Microsoft Dynamics

Convergence 2013 EMEA

Conference Guide

4-6 November I Barcelona, Spain

Welcome

Welcome to Convergence 2013 EMEA. Thank you for making the investment to join us and being part of the Microsoft Dynamics community.

Convergence 2013 EMEA was designed by you, our community, and we are incredibly excited to bring your feedback to life. We're going to keep you busy from the general sessions, breakout sessions and interactive discussions to the keynote address by Kirill Tatarinov and Jean-Philippe Courtois and the Global Premiere Event for Microsoft Dynamics CRM 2013. Plentiful networking and learning opportunities will be included in the Convergence Experience Centre which is literally the hub of Convergence. This area will be home to the Expo Experience, Microsoft Solutions Experience and Community Experience.

Over the next few days you can participate in a wide variety of activities designed to help you make faster, smarter business decisions. As you plan your schedule, open your mind to the possibilities around you.

Throughout your time at Convergence you will meet fellow customers, partners, developers, Microsoft team members and industry experts. Make the most of these interactions by asking questions, exchanging ideas and discovering how you can help maximise your investment in Microsoft technology.

This is your conference – make the most of it! Widen your circle of contacts. Expand your knowledge base. Identify new business opportunities. Convergence is about creating memorable experiences that can help unlock your business potential.

This booklet contains the details you need to create your Convergence 2013 EMEA schedule. Please review it carefully. If you have questions, don't hesitate to ask. Microsoft team members are your official Convergence hosts and are happy to assist you.

On behalf of all Microsoft team members, welcome to Convergence 2013 EMEA!

Contents

Services

Convergence At-a-glance 2
Convergence At-a-glance – Hours 4
Convergence Map 6
Find the Information You Need 8
Mobile Event App 9
How can I connect with others at Convergence 10
Wireless Internet Access 13
Convergence Services 14

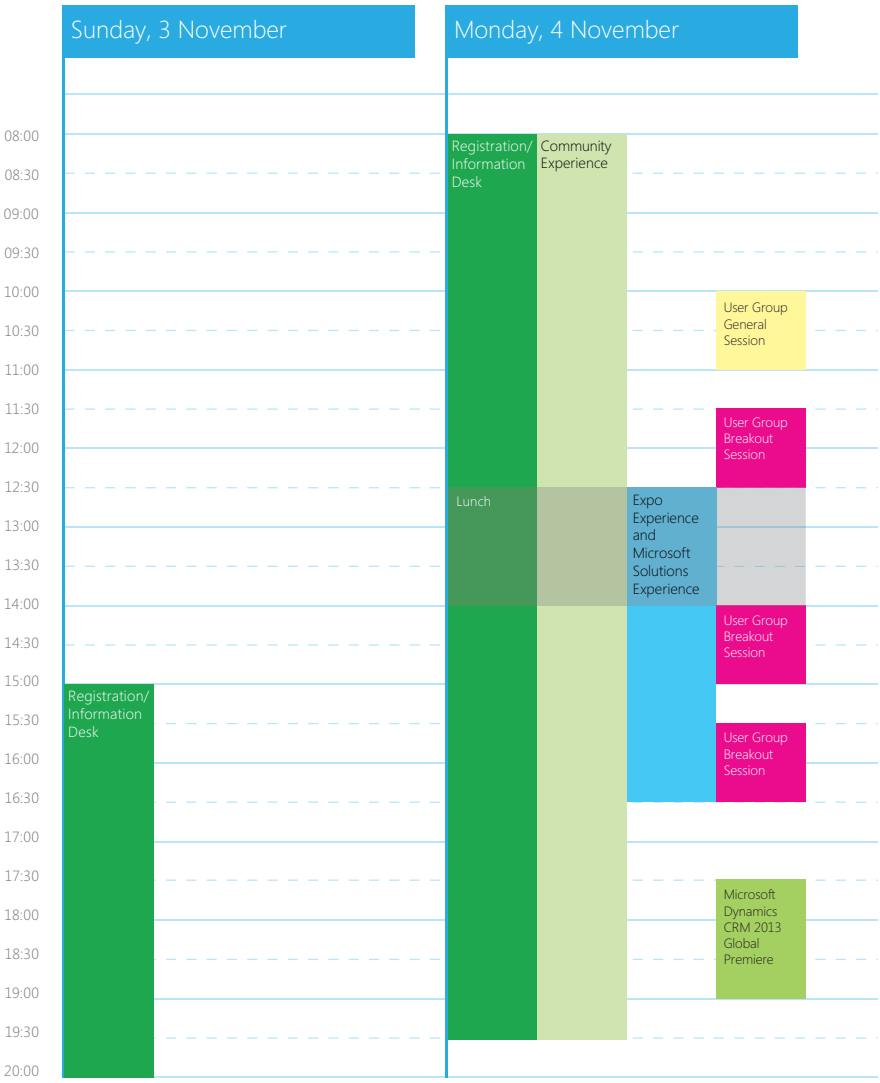
Sessions

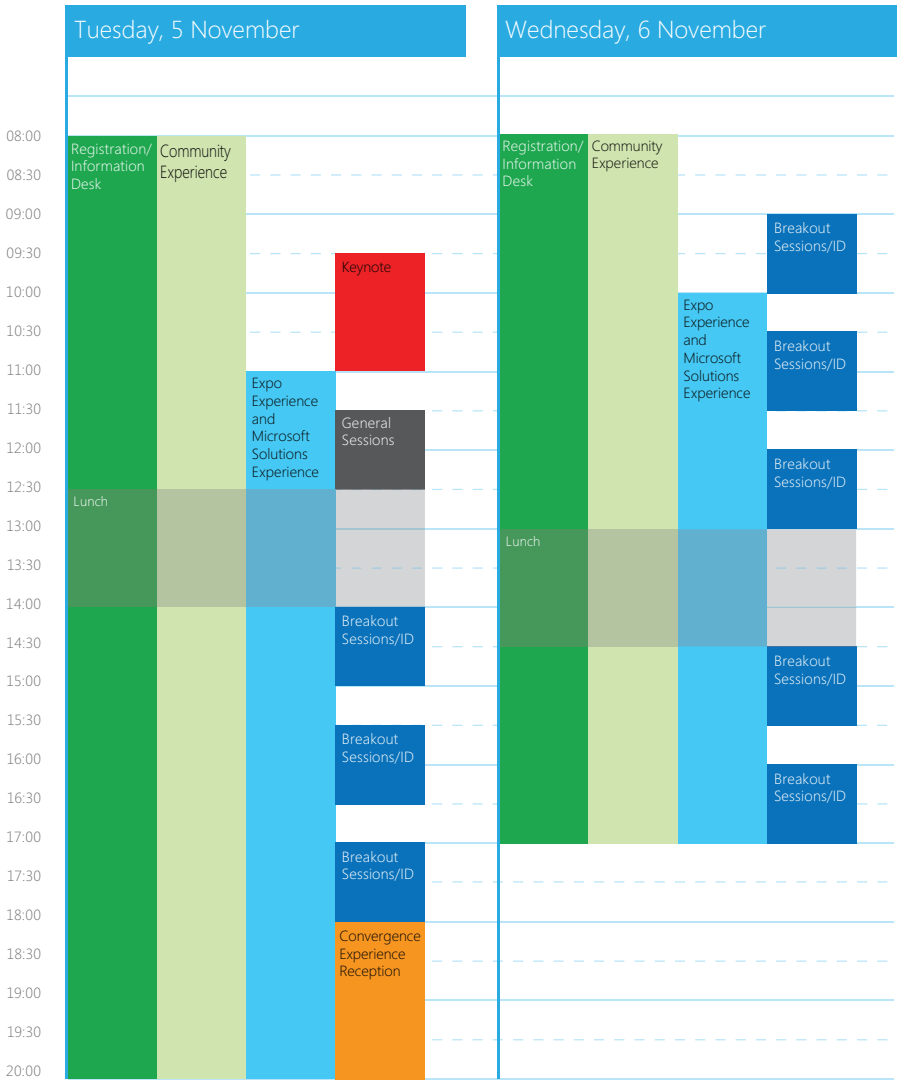
Tracks @ Convergence 18
Easily Accessed Session Information 20
Monday 4 November 23
Tuesday 5 November 27
Wednesday 6 November 33

Expo

Expo Experience 40
Sponsors 41
Exhibitors List 42
Expo Experience Floorplan 43

Convergence At-a-Glance





Convergence At-a-Glance

	Sunday	Monday	Tuesday	Wednesday
REGISTRATION AND INFORMATION				
Registration Desk	15:00 – 20:00	08:00 – 19:30	08:00 – 20:00	08:00 – 17:00
Information Desk	15:00 – 20:00	08:00 – 19:30	08:00 – 20:00	08:00 – 17:00
CONVERGENCE EXPERIENCE CENTRE (CEC)				
Community Experience		08:00 – 19:30	08:00 – 20:00	08:00 – 17:00
Microsoft Solutions Experience		12:30 – 16:30	11:00 – 20:00	10:00 – 17:00
Expo Experience		12:30 – 16:30	11:00 – 20:00	10:00 – 17:00
Convergence Experience Reception			18:00 – 20:00	
LUNCH				
Lunch		12:30 – 14:00	12:30 – 14:00	13:00 – 14:30

Super charge your Microsoft Dynamics AX platform with AXtension®

AXtension®

Add competitive power

Join us at **booth #26** and learn how you can add competitive power to your Dynamics AX platform with AXtension® solutions, improving your critical business processes for:

- Project Planning.
- Invoice Processing.
- Project Cost Control.
- Document Management.
- Kitting.
- Production planning.

Add power to your personal life with the Platinum Mini Solar/USB Charger!

Visit the AXtension® booth to pick up the Charger and be amazed how you can deploy a standard Microsoft Dynamics AX platform with AXtension, making it easier to upgrade to Microsoft Dynamics AX 2012 or future releases. All of our solutions will be ready for AX2012R3!

Microsoft Dynamics CRM

CognitiveGroup

The Microsoft Dynamics Staffing Specialists

Microsoft Dynamics AX

Connecting the best people to the best companies in 17 European countries

Looking to hire? We are able to identify and recruit;

Project Managers | Solution Architects | Technical Consultants | Business Analysts | Testers & Developers

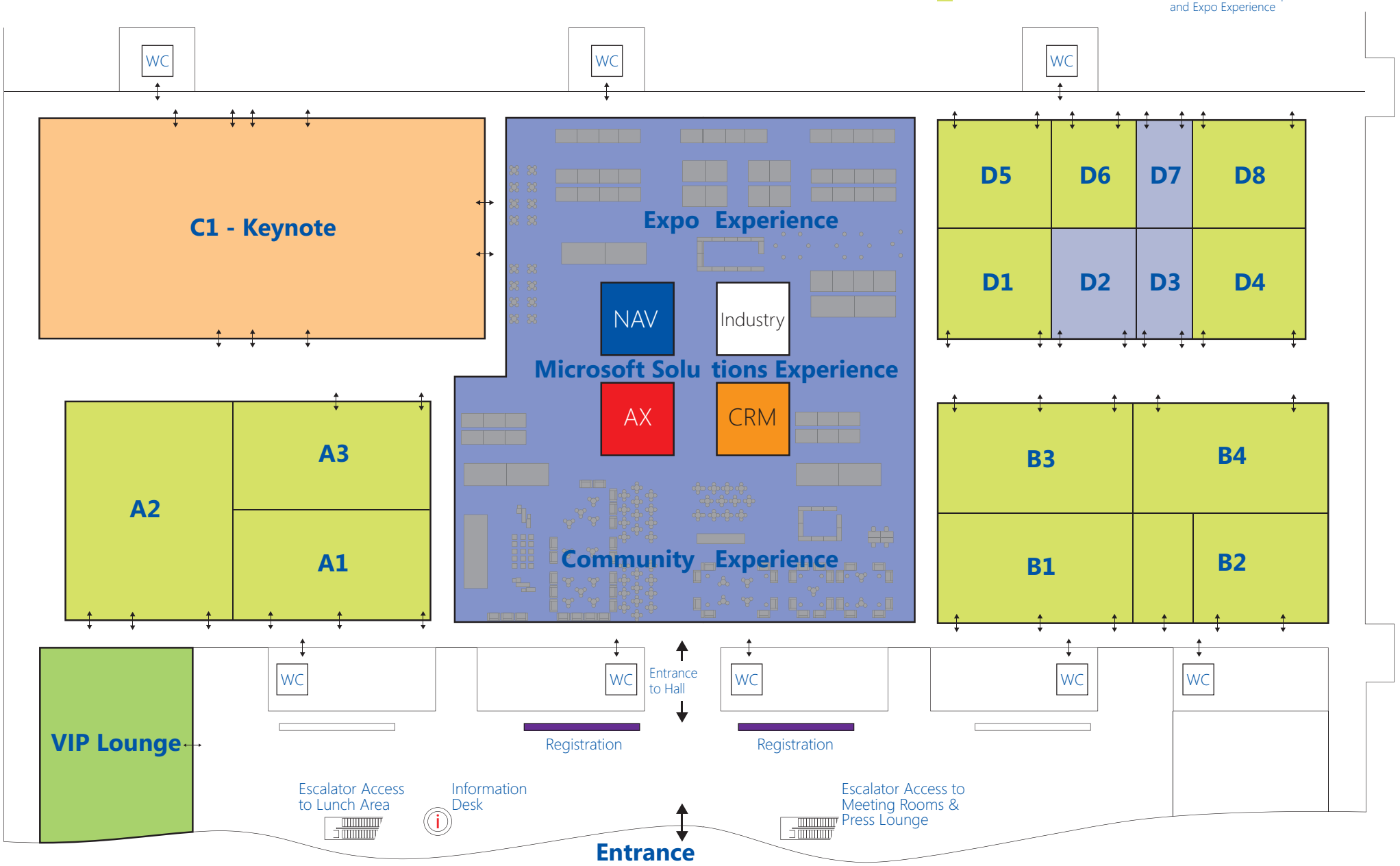
Dynamics Recruitment Specialists

Visit us at **booth 28** to discuss your upcoming requirements

E: info@cognitive-group.com **W:** www.cognitive-group.com **T:** +44 (0) 207 953 4023

SERVICES

Convergence Map – 8.0



Find the Information You Need!

Convergence Website
Visit the Convergence Website at **www.microsoft.com/dynamics/convergence/emea13** from your laptop or utilise any of the Communications Kiosks in the Convergence Experience Centre and near the Session Rooms for quick access to the website, event tools and session details.

Mobile Convergence
This year you have two options for accessing Convergence tools and information from your smartphone via our mobile-optimised Convergence website or by downloading our new mobile event app for Windows Phone, Windows 8, Apple iOS, and Android. See the opposite page for more information.

Information Desk
Stop by the Convergence Information Desk for assistance. This is located in Hall 8.0 Lobby opposite the Registration Desks. As well as Convergence information, we have a representative from the Barcelona Tourism Board who can help you with discounted Metro tickets and the Convergence Accommodation team who can assist with any accommodation enquiries.

Roving Information Staff
Ask for assistance from one of the many helpful event staff in black suits throughout the Convention Centre.

Social Media
Follow us on Twitter at **@MSFTConvergence** for the latest event updates. Use **#Conv13EMEA** to tag your tweets and share your experience with other attendees, followers and the Convergence 2013 EMEA event team.

Mobile Event App

While the Convergence Website can be accessed by all delegates from any smartphone, we are also offering a full-featured event application for Windows Phone, Windows 8, Apple iOS and Android. Use your Microsoft Account (the same account you used to register for the event) to access the following features and more:

- **Schedule Builder:** Access Convergence 2013 EMEA session information and materials to build your own personalised event schedule.
- **Evaluations:** Complete session and event evaluations on the go.
- **Social Media:** Join the conversation by using our event and product hashtags **#conv13EMEA**, **#msdynCRM**, **#msdynAX**, **#msdynNAV**.
- **Contact Exchange:** Exchange contact information with event participants by scanning QR codes from within the mobile apps.
- **Exhibitors:** Find details on the many exhibitors at Convergence.
- **Navigate:** Localised maps will help you find your way around the venue and the city.
- **Photo Gallery:** Seamlessly take photos of the event and share with others.

Scan this code to download the event app directly onto your smartphone

How can I connect with others at Convergence 2013 EMEA

In addition to the great line-up of sessions and content that Convergence offers, networking is one of the most valuable aspects of this event. Here are a few ways that you can easily connect with others.

Convergence Experience Centre (CEC)
Considered the hub of the event, the Convergence Experience Centre offers a variety of great resources, all located in one convenient area.

- **Community Experience:** Here you will find tables and sofas where you can meet your peers as well as productivity areas to utilise the Wi-Fi and recharge your devices while enjoying some refreshments.
- **Microsoft Solutions Experience:** This is the one place to gain deeper product knowledge in a one-to-one environment and is your place to go for all your conversations surrounding Microsoft Dynamics AX, Microsoft Dynamics CRM, Microsoft Dynamics NAV, and Industry-focused topic areas. Here you'll find technical support, product demos, community building and user groups.
- **Expo Experience:** Interact with valued partners from around the world as they bring their technology innovations to you. For a listing of exhibitors, please see page 42.
- **User Groups:** Spend time with fellow delegates who use the same Microsoft Dynamics products as you. The user groups are located in the Microsoft Solutions Experience.
- **QR Codes on Badges:** If you opted-in to include a QR code on your conference badge, you can use our event app to quickly scan and share contact information with others.
- **Skype Stations:** In addition to connecting with delegates at the event, take the opportunity to connect with others back home! Skype stations with headsets and video capabilities will be available within the Community Experience area.
- **Get Social:** See what's being said on social media at our Digital Wall, catch live broadcasts and important announcements from the event and join in on the conversation online – our event hashtag is **#conv13EMEA**.

