



SAP Academic Community Conference North America 2024 and ERPsim User Group Meeting

Engage. Learn. Network.

June 17-20, 2024
HEC Montréal
501 Rue De La Gauchetière Ouest
Montreal, Quebec H2Z 1Z5, Canada

#SAPACC

Welcome Note

Dear Academic Community North America members,

Welcome to the **SAP Academic Community Conference North America 2024 and ERPsim User Group Meeting!** This year is a milestone as we bring the conference event back to Canada, and celebrate the 20th anniversary of ERPsim!

We would like to thank **HEC Montréal** for hosting the Conference on **June 17-20, 2024** in their brand new downtown campus.

This year's conference, co-hosted by **SAP University Alliances** and **HEC Montréal**, offers you a unique event experience to exchange and network with experts and academics from the community as well as the SAP ecosystem, and hear inspirational keynotes about sustainability, and SAP's view on Business AI. Besides the keynotes, there will also be interactive formats like demos and exploratory workshops, as well as overviews and deep dives on many topics related to ERPsim. Not to mention an exciting celebratory gala to commemorate 20 years of amazing success with ERPsim!

With a full agenda ahead, we hope you will read through this guide which includes useful information on the program overview, agenda, workshop information, maps, directions, etc.

SAP University Alliances colleagues with **pink** badges and **HEC Montréal** staff wearing **teal** badges are available to answer your questions. HEC Montréal staff can additionally assist you in navigating the venue.

Dress code: BUSINESS CASUAL – You may dress more formal for the gala event if you wish!

We very much look forward to a fruitful North America Academic Community Conference together with you all LIVE in Montréal!

Best,

Evan Sevits

On behalf of the SAP University Alliances North America Team

Hosted at





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Program Overview

Agenda	Venue	Day 1 June 17	Day 2 June 18	Day 3 June 19	Day 4 June 20
Conference					
Keynotes	A.335 Amphithéâtre Rachelle et Alain- Paris	X	X	X	
Workshops/Breakout Sessions	A.373 Centre de conférence Claude-Séguin		X	X	X
Research Presentations	A.463 Grand auditorium GardaWorld		X	X	X
Registration	C.371 Accueil des groupes et activités - Don des associations étudiantes	X	X	X	
Evening Reception	See Agenda	X	X	*X	

*Gala Event off-site

All other events will be held at:
HEC Montréal
 Hélène-Desmarais Building
 Floors 3 and 4

How to read room numbers:

Letter is the wing, first digit is the floor.

Ex: **C.371**- C wing of the building, 3rd floor

****Optional** Pre-Conference 6/16/24**

For those arriving early, we've organized an optional activity outside of the conference schedule, to help you get to know Montréal a bit!

Montréal Wall2Wall Tour

<https://forms.office.com/r/BiR1sqzGNj>

This is for attendees arriving early in Montreal and interested in exploring Le Plateau neighborhood (not too far from downtown), zigzagging along main roads, side streets and back laneways for a 2.5 to 3 hour street art tour. Fill out the form above if you're interested!

*space is limited to 30 participants and form will close when capacity has been reached.



Conference Day 1

Monday, June 17th, 2024

HEC Montréal, Hélène-Desmarais Building - 3rd Floor

Monday, June 17

Time	Session	Location
7:30am	First Timers Orientation/ Greeting	B.307
8:00am	Registration/Networking/Breakfast	A.373
9:00am	Welcome	A.335
9:30am	Keynote: HEC 20th Anniversary ERPsim	A.335
10:30am	Networking Break	A.340
11:00am	HEC Gaming Platform Announcement	A.335
12:00pm	Keynote: SAP University Alliances	A.335
12:30pm	Lunch	A.373
1:30pm	Keynote: ASUG	A.335
2:00pm	Keynote: L'Oréal	A.335
2:30pm	Keynote: EY	A.335
3:00pm	Networking Break	A.340
3:30pm	Customer Skills Gap Panel	A.335
5:00pm	Networking Sponsor Event	A.373



* If this is your first Academic Community Conference, please join us for the Orientation/Greeting in Room B.307 at 7:30!

Conference Day 2

Tuesday, June 18th, 2024

HEC Montréal, Hélène-Desmarais Building - 3rd / 4th Floor

Tuesday, June 18

Time	Session	Location
8:00am	Registration/Networking/Breakfast	A.373
9:00am	Keynote: SAP Canada	A.335
9:30am	Keynote: SAP AI	A.335
10:00am	Exploratory Workshops	
	SAC Sustainability	A.373
	AI	A.373
	UA Portfolio	A.373
12:00pm	Lunch	A.373
1:00pm	Keynote: SAP Sustainability	A.335
1:30pm	Exploratory Workshops	
	Build	A.373
	EHS	A.373
	LeanIX	A.373
3:30pm	Research Paper Presentations	A.463
5:30pm	Academic Board Poster Session	A.373

