

SBN

Annual Report 2020

Key Numbers and Activities



Statistics

61%

Growth in Attendees

24%

Growth in played presentation videos.

SBN videos where played 4572 times

2.453

attended SBNs events

4500

get the SBN Newsletter every Friday



SBN Core Leadership Team

The team is formed by 7 SAP Customer Representatives. It is elected by and represents SAP customers. The team has associated members and support from Adfaher and SAP.

President: **Kolbjørn Havnes**, Hydro

Vice President: **Bente Boger**, Forsvaret

Cashier: **Thor Øyvind Nilsen**, Equinor

Members:

Eigil Bjelde Jensen, Norske Skog

Kjell Jensen, Arcus-Gruppen AS

Svanhild Didriksen, ConocoPhillips Norge

Deputy: **Dag Håkon Myrdal**, Aker Solutions

Associated:

Eva-Maria Fahrer, CEO SBN-Adfaher,

Stefano Holguin, CEO SAP Norge

Auditors:

Wenche Bergman, Statkraft

Roar Hvidsten, Coop

Supported by:

Martin Brownsword, Head of IT, Projects and Retail teams,

Bernt Bakken, Head of Logistics & HR teams,

Didrik Arstad, Head of Finance and Analytics teams.

Joakim Löves, Head of Partner-collaboration





Kolbjørn Havnes

The SBN ambition for 2020 was to serve our members with more quality webinars and have an even better yearly conference than last year.

Covid19 came and we needed to adapt to extensive restriction to travel and physical gatherings.

I will claim we succeeded very well.

Impact of the Covid 19

Luckily, SBN has for many years now had high focus on webinars, a quality web solution and technical capability.

Thanks to this preparedness we were able to continue the strong series of webinars and we managed to change from the full day physical focus events to virtual events. We had both more webinars than in last year, 70 compared to 50, and higher participation than in the previous years. SBN had 60% increase in participants compared to 2019, from 1505 to 2453 in 2020. SBN virtual event counted as one event.

SBN Conference 2020 as virtual event

Our biggest challenge facing us from the Covid19 situation was the yearly SBN conference. This is an event which we have arranged successfully for many years. This proved not to be possible to arrange physically in 2020, due to Covid 19 restrictions related to gatherings.

I am very proud that we managed to turn this conference around, to be a very successful virtual event over 6 days, with high number of participants and very good feedback from the participants. This thanks to many factors:

- **A highly trained team** with extensive experience with webinars
- **Advanced technical solutions** and competences to operate
- **Very good support from members companies, SAP, and consulting partners providing presenters to share their experiences and competences with our member community**

Other SAP User Groups in Europe have not had equal success with their virtual events, and SBN stands out with high activity and high participation.

Future direction related to the SBN Conference

The feedback from this virtual event was very good and shows us that this virtual approach can be an alternative to a physical event in the future, eventually alternating between virtual and physical event. This needs to be closely evaluated by SBN, involving the whole SBN community.

The main factors, in my mind, is what benefits our members the most. The financial numbers after the event, shows that from a SBN funding standpoint, these alternatives are fairly equal. Members have been willing to pay for this virtual event enabling necessary funding of the SBN activities.

Use our webpage sbn.no, as source to find our offerings

I will encourage everybody to use our web site to search for information about upcoming and completed webinars. Our offerings consist of both SBN managed webinars and the SAP webinar offerings.

Register for the webinar events that you find interesting or view the recorded completed webinars.



Bente Boger

Looking back to previous annual report, I reported that I believe 2020 will be another exciting year, and for sure it has been. However, not in the way I expected.

We cannot look back to 2020 without mention how the pandemic hit us.

Our highlight, “the SBN Conference”, was already planned and a lot of effort was done when the pandemic social shutdown met us. The turning operation that was performed ended as you all know, with a 6 days digital conference. Based on the feedback we have received; I will say it was a success.

To be honest, I am proud to be a part of SBN looking into how our administration, Adfahrer, just turned around and acted under 100% different prerequisites but with the same goal – “To be an organization for supporting our members to utilize their SAP investments”

And what about 2021? It will be a year full of hope for a change back to normal via the vaccination. But what is normal? And will we move back to how it was? I doubt it.

