG

*Lars Rothe*  
Head of Machine Learning & AI Unit  
Bayer AG

10:20 a.m. **TED – Point of views from the audience**10:30 a.m. **Break** ☕11:00 a.m. **Navigating Challenges and Unleashing Potential: AI's Transformative Role in Trading**

- Think-a-Thon Pitch - from the idea to the MVP
- No innovation without groundwork - success factors and roadblocks
- Whats next - bubble or revenue booster?

*Pia Schmitz*  
Managing Director Securities & Derivatives Trading Platforms  
Commerzbank AG

THURSDAY, APRIL 03, 2025

11:30 a.m. **Digital Transformation Unleashed: How AI and data-driven business models are reshaping a traditional company "Made in Germany"**

- Leveraging AI for Operational Efficiency (Oetker Use Case)
- How to bring Data Analytics results to informed decision making
- Overcoming challenges of Digital Transformation, such as Legacy systems, managing change, integrating new technologies into existing structures

*Alexandra Vázquez Bea*  
COO/CFO  
Oetker Digital GmbH

12:00 p.m. **AI-Driven Transport Mode Prediction and Carbon Footprint Estimation Using Cell Tower Data**

- Overview: AI for predicting transport modes and estimating carbon footprints
- The how: Hybrid model approach to ensure high prediction accuracy
- Added value: Population-scale analysis to empower sustainable initiatives by providing actionable insights into environmental impact of events

*Jörg Knoop*  
Center of Excellence AI  
Vodafone GmbH

12:30 p.m. **Lunch break** 🍴01:30 p.m. **Digital Finance Journey – NovoNordisk**

- How we leverage digital to become a more modern finance organisation
- How are we navigating the continuous growth and complexities and building the best infrastructure and data foundation at the same time?
- What is ahead of us and what are key priorities for the upcoming years

*Mads Nielsby*  
VP Digital Finance & Architecture  
Novo Nordisk A/S

THURSDAY, APRIL 03, 2025

02:00 p.m. **Taking direction: What to consider when defining a successful AI strategy***Maria Koppe*BI, AI & Data Expert  
Horváth*Maximilian Radlmair*Data Science Expert  
Horváth02:10 p.m. **Breakout-Sessions**Session 1 **SAP Business Data Cloud – Unlocking the Power of Enterprise Data**  
Matthias Stemmler/SAP, Ingo Alzner/Horváth, Marc Scheck/HorváthSession 2 **AI-based Performance Management (Horváth)**  
Johannes Porsch/Horváth, Jonny Preuß/HorváthSession 3 **AI in Operations (Horváth & AWS)**  
Pavol Masarovic/AWS, Dr. Oskar Schneider/Horváth, Geronimo Bergk/Horváth, Johannes Zeigert/HorváthSession 4 **AI in Commercials (Horváth & Databricks)**  
Felix Mutzl/Databricks, Dr. Marcus Demmelair/Horváth03:00 p.m. **Break** ☕03:20 p.m. **Leveraging Data and AI to revolutionize convenience and fuel retail**

- The journey so far: Digital Factory implemented a data analytics platform as well as a loyalty and marketing technology platform in 8 countries
- Scale reached: the data analytics platform is used by more than 1k colleagues 100k times a year to generate significant business value, while the loyalty program has >5 million app users
- Journey ahead: constantly optimizing the retail business through insights and AI-driven analytics tools, and building a digital ecosystem on the loyalty platform

*István Mag*Head of Digital Factory  
MOL Group03:45 p.m. **Data Value Office – Focus on transformation as the key to success**

- Challenges and pitfalls when transforming towards a data driven organization
- Guardrails for successful data transformations
- Progressing from efficient dashboarding to AI-Use Cases

*Mike Kleemann*Head of federated Data Value Office – Finance & Group Functions  
Boehringer Ingelheim GmbH

THURSDAY, APRIL 03, 2025

04:10 p.m. **Applications of AI at Springer Nature and in Academic Publishing**

- The transformative nature of AI in research publishing
- AI as an accelerator of scholarly communication
- Use cases and opportunities across the research cycle

*Andreas Funk*Editorial Director  
Springer Nature | Springer Gabler04:35 p.m. **Value creation through AI & digital technology in Private Equity**

- Introduction to the private equity value chain and how AI & digital technology is applied from an investor perspective to generate value
- This includes in particular finding and analyzing attractive investing opportunities, as well as digital value creation in the acquired assets

*Benjamin Grether*Manager – Digital Value Creation  
FSN Capital Partners05:00 p.m. **Summary & Conclusion**

## BE INSPIRED BY THE FOLLOWING SPEAKERS



*Mohamed Abdel Hadi*  
BCTO BTP & VP Customer  
Advisory Group MEE  
SAP Deutschland SE & Co. KG



*Alexandra Vázquez Bea*  
COO/CFO  
Oetker Digital GmbH



*Andreas Funk*  
Editorial Director  
Springer Nature | Springer Gabler



*Benjamin Grether*  
Manager – Digital Value Creation  
FSN Capital Partners



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Head of federated Data Value Office –  
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Head of Digital Factory  
MOL Group



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VP Digital Finance & Architecture  
Novo Nordisk A/S



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Bayer AG



*Christian Scheidel*  
Head of Customer Advisory  
Business Data Cloud MEE  
SAP Deutschland SE & Co. KG



*Pia Schmitz*  
Managing Director Securities &  
Derivatives Trading Platforms  
Commerzbank AG



*Ulrich van Meerbeck*  
Managing Director Securities &  
Vice President of SAP Data  
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Please use our online form to register.

03.04.2025

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Terminal Ring 1  
40474 Düsseldorf  
www.dusconference.com



Register now to secure your spot!

[www.horvath-partners.com/konferenzen/aidc/registration](http://www.horvath-partners.com/konferenzen/aidc/registration)

### Participation Details

The participation fee is EUR 990, plus VAT. This includes documentation of the approved presentations, lunch, the evening event, and conference beverages. In the event of a cancellation up to 4 weeks before the event, a processing fee of EUR 200 plus VAT will be charged. For cancellations made later or in case of no-shows, we regret that the participation fee cannot be refunded. However, the registration can be transferred to a substitute participant. Participants can benefit from special room rates. Please note that accommodation must be booked and paid for individually. Information about the reserved room block will be provided with your registration confirmation.

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