Conference Day 3

Wednesday, June 19th, 2024

HEC Montréal, Hélène-Desmarais Building - 3rd / 4th Floor

**Information about off-site gala on slide 13*

Wednesday, June 19

Time	Session	Location
8:00am	Breakfast	A.373
9:00am	Keynote: SAP University Alliances	A.335
10:00am	Networking Break	A.373
10:30am	Business Builders Workshop	A.373
12:00pm	Lunch	A.373
1:00pm	ERPsim	
	Beginner's Track: Discover ERPsim (Maple Game)	A.373
	Advanced Track: ERPsim Sustainability	A.463
6:00pm	ERPsim Gala Celebration	Off-site

Conference Day 4

Thursday, June 20th, 2024

HEC Montréal, Hélène-Desmarais Building - 3rd / 4th Floor

Thursday, June 20

Time	Session	Location
8:00am	_____ Breakfast _____	A.373
9:00am	_____ How to Conduct Research with ERPsim _____	A.463
10:30am	_____ Research TRED Talks _____	A.463
12:00pm	_____ Lunch _____	A.373
1:00pm	_____ Maple Card Game by ERPsim _____	A.373
2:30pm	_____ Digital Transformation _____	A.373
3:30pm	_ Feedback Session and Upcoming ERPsim Developments _	A.373



Event Locations

HEC Montréal, Hélène-Desmarais Building- 3rd / 4th Floor

Event Spaces

A.335 _____ Amphithéâtre Rachelle et Alain-Paris

A.340 _____ Foyer Famille Yanick-Blanchard

A.463 _____ Grand auditorium GardaWorld

A.373 _____ Centre de conférence Claude-Séguin

B.307 _____ Salle multifonctionnelle Association des diplômés de HEC Montréal



How to read room numbers:

Letter is the wing, first digit is the floor.

Ex: **C.371**- C wing of the building, 3rd floor

Keynotes

- 1.) HEC Montréal & ERPsim 20th Anniversary-** Pierre-Majorique Léger, HEC Montréal
- 2.) HEC Gaming Platform-** Pierre-Majorique Léger, HEC Montréal/ Ruediger Conze, SAP
- 3.) University Alliances Portfolio-** Evan Sevits/Heather Matthews, SAP
- 4.) Connect with ASUG-** Kim Belehraddek, ASUG
- 5.) Customer Feature: L'Oréal-** Simon Leblanc, L'Oréal
- 6.) Partner Feature: Ernst & Young-** Joni Fisher, EY
- 7.) SAP Labs-** Cindy Fagen/Manik Narayan Saha, SAP
- 8.) SAP Business AI-** Mayank Shrivastava, SAP
- 9.) SAP Sustainability-** Japen Hollist, SAP
- 10.) SAP University Alliances Strategy-** Katharina Schäfer, SAP

Research Presentations

Paper Presentations, Tuesday June 18:

- **The Role of AI in Gamification in User-System Collaboration and Technological Adoption of ERP Systems**
 - Esi Adeborna, Luvai Motiwalla
 - 3:30-4:00pm
- **Micro-Learning TikTok Tutorial for SAP Analytics Supply Chain Simulations Learning**
 - Kamila Morad
 - 4:00-4:30pm
- **SAP Automation Using OCR and RPA**
 - Santiago Aguirre, Vishal Shah, Stephen Tracy, Sravya Kaniti
 - 4:30-5:00pm
- **Inter-university ERPsim Competition with Virtual Reality: Pilot Study**
 - William Cantor, Ellen Monk, Yvonne Atonucci
 - 5:00-5:30pm

TRED Presentations, Thursday June 20:

- **ChatGenius: ADA The Next-gen AI Companion for ERP/SAP Learning in Fiori UX**
 - Asli Akbulut, Christopher Gillespie, Ocean Bailey
 - 10:30-10:45am
- **Fiori is Blooming: Migrating to SAP Fiori UX and User Experiences**
 - Asli Akbulut, Christopher Gillespie, Ocean Bailey
 - 10:45-11:00am
- **Using Co-Pilot in an Introductory Programming Course**
 - Dale Fontenot
 - 11:00-11:15am
- **Lessons from Gamification with SAP GBI Case Studies**
 - Esi Adeborna, Luvai Motiwalla
 - 11:15-11:30am
- **Incorporating Security Requirements in System Analysis and Design**
 - Lorraine Gardiner
 - TBD
- **Leveraging LucidCharts to Enhance Swimlane Diagram Learning Experiences**
 - Meagan Luttenton-Knoll, James Hamilton
 - 11:30-11:45am
- **From Content to Quiz: Using AI to Simplify Assessment Question Development**
 - Ravi Patnayakuni, Hieu Pham, Milton Shen
 - 11:45-12:00pm

Address of Conference | June 17-20, 2024

HEC Montréal

Hélène-Desmarais Building

501 Rue De La Gauchetière Ouest

Montreal, Quebec H2Z 1Z5, Canada

Address of Evening Reception | June 19, 2024 (6:00pm)