2021 will be a year for change in several areas. I believe our new challenge in 2021 will be how to build the future activities on positive experience from digital meetings in combination with face-to-face meeting arenas.

For sure my hope is that we can meet and shake hands again. The exciting part in which way we will do this, since there will be rather moving forward than back to normal



Eva-Maria Fahrner

It was a difficult year.

I thought SBN would no longer exist in the end of 2020 which would mean I and my colleagues in back-office would all be unemployed by end of the year. It became very different.

More than 80 people came to AkerBPs facilities in Stavanger for Bernt's Energy day, 10+ participated remote. This was

beginning of March.

Next was Didriks meeting on Analytics in mid March which was to be held at Equinor, then Statkraft and finally SAP but one by one all locations locked for externals and people were stopped from flying. This event was the first 7 hour program day to be run 100% virtual and was a success. In May we took the decision to run the SBN Conference virtual and also the conference was a success.

Impact on the environment has dropped dramatically so has the cost. No travels, no event-lunches and no event-facilities to highlight the most important CO2 and cost drivers.

Time has been freed up. We have had more time to create meetings instead of arranging travels and facilities. Everything has become very efficient but less fun. In person meetings are important for the motivation.

SAP has been fantastic! They have supported their user-groups with motivation, pre-fabric events and financially.

The financial support is allocated for growth and member contact actions during 2021. You will benefit from this in the coming year.

The SBN Core Leadership team was important for the success. They contributed with valuable ideas and visions in this difficult situation.

The articles of association and agreement with Adfahrer has under the lead of Kolbjørn Havnes been modernised during the year. The new articles of association are planned to replace the old documents at the annual meeting in march 2021.

The web platform was new in 2019 and has during the year been stabilised. Developments requested by our members and supporting automation have been done. Due to automation generated by better IT tools we have reduced our administrative staff with one full-time person and still our members are happy, the event evaluations are fantastic and we had growth.

We had a growth of 61% in attendees.

1.505 Attendees in 2019 became 2.453 in 2020. The numbers can be compared, registrations are counted in the same way, independent of if people come in person or virtual.

SBN reached more people.

The number of unique registrations has grown.

We have offered more events than ever. The already large number of 50 events in 2019 has grown to the crazy number of just above 70 events during 2020.



I'm very proud of what we achieved together this very strange year.



Didrik Arstad

Annual Report from Innovation Team Finance and Analytics in SBN

Innovation Team Finance

The groups, with representatives from Takeda, Statkraft, Equinor and SAP, did

meet a few times during the year to discuss the Conference and Webinar Program in Finance and Analytics. **The team members work on behalf of all the members** to find the most interesting topics to stay relevant to our community in the fields of Finance and Analytics.

9 webinars were hosted with partners, customers and product experts from Waldorf covering SAP iRPA, Concur, Enable Now, Celonis, Soterion and the Finance Function of the Future.

Financials - Finance Function Day

62 attended the virtual Finance Function Day in May. The program covered topics like Group Reporting, Accruals Management, Universal Allocation, Joint Venture Accounting in S/4Hana, Best Practice Finance out-of-the box (a customer case), How SAP supports the CFO and Controller Community today and tomorrow, Orkla's Project One from a Finance perspective, all presentations well received.

SBN Conference

An average of 89 were attending during the Finance day and the program was well appreciated. Topics like the Finance Function of the Future, use case from Norsk Hydro, PaPM from SAP, Treasury Redesigned on SAP S/4 at Equinor. SAC at Ark/Gyldendal was a showcase of major benefits for Finance from migrating to SAP S/4Hana. Velux showed their new analytics platform on BW4 Hana and SAC and a deep dive into process improvements using tools from Deloitte.

Analytics Function Day

45 virtual participants attended and we had topics ranging from the use of SAC as a planning tool in Statkraft, an update and roadmap of Application Designer by Jie Deng, Simulation in SAC, SAP S/4 Embedded Analytics, SAP BW 4 Hana at Orkla, Augmented Analytics and a use case from Elopak on their analytics journey.

In 2018 we started work on forming 2 different Special Interest Groups, one in Record-2-Report and one in Treasury and Cash Management. The R2R-group has since moved on but without any supervision from SBN, since there was no interest from other members in our community. The Treasury and Cash Management Group never got on its own feet because the primus motor had to leave the position as its leader.

SIG or Special Interest Group for SAC - virtual in March

We have noted growing interest for SAC not only as a tool for visualization but also as an important planning tool among some of our members.

49 interested members joined virtual to hear Experiences with use of Self-Service Story building and Application Designer in SAP Analytics Cloud, current status of the SAC Implementation at Equinor, how Nortura is using SAC in reporting, exchange rate and Machine Learning in SAC, how Orkla is using PowerBI as their frontend, Analytics in Aibel, how Norgesgruppen will use SAC to collaborate in the supply chain and further roadmap of SAC.



Bernt Bakken

The HR team has had a very active year.

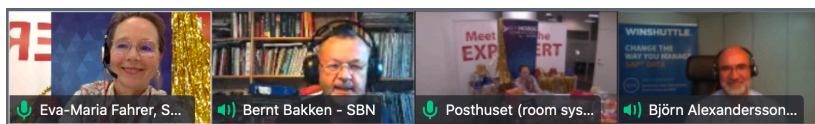
We had again good support from our team sponsor Sariba and our member representatives (Aibel, NorgesGruppen, Conoco-Phillips and Cognizant) and SAP all in the HR Team 'Board'. Due to

Covid-19 all activities in the HR-team this year have been virtual.

Main activities have been:

- **'Meet the Expert' session** with Walldorf together with other SUGEN User Groups. Norway participants HR Team 'Board'.
- **HR in times of transformation** - Panel discussion with Camilla Pedersen (NorgesGruppen) and Ralf Wagner facilitated by Bernt Bakken (SBN).
- **HR Inno Team Day** with 74 attendees.
- **A full HR-day on the virtual SBN Conference 2020.** Eight presentations held. Between 70 and 89 persons attended the HR-track presentations. Good feedback from attendees.
- **15 1-hour webinars.** Focus areas; Review of all SuccessFactors moduls, Concur and SAP Time Management. We had between 18 and 62 attendees for these webinars.

SuccessFactors has been our focus in 2020 and will continue to be so in 2021. We also aim to present some **SAP Concur & GDPR/ Deletion of HR-data** customer experiences in 2021.



The Logistics Group has had an active year.

Main activities have been:

- **Energy Team F2F meeting** had record attendance this year. In total 92 attendees. More than 80 of these at AkerBP in Stavanger and a few remote attendees. This was the only F2F meeting held in 2020 as Norway was closed down because of Covid-19 only a week after this meeting was held.
- **'Meet the Expert' session** with Walldorf together with other SUGEN User Groups. Norway participants from Helse Midt-Norge, Equinor and AkerBP attended these sessions: Procurement, Enterprise Asset Management and Supply Chain Management.
- **The Master Data meeting** also this year created much interest, and we had 69 attendees.
- **A full Logistics-day on the virtual SBN Conference 2020.** Eight presentations held. Between 45 and 75 persons attended the Logistics-track presentations. Good feedback from attendees.
- **7 1-hour webinars.** Six related to Product Life Cycle Management – PLM and one related to Plant Maintenance. Between 13 and 36 attendees at these webinars.

In 2021 we plan to have our 1 day events with focus on **Asset Management and Supply Chain.**





Martin Brownsword

IT, Projects and Retail

2020 was a year that none of us will forget and after a scramble at the end of **Quarter 1**, we managed to put together a revised set of events that were all run remotely.

Due to the limited amount of time to prepare, our **SAP Cloud Platform** event ended up as **three half days** and was run in collaboration with the **Finnish** and **Swedish** user groups and was open for participation from **Denmark** and a number of **other countries** in the same time zone. Although we sorely missed the opportunity to **network** with our partners and members here in Norway, we did see the advantages of a wider range of **high quality presenters** and the possibility to interact with attendees from other Nordic countries. Obviously, participant numbers increased (**well over 200** registered in SAPs system) as the event was open to a wider audience although very few attended from Sweden.