Convergence Experience Reception
On Tuesday evening, join us at the Convergence Experience Reception, which takes place right in the center of the action – the Convergence Experience Centre! This is your opportunity to experience the hottest solutions and offerings from our partners, and to network with your peers – all while enjoying refreshments and canapés with a wonderful Barcelona theme!

Keep business digital with DocuSign for Dynamics CRM

Sign Here

Send, sign and manage documents – anytime, anywhere, any device:

- #1 eSignature service with analysts and customers
- Integrates seamlessly with CRM Online and Dynamics CRM 2013
- Most reliable platform with open APIs, trust center, and 99.99% uptime

The exclusive eSignature solution used by Microsoft

DocuSign
The Global Standard for eSignature®

docusign.co.uk emea@docusign.com

MAKE YOUR TRIP COMPLETE - SEE US AT BOOTH 7

To find us, or to make an appointment,
call Stephen Wilson now on 0044 7775 571 110

eBECS
Experts in Microsoft Dynamics
Global ERP Partner of the Year 2013

www.ebecs.com

Real time Reporting & Upload into AX from Office.

SEE WHY ATLAS IS THE WORLD'S MOST WIDELY USED REPORTING & UPLOAD TOOL FOR AX.

REAL TIME REPORTING
WITH DRILL DOWN

- Easily build sophisticated reports & queries.
- Self sufficient reporting capabilities.
- Accurate, up-to-date data from Dynamics AX.
- Drill down to source transactions.

Blending Microsoft Dynamics AX into your existing documents.

UPLOAD TO
DYNAMICS AX

- Update Dynamics AX from within Office.
- Fast data migration.
- Import journals, budgets, orders, timesheets and the like into Dynamics AX.

www.globesoftware.com

STAY CONNECTED

46k END USERS WORLDWIDE

2.2k ATLAS INSTALLMENTS

30 DIFFERENT COUNTRIES

BOOTH 27

globe SOFTWARE

atlas

Your own managed Private Cloud for Microsoft Dynamics.

No fluff, just hard business benefits from the UK market leader

Come and see us at Booth 8

To find us, or to make an appointment, call James Fordham now on **0044 7854 562 347**

INSITE
Private Cloud for Microsoft Dynamics

Microsoft Partner
Gold Server Platform
Gold Data Platform
Gold Hosting

www.insite-europe.co.uk

Wireless Internet Access

While you are attending Convergence, please feel free to connect to and use one of the following:

- WiFi networks: **Convergence-5GHz** or **Convergence**
- When you are prompted for a password please use: **dynamics**

Additionally, please make sure you are not connected to an AD-HOC/Peer-to-Peer network, and ensure that you are in an area that supports WiFi.

The Convergence-5GHz network is the higher performing network with more available channels, faster speeds, and is available throughout the Convention Centre and Keynote Area. If your WiFi device sees the Convergence-5GHz network please select it. Due to the user load in congested areas, you may experience a slow connection or have difficulty connecting to the network at times. If that is the case, you may want to move to a less congested area. Rogue APs can cause problems for attendees attempting to use the wireless system and can degrade WiFi performance for everyone. Personal APs or base-stations of any kind should not be used inside the convention centre or keynote arena.

Security and the Convergence Wireless Network

The wireless network at Convergence is a shared network, designed to require minimal configuration by attendees. We have enabled WPA security protocol, though we do recommend that you be prudent in securing your resources, as you should on any public wireless network.

Be a Good Wireless Neighbour

In order for Microsoft to deliver a robust and dependable wireless experience for all Convergence attendees, we ask that you read and follow these best practices prior to connecting to the wireless or wired networks:

Updates:

- Install all critical patches and updates for your operating system. Windows Update is included in Control Panel
- Download and install the latest anti-virus signatures for your software.
- Ensure that your personal firewall software is active.

General:

- Ensure that your system is set to Infrastructure wireless use only and is not associating to, or broadcasting ad-hoc networks.
- Monitor your connections-do not connect to the wireless and wired networks at the same time.

Liability for Damage or Loss of Data: Microsoft will not be responsible for any damages to your computer or device, or loss.

Convergence Services

Barcelona Information and Attractions
Check out all that Barcelona has to offer by speaking to the Barcelona Tourism Representatives at the Information Desk. You can find out all about the City and purchase discounted Metro tickets.

Cloakroom and Luggage
For your convenience we have complimentary cloakrooms and luggage store located adjacent to the Registration Desks in Hall 8.0. Please note that belongings may only be left during the open hours of the show. Anything not claimed will be held by the Fira Gran Via Security team. To contact them, please go to the Information Desk which is located adjacent to the Registration Desks in Hall 8.0.
NOTE: Convergence is not responsible for damaged, lost or stolen items.

Cloakroom and Luggage Store Opening Hours	
Monday	08:00 – 19:30
Tuesday	08:00 – 20:00
Wednesday	08:00 – 17:00

Conference Badges
The badge provided to you at conference registration serves as your pass to all Convergence sessions, meals and event activities. Please ensure that your name badge is clearly visible during all conference activities at the Fira Gran Via. If you lose your badge, you may request a replacement at the Registration Desk located in Hall 8.0. For your personal safety it is highly recommended that you do not wear your conference badge outside of the Convergence venues.

Emergency Assistance
In the event of an emergency please follow the instructions of the venue staff.

First Aid
For routine medical assistance, there will be a first aid station upstairs in Hall 8.1. This station will be open during conference hours only. Please contact a member of the Event Staff who will be happy to assist you.

Information Desk

The Convergence Information Desk is located in Hall 8.0 Lobby opposite the Registration Desks. As well as Convergence information, we have a representative from the Barcelona Tourism Board who can help you with discounted Metro tickets and the Convergence Accommodation team who can assist with any accommodation enquiries.

Information Desk Opening Hours	
Monday	08:00 – 19:30
Tuesday	08:00 – 20:00
Wednesday	08:00 – 17:00

Lost and Found

If you have found an item, please note the location where it was found and take it to the Convergence Information Desk located in Hall 8.0 adjacent to the Registration Desks. If you have lost an item, please check with the Convergence Information Desk. Found items will be given to Convergence security at the end of the day and any unclaimed items will be left with the Security Team at the Fira Gran Via.

Meals

Refreshments and snacks will be served in the Convergence Experience Centre. Lunch and will be served on Level 8.1 of Fira Gran Via. You must have your conference badge visible for entry. If you have pre-ordered a Kosher, Halal or other specific dietary meal you may pick it up at the designated special dietary requirements buffet station which is located on the left hand side of the Lunch Area in Hall 8.1. Vegetarian options are available on all buffets. Meal times are listed within the agenda on Pages 2&3.

Mobile Phones

Out of respect for our presenters, please do not use your mobile phone during any conference session and phones should be turned to the silent mode before entering the session room.

Online Evaluations

Your feedback is extremely important to us. Please help us continue to improve Convergence by letting us know what you think.
Evaluations can be completed in the following ways (Microsoft Account login is required; please use the same account as your Convergence registration):

- On the fly from our mobile event app
- Communication Kiosks located throughout the venue
- Via the Convergence Website at **www.microsoft.com/dynamics/convergence/emea13**

Convergence Services (continued)

Photography
There will be a professional event photographer at Convergence capturing the activities, people and spirit of the event. Photos taken during the event may be used in immediate or future promotions of the event. If you would prefer your image not to be used for this purpose, please mention this to the photographer immediately. Out of respect for our speakers, we would ask that no flash photography is used during the sessions. Video or audio recording is not allowed in any Convergence Session.

Security
The safety of our delegates is our first priority, therefore we require your cooperation in the following areas:

- Please clearly display your conference badge while in Convergence venues. Anyone without their badge will not be allowed into Convergence events.
- Do not bring unnecessary items into conference sessions (recording devices, video cameras or laser pointers)
- Do not leave bags, briefcases, laptop cases or luggage unattended at any time.
- Do not leave valuable items unattended.
- Whenever possible, do not bring valuable items to the conference. Utilise the safes or lock boxes at your hotel.
- Immediately report any suspicious behaviour to a security officer or event staff member.

Shuttle Services
There are no shuttle services provided between hotels and the venue. There will be a complimentary shuttle service from the EUROPA-FIRA metro station and the venue which will depart approximately every 15 minutes.

The service will commence 15 minutes before registration opening, and will end 15 minutes before the first session starts. EUROPA-FIRA station is near to many of the hotels in the vicinity of Fira Gran Via.

Sunday, November 3
14:45 – 19:00 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance

Monday, November 4
07:45 – 12:15 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance
18:30 – 20:00 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance

Tuesday, November 5
07:45 – 09:15 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance
17:45 – 20:30 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance

Wednesday, November 6
07:45 – 09:15 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance
16:30 – 17:30 ..... Continuous shuttle service between EUROPA-FIRA and Fira Gran Via, North Entrance

Smoking
To provide a safe and healthy environment, the Fira Gran Via is a strictly no-smoking venue.

Tracks @ Convergence

Each session held at Convergence 2013 EMEA is mapped to a specific track. These tracks are one of the many ways that you as an attendee can identify which sessions are right for you. Whether you hope to learn more about a product presently deployed, or are looking to evaluate another product for future deployment in your business, Convergence offers you the freedom to choose what you want to learn and which sessions will benefit you most.

