

# SAP LeanIX meets Bonn Open



## PARTNER & CUSTOMER DAY



### ? WHAT?

#### 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 updates, hands-on enablement sessions, content break-outs focusing on cutting-edge innovations (such as as AI Agent Hub, Application TCO Management and Target Architecture Planning), 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](#)

### 📅 WHEN?

**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.*

### 📍 WHERE?

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**



Logistics   Tennis   Social   Content

	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						
10:30	Tennis Start 10:30 / 11:00		Welcome Keynote & Product Updates (50 min)	Welcome Keynote & Product Updates (50 min)	Welcome Keynote & Product Updates (50 min)	
11:00			Integrated Toolchain - Guided Tour (50 min)	Integrated Toolchain - Guided Tour (50 min)	Integrated Toolchain - Guided Tour (50 min)	
11:30						
12:00			Networking Lunch with Product Experts (60 min)	Networking Lunch with Product Experts (60 min)	Networking Lunch with Product Experts (60 min)	
12:30						
13:00			Break-Out: AI Agent Hub (25 min)	Break-Out: AI Agent Hub (25 min)	Break-Out: AI Agent Hub (25 min)	
13:30			Break-Out: Application TCO Management (25 min)	Break-Out: Application TCO Management / Target Architecture Planning (25 min)	Break-Out: Application TCO Management / Target Architecture Planning (25 min)	
14:00			Break-Out: Target Architecture Planning (25 min)	Break-Out: DSAG Break Out (25 min)	Break-Out: DSAG Break Out (25 min)	
14:30			Meet the Expert Break (30 min)	Meet the Expert Break (30 min)	Meet the Expert Break (30 min)	
15:00			Partner Success Story: ITM Partners (50 min)	Customer Success Story: Mercedes (50 min)	Customer Success Story: Deutsche Bahn (50 min)	
15:30						
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		Tennis @ Bonn Open	Tennis @ Bonn Open	Tennis @ Bonn Open		
17:30						
18:00						
18:30						
19:00	Drinks & Get-Together at Kameha Hotel					
19:30						
20:00						
20:30						
21:00		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		
21:30						
22:00						



# Impressions