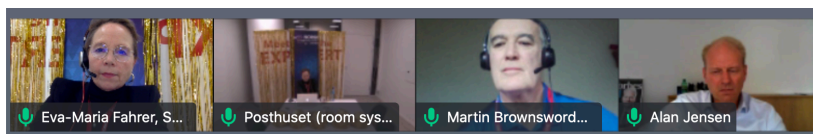
Our **S/4 HANA** day proceeded as planned at the end of May, under the sponsorship of **Cap Gemini**. Despite being a virtual event, we had **76 registrations** and the actual attendance numbers peaked at around **65** for the customer case from Dutch company **Jumbo Supermarkets**, who moved to S/4 HANA using SAP's **model company** and **retail best practices** for an accelerated implementation.

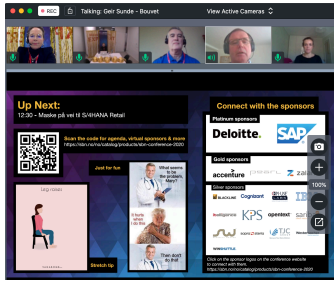
The whole programme was of a particularly high standard with other noteworthy presentations from Kværner/Cognizant on Kværner's move to **1809** and from IBM on how they used a **selective transformation method** to help **Vodafone**, Germany in moving to S/4.

The **Intelligent Technologies Day**, which was planned to be held at **Sopra Steria** was, after a round of discussions, changed to a series of **individual webinars**. This provided us with more **flexibility** and our partners had more **buy in** to their own webinar instead of being part of a larger event. These webinars had good attendance figures with an outstanding maximum of **67** attending the **Fiori** webinar from S/5.

The **Projects Day** eventually became a victim to Covid-19 after originally being planned for **April 2020**. We subsequently moved it to **September** at the request of **IBM**, the sponsors, who hoped to be able to run it as a physical event. Eventually, despite having a high quality programme, we decided to cancel the event to avoid overcrowding that part of the year with too many virtual arrangements. Fortunately, I did manage to reuse a couple of the best presentations in our conference programme.

Speaking of the **conference** our **sponsoring partners**, did a tremendous job in helping us to put together a **top quality programme** in all tracks. I was particularly pleased that this year's **Innovation and Technology** track had a greater emphasis on **innovation** than in previous year's while still covering the **key areas of technology interest** put forward by our members such as S/4 HANA, SAP Cloud, SAP Cloud Platform, Data Intelligence, Integration, SAP Intelligent Technologies. As usual this track was one of the best attended at the conference.





One **advantage** of holding a **virtual conference** was the possibility to extend the keynote sessions on the first day with several sessions on **IT Security and Compliance**. Normally, we are not able to include several presentations from this area despite its importance to members and partners alike.

The **Customer Experience and Retail** track was on the final day of conference and again we managed to put together a high quality day which included **four customer cases** and I would like to thank **Elkjøp, Coop Norge, Salling Group** and **Maske** for their excellent contributions.

In addition to the mainstream activities in 2020, I am pleased to mention that in collaboration with **EY Skye** and **SAP** respectively we have also been able to offer workshops on **code jamming** and **SAP Licensing**, which helped to cater for largely **unsupported** special interest groups.

Equally pleasing is the knowledge that moving into **2021** our largest special interest group **S/4 HANA**, has acquired **sponsorship** from one of our new partners, **Deloitte** and support from SAP's Nordic **Head of S/4 HANA Move**, Jesper Døssing.

In summary, despite having to run practically all our events virtually, we managed to more than **double** the number of **webinars** held in **2020** compared to **2019** and included a **wider range** of topics in our events. The **outlook** for 2021 looks **bright** as companies are returning to a higher level of activity and clearly see SBN as a **professional channel** for **learning** and **knowledge sharing**.

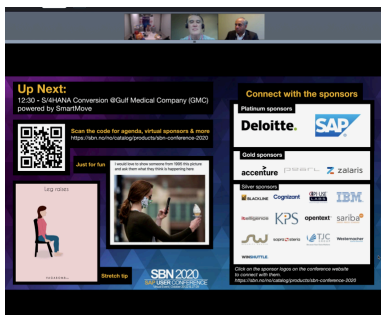


Joakim Löves

All our events except for one were virtual in 2020. Luckily we have for the past years always provided a way for participants to connect to our events virtually also on our 1 day face to face events. This made the transition to 100% virtually events a lot easier than it could have been.

