CWG North American Spring Conference 2025

Monday April 28th 2025

Time	Room Salon BC
8:00 - 8:30 AM	**President and Chairman Address** – Kevin Meyer & Marin Ukalovic
8:30 - 9:15 AM	**SAP Variant Configuration and Pricing – Overview and Updates** - Michael Zarges | SAP SE – via Zoom
9:15 - 9:45 AM	Break/Networking
9:45 - 10:45 AM	**Solution Bundling and Configuration with SAP CPQ** – Christopher Weckler | SAP
10:45 – 11:30 AM	**Solution Modeling and Selling with SAP Solution Sales Configuration –** Mark Kleber | SAP SE
11:30 AM – 12:00 PM	**SAP CPQ with SAP S/4HANA Cloud -** Luka Pilipovic | SAP
12:00 - 1:00 PM	Lunch
12:30 - 1:00 PM	*Sponsor Roundtable - CLARITY: AI Strategy: From Quick Wins to Long-Term Value*
1:00 - 1:45 PM	**Steelcase's MDM for AVC: Authoring the Commercial Model (Live Demo) -** Ethan Vince and Steve Silvey | Steelcase Inc.
1:45 - 2:30 PM	**From Paper to Profit: Real-World Success Stories in IDP in Q2C -** Sergey Jermakov and Karyna Mihalevich | CLARITY
2:30 - 3:30 PM	Break/Networking
3:00 - 3:30 PM	*Sponsor Roundtable – Aspire Digital: Empowering Sales Teams: Seamless Configuration Workflows with SAP CPQ*
3:30 - 4:15 PM	**Using AI to boost your SAP AVC / VC / SSC modeling productivity** - Daniel Naus and Dung Nguyen | ConfigAir
4:15 - 5:00 PM	**CTO+ - CTO with ETO Special Requests: CPQ, Cideon Conify, CAD, S/4HANA Order BOM** - Harald Reitz and Lars Kiel | SAP Labs, Cideon

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Time	TRACK A - Room Salon BC	TRACK B - Room Salon A
7:45 - 8:00 AM	Conference Picture – Wear your CWG shirt!	
8:00 - 8:45 AM	SAP Processes to Sell (Configurable?) Software related to Your Equipment – Harald Reitz	SAP Labs	SAP Solution Quote - S/4H Solution Bundles AVC ready for SAP CPQ - Mark Kleber	SAP SE
8:45 - 9:30 AM	Engineering Change Management - Rama Gottipati and Patrick Latour	InitiateIT LLC, CPQ Logix	Update on AVC - Andreas Koelbl	SAP SE
9:30 - 10:00 AM	Break/Networking	
10:00 - 11:00 AM	How Intelligent Product Recommendation + Nvidia Omniverse = Re-imagined CPQ – Mitchell Clark	SAP Labs	Unlocking the Secrets of Variant Pricing - Patrick Latour and Jean-Sébastien Dubois	CPQ Logix
11:00 AM - 12:00 PM	SSC Transformation – Replacing Upwards of Twenty Legacy Tools With One Dynamic System Solution - Scott Blaubach, Trevor Williams, Will Loden and Chad Fortune	Oldcastle BuildingEnvelope	Battle of the Configurators: SAP CPQ vs. VC CPQ - Edward Gonzales	Grundfos
12:00 - 1:00 PM	Lunch	
12:30 - 1:00 PM	*Sponsor Roundtable - ConfigAir: Large language models (LLMs) in configuration*	
1:00 - 1:45 PM	LO-VC to AVC transition for customer in a Brownfield environment - Sandeep Mondkar and Jahangir Kabir| My Supply Chain Group	CWG Decoder Ring Reloaded - Guide through the TLA jungle – Patrick Latour and Kevin Meyer| CPQ Logix, Haworth Inc.
1:45 - 2:30 PM	Running SSC at SEW-Eurodrive - an update of the transformation story - Matthias Plietz	SEW-Eurodrive	Innovate to Elevate: An advanced Manufacturing and Sales Configuration Option - Patrick Latour	CPQ Logix
2:30 – 3:15 PM	Boost Revenue by Up to 30% with Manufacturing-Grade CPQ and Price Optimization - Falk Brauer and Claude Sammoury	Zilliant	CLARITY SAP CPQ Accelerators: resolve gaps rather than just implement CPQ - Karyna Mihalevich and Sergey Jermakov	CLARITY
3:15 – 3:45 PM	Break/Networking	
3:45 - 4:15 PM	AVC Tips and Tricks – Vin Dixit	Digital Transformation Services LLC	SAP CPQ integrated - deep dive - Luka Pilipovic	SAP
4:15 - 5:00 PM	Conference Closing Ceremony	

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