Espace Vieux-Port

Room: Salle Mont-Royal

Look for a sign/welcome table outside of the room

405 Saint-Jean-Baptiste, Montréal, H2Y 2Z7

Recommended Restaurants:

The 38 Essential Restaurants in Montreal

19 Must-Try Montreal Poutines

Some tips for sightseeing:

Must-See Attractions in Montreal



RÉSEAUX



- 1 Ligne verte
- 2 Ligne orange
- 4 Ligne jaune
- 5 Ligne bleue



- A Ligne A
- A2 Brossard
- A3 YUL-Aéroport Montréal-Trudeau
- A4 Anse-à-l'Orme
- A5 Deux-Montagnes



- 11 Ligne Vaudreuil/Hudson
- 12 Ligne Saint-Jérôme
- 13 Ligne Mont-Saint-Hilaire
- 14 Ligne Candiac
- 15 Ligne Mascouche

LÉGENDE



SRB Service rapide bus



Train interurbain - VIA Rail - Amtrak



Bus interurbain - Gare d'autocars de Montréal



Stationnement



YUL Aéroport Montréal-Trudeau



Ascenseur



Ascenseur Ligne 2 - Orange Ligne 1 - Verte



Correspondance



Ligne projetée

ZONES TARIFAIRES

A Agglomération de Montréal

B Agglomération de Longueuil et Laval

<https://montrealvisitorsguide.com/montreal-metro-map/>

Other Travel Information

Canada Currency

Canadian Dollar (CAD)

Time Zone

Eastern Daylight Time (EDT/UTC -4)

Electricity and Voltage

The power sockets in Montréal are type A and B. The standard voltage is 120 V at a frequency of 60 Hz. You may not need a power plug adapter in North America, but it's always best to check with your specific device requirements.

International Calls

International access code (011) + Country code + Phone number

Canada country code: +1

Wi-Fi and Internet Access

- Most cafes, restaurants, and hotels in Montreal offer Wi-Fi access to customers, often for free. Public Wi-Fi is also available in many parks and libraries.
- **A Wi-Fi connection will be available. Access information will be provided during the training. HEC Montréal is a member of the eduroam consortium <https://eduroam.org>; if your school is a member, you will be able to connect via the eduroam connection.**

Banks and Currency Exchange

Banks are typically open Monday to Friday from 9:00 am to 5:00 pm. Currency exchange services are widely available at banks, airports, and currency exchange kiosks

Shopping Hours

Most shops in Montreal are open from 10:00 am to 6:00 pm, Monday to Saturday. Some stores may have extended hours on Thursdays or Fridays, and some larger shopping malls may be open on Sundays

Tipping

Tipping in Montreal is customary, similar to the United States. A standard tip for good service in a restaurant is 15-20% of the bill. You can also tip taxi drivers, hairdressers, and other service providers

Getting Around

Montreal has a well-developed public transportation system, including the STM (Société de transport de Montréal) metro, buses, and commuter trains. Taxis and ride-sharing services like Uber and Lyft are also readily available.

For detailed information please visit the STM website: stm.info/en



Montréal Weather in June

June is a pleasant month to visit Montreal, with average highs around 23°C (73°F) and lows around 13°C (55°F).

Rainfall is occasional, with an average of 10 rainy days in June. Be sure to pack layers, as evenings can be cooler

Additional Resources

Tourisme Montréal: <https://www.mtl.org/fr>

A Guide to Montreal for Visitors:
<https://www.lonelyplanet.com/canada/montreal>



Click on Links below to access interactive map

Floor Maps for HEC Montréal Hélène-Desmarais Building



[3rd Floor](#)

[4th Floor](#)

Conference Planning Team

Photo	Name, Function	Institution
	Evan Sevits Sr. Program Manager SAP University Alliances United States & Canada	SAP
	Heather Matthews Vice President SAP University Alliances Global Programs	SAP
	Jean-François Michon Director of Operations ERPsim Lab	HEC Montréal
	Sergio De La Cruz Business Development Manager ERPsim Lab	HEC Montréal
	Mariko Dupuis Agente de projets ERPsim Lab	HEC Montréal

Conference Planning Team

Photo	Name, Function	Institution
	Zeynep Demiray Intern SAP University Alliances United States & Canada	SAP
	Selim Khemakhem Marketing Assistant ERPsims Lab	HEC Montréal

SAP North America Academic Board 2023-2024



**Bob
Szymanski**
Chair



**Meagan
Luttenton-
Knoll**
Vice-Chair



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Adivar**
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Ellen Monk
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**Mary Beth
Goodrich**



Nancy Jones



**Pierre-
Majorique Léger**



**Jerad
Lumina**



**Heather
Matthews**



**Fawzi
Noman**



**Michael
Schulze**



Evan Sevits



Vishal Shah



**Tom
Wilder**

***Event Committee Members assisting in conference planning**

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