





## PARTNER & CUSTOMER DAY







## **Bonn Open General Information**

- Bonn Open is an ATP Challenger tournament and ranks among the Top 10 largest men's tennis tournaments in Germany.
- The tournament will be held from August 3-10 at TC Blau-Gelb Bonn Beuel.
- The ATP Challenger Series serves as a springboard for emerging talents, allowing fans unique proximity to future stars.

## SAP LeanIX Event Introduction

- SAP LeanIX is proud to sponsor the Bonn Open 2025.
- As part of the Bonn Open sponsorship, SAP LeanIX will host exclusive one-day Enterprise Architecture events with EA-relevant content sessions delivered by our product management team, networking opportunities, and the chance to watch world-class tennis.
- Each day will have a similar agenda, packed with product strategy

**Partner Event** Tuesday August 5

**Customer Event - Option 1** Wednesday August 6

**Customer Event - Option 2** Thursday August 7

Optional pre-event receptions are offered for partners/ customers who arrive a day before the event.

updates, hands-on enablement sessions, content break-outs focusing on cutting-edge innovations (such as AI, application TCO optimization, and landscape discovery), as well as several networking opportunities around the Bonn Open.

 The customer days will be featured by the German-speaking SAP User Group - DSAG with a DSAG-specific break-out and customer success stories

#### **Partner Registration**

#### **Customer Registration**



Content sessions will take place at the **SAP LeanIX office** in Bonn

Tennis matches will be held at **TC Blau-Gelb Bonn Beuel** 

Customer & partner receptions will be hosted at the **Kameha Hotel Bonn** 

**Disclaimer**: This event is free of charge and intended for potential and existing customers of SAP LeanIX. Partners or consultants are not permitted to this specific event. This offer is extended to you under the condition that your acceptance does not violate any applicable laws or policies within your organization. If you are unsure of whether your acceptance may violate any such laws or policies, we strongly encourage you to seek advice from your ethics or compliance official. For organizations that are unable to accept all or a portion of this complimentary offer and would like to pay for their own expenses, upon request, SAP will provide a reasonable market value and an invoice or other suitable payment process.



BONN ATP OPEN CHALLENGER TOUR

## Agenda



\* Content Break-Outs: Deep dive break-out sessions with SAP LeanIX product management on selected topics like AI, application TCO optimization, and landscape discovery

	SUN	MON	TUE (AUG 5)	WED (AUG 6)	THU (AUG 7)	FRI-SUN
Times			Partner Day	Customer Day 1	Customer Day 2	

9:00			Partner Arrival	Customer Arrival	Customer Arrival	
9:30						
10:00			Welcome Keynote & Product Updates (50 min)	Welcome Keynote & Product Updates (50 min)	Welcome Keynote & Product Updates (50 min)	
10:30	Tennis		updates (50 mm)	Updates (50 mm)	Updates (50 mm)	
11:00	Start 10:30 / 11:00		Integrated Toolchain - Guided Tour <i>(50 min)</i>	Integrated Toolchain - Guided Tour (50 min)	Integrated Toolchain -	
11:30			Guided Tour (50 min)	Guided Tour (50 min)	Guided Tour (50 min)	
12:00			Networking Lunch with Product Experts	Networking Lunch with Product Experts	Networking Lunch with Product Experts	
12:30			(60 min)	(60 min)	(60 min)	
13:00			Partner Content Break-Out 1 (25 min)	Content Break-Out 1* (25 min)	Content Break-Out 1* (25 min)	
13:30			Partner Content Break-Out 2 (25 min)	Content Break-Out 2* (25 min)	Content Break-Out 2* (25 min)	
14:00			Partner Content Break-Out 3 (25 min)	DSAG-specific Break-Out* (25 min)	DSAG-specific Break-Out* (25 min)	Tennis Start 13:00
14:30			Meet the Expert Break (30 min)	Meet the Expert Break (30 min)	Meet the Expert Break (30 min)	Start 13.00
15:00			Partner Success Story	Customer Success Story	Customer Success Story (50 min)	
15:30			(50 min)	(50 min)	(50 min)	
16:00			Transfer to Bonn Open (30 min)	Transfer to Bonn Open (30 min)	Transfer to Bonn Open (30 min)	
16:30			Tennis-related fireside chat @ Bonn Open (30 min)	Tennis-related fireside chat @ Bonn Open (30 min)	Tennis-related fireside chat @ Bonn Open (30 min)	
17:00						
17:30						
18:00		Partner Arrival	Tannis @ Bonn Open	Tennis @ Bonn Open	Tennis @ Bonn Open	
18:30			Tennis @ Bonn Open	rennis @ Bonn Open	Tennis @ Bonn Open	
19:00						
19:30		Drinks & Get-Together at Kameha Hotel				
20:00			SAP LeanIX Expert Exchange & Evening Reception at Kameha Hotel	SAP LeanIX Expert Exchange & Evening Reception at Kameha Hotel	SAP LeanIX Expert Exchange & Evening Reception at Kameha Hotel	
20:30						
21:00						
21:30						
22:00						

9:00			Partner Arrival	Customer Arrival	Customer Arrival	
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21:30			at Ramena Hotel	at Ramena Hotel	at Ramena hotet	
22:00						





# Impressions