Microsoft Dynamics AX
The Microsoft Dynamics AX track is for IT and business professionals to explore Microsoft Dynamics AX 2012 industry and functional capabilities, mobile user experiences and cloud services. Whether you are an existing customer or a business considering Microsoft Dynamics AX, you will have the opportunity to see first-hand how you and your organisation can maximise the value of your Microsoft Dynamics AX and other Microsoft technology investments.

And, don't miss the opportunity to get a sneak peek of the exciting new capabilities of the Microsoft Dynamics AX 2012 R3 pre-release! Discover, learn, explore, or ask questions. In addition delegates will be able to network, share best practices with peers, and connect with partners and their industry expertise and solutions. It's a great place to meet the Microsoft Dynamics AX team and mingle with customers.

Microsoft Dynamics CRM
Begin your Convergence EMEA experience by joining us for the Global Premiere Event on Monday evening, 4 November where you can participate in the live broadcast and hear directly from customers around the world who are using Microsoft Dynamics CRM to deliver amazing customer experiences. But the fun doesn't stop there – throughout the CRM track at Convergence you will get to dive more deeply into the exciting features of Microsoft Dynamics CRM 2013, including key enhancements in the new user experience which features completely configurable process guidance, new tablet and mobile touch optimised experiences, and exciting new social capabilities. Whether you are deploying CRM for the first time – or looking to upgrade current deployments of Microsoft Dynamics CRM, you will leave this event with a complete view of the incredible innovation included in Microsoft Dynamics CRM and how you can take advantage of what is here. You will also get a glimpse into the future as we show how Microsoft Dynamics CRM maximises

the business value of your other Microsoft technology investments. As with all Convergence conferences, attendees will benefit from networking with the Microsoft Dynamics CRM team, partners who have detailed solution and industry expertise, and with other successful customers from around the world who benefit from Microsoft Dynamics CRM. We look forward to seeing you there.

Microsoft Dynamics NAV
The Microsoft Dynamics NAV track will provide business users and IT professionals with the opportunity to explore how Microsoft Dynamics NAV 2013 is a quick to implement, simple-to-use business solution from Microsoft with the power to support your business ambitions. The concurrent sessions and interactive discussions will offer product tips and tricks, and detail new capabilities in the latest product release. Convergence is also your opportunity to network with members of the Microsoft Dynamics NAV team, connect with other customers and peers, and take your learning back to your teams in order to get most out of your solution.

Cross Product
Solutions and services that span multiple Microsoft product solutions reside within the Cross Product track so that delegates can gain the greatest visibility on the sessions most relevant to their needs. Connector for Microsoft Dynamics is sure to be a popular topic, as is the mobile strategies that fuel our development with Microsoft Dynamics AX and Microsoft Dynamics CRM. Be sure to review the specific products noted within these sessions to ensure that the topics apply to your deployment or interests.

Business Leadership
We're excited to offer a Business Leadership track this year, featuring the great presentation skills and appealing topics from Dale Carnegie® Training. For the past few years at our U.S. based Convergence, our Dale Carnegie-sponsored breakout sessions were among the highest rated sessions and we're thrilled to work with them again on the delivery of meaningful and informative topics meant to provide leaders with the motivation and confidence needed to lead their teams on the road ahead.

Easily Accessed Session Information!

Be sure to take advantage of tools such as Schedule Builder to help you build your personal schedule from the entire catalogue of available sessions on **www.microsoft.com/dynamics/convergence/emea13**

You'll also be able to access our new mobile event app from your smartphone. Conveniently access session and agenda information, event maps, sponsor and exhibitor listings and more.

Scan the QR code below to download the Convergence 2013 EMEA event app for Windows Phone, Windows 8, Apple iOS, and Android.

Do you understand your customer?

Whatever you have in mind, we've got inside

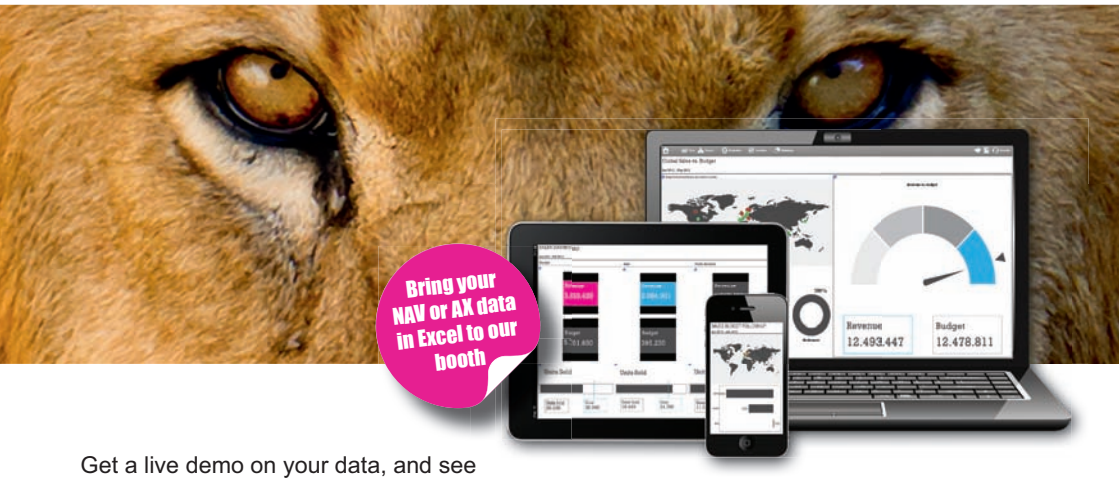
Come and see more at Stand # 6

For further information on LS Retail solutions and certified LS Retail partners, please visit www.LSRetail.com

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industries based on Microsoft Dynamics technology. LS Retail is sold and supported by more than 140 certified partners in over 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. LS Retail has been installed by more than 2,300 companies with 45,000 stores operating over 103,000 POS terminals worldwide.

LS Retail
www.LSRetail.com

Navigate the business jungle



Get a live demo on your data, and see what Business Intelligence can do for you!

www.targit.com

TARGIT
courage to act

Annata Dynamics IDMS

MANAGEMENT SOLUTIONS FOR

AUTOMOTIVE EQUIPMENT RENTAL FLEET

Visit us at booth n°41!

CERTIFIED FOR Microsoft Dynamics AX 2012

avanade® Results Realized

From Accenture and Microsoft

LEADING Microsoft Dynamics PARTNER IN OVER 20 COUNTRIES WITH MORE THAN 1.400 CONSULTANTS GLOBALLY

CRM SOLUTIONS FOR
CONTACT CENTER
SALES MANAGEMENT
SALES & MARKETING INSIGHTS

ERP SOLUTIONS FOR
RETAIL
PROFESSIONAL SERVICES
WHOLESALE DISTRIBUTION
ENERGY & UTILITIES
HEALTHCARE

2.700
DYNAMICS CERTIFICATIONS WORLDWIDE

DELIVERED OVER 650 DYNAMICS PROJECTS

Avanade Europe London
Avanade Americas Seattle • Sao Paulo
Avanade Africa Pretoria
Avanade Asia-Pacific Singapore

Avanade Europe
London
Phone +44 (0) 20 7025 1000
Europe@avanade.com
www.avanade.com

Monday – 4 November 2013

Agenda Overview

08:00 – 19:30	Community Experience	Hall 8.0
10:00 – 11:00	User Group General Sessions	Various
11:30 – 12:30	User Group Breakout Sessions	Various
12:30 – 14:00	Lunch	Hall 8.1
12:30 – 16:30	Expo Experience & Microsoft Solutions Experience	Hall 8.0
14:00 – 15:00	User Group Breakout Sessions	Various
15:30 – 16:30	User Group Breakout Sessions	Various
17:30 – 19:00	Microsoft Dynamics CRM 2013 Global Premiere	Hall 8.0 – C1

Session Code Key

All session codes follow this format: **XXYYZZ-R#**

XX	Represents Session Type
KEY	Keynote
GEN	General Session
BK	Breakout Session
ID	Interactive Discussion
UB	User Group Breakout Session

YY	Represents Primary Product Affiliation (or Track Affiliation)
AX	Microsoft Dynamics AX
BL	Business Leadership
CP	Cross Product
CRM	Microsoft Dynamics CRM
NAV	Microsoft Dynamics NAV

ZZ	Represents the Session Number
R	Indicates that session is part of a series of repeats; the number following indicates the sequence

The Convergence 2013 EMEA User Group Sessions are sponsored by:

AXUG Dynamics AX User Group

CRMUG Dynamics CRM User Group

NAVUG Dynamics NAV User Group

User Group General

10:00 – 11:00

UBAX01: Microsoft Dynamics AX ..... Room A2
Connecting with your user community: Microsoft Dynamics AX
Chandru Shankar, Frank Vukovits

UBCRM01: Microsoft Dynamics CRM ..... Room A1
Connecting with your user community: Microsoft Dynamics CRM
Tony