Event registrations and number of streams from recorded presentations keeps increasing each year and 2020 was no exception.

The annual SBN Conference in October was held virtually for the first time ever. We are very grateful for all the support we got from the conference sponsors who made the conference possible. We are also grateful for the positive feedback we got after the conference.



The conference has always had a duration of two days with around six tracks in parallel. In 2020 we spread the conference into six virtual days with just one track each day to keep things simple. By doing this the participants did not have to choose between which presentations they wanted to listen to. Instead they could for the first time ever listen to everything if they wanted to, and this was very well received.

5 new partners:

Deloitte, Onapsis, SAP Concur, Westernacher, Winshuttle

I want to send a special thank you to our great partners who by their friendly collaboration add great value to SBN:

Accenture, Akselera, Basis Consulting, Blackline, Bouvet, Capgemini, Cognizant, Deloitte, Dormakaba, EPI-USE Labs, EY Skye, IBM, itelligence, KPS, Mark Information Norge, Onapsis, Pagero, Pearl Consulting, Rejlers, S5 Consulting, SAP, SAP Concur, Sariba, Sopra Steria, Symtrax, Westernacher, Winshuttle, Zalaris.



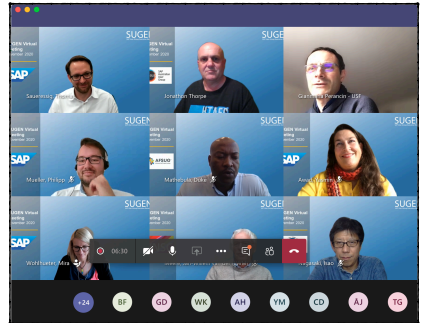
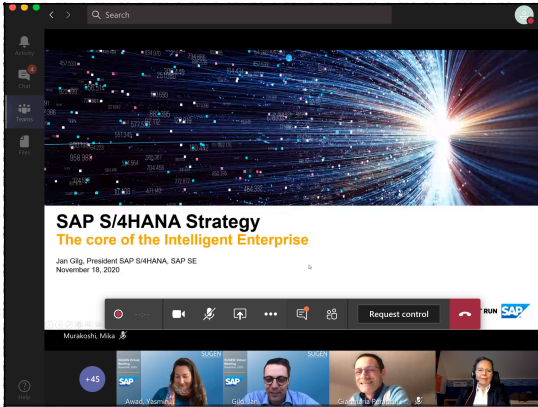
Sustainability

During 2020 Sustainability has become a topic and the 19th February 2021 SBN will do a webinar with Deloitte on Climate - How your company creates a difference

In addition our own emission has gone steep down 🥳



International collaboration



SBN has attended many international virtual SUGEN meetings during 2020.

See above pictures from meeting with SAPs CTO **Thomas Saueressig**.

See on the side for meeting with SAPs CEO **Christian Klein**.



SUGEN Growth Project

SBNs Eva-Maria Fahrner is project leader for the Growth project in SAP User Groups Executive Network (SUGEN). The aim of the project is to support the User Groups to grow in number of Customer members. Focus is on knowledge exchange between the international User Groups.



SUGEN President and SAPs equivalent

Detailed statistics 2020

SBN had 94 Member companies in SBN 31 December 2020
This was a 5.6% increase of Net New Members

SBN Knowledge sessions

- ★ 95 new presentations have been recorded and published
- ★ 48 conference presentations recorded and published
- ★ 143 is the total new recordings which have been published
- ★ 159 is the total Knowledge Transfer Sessions offered (not all recorded by us)

SBN Knowledge Recordings library

- ★ 4572 times have recordings been played
- ★ 2114 unique IDs have played
- ★ 59 days in total have recordings been played

SBN attendees

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Join SBN! Get in contact

Eva-Maria Fahrner, CEO,
em@adfahrer.com

Joakim Löves, Partners,
Design & Communication,
jl@adfahrer.com

Email: info@sbn.no

Web: www.sbn.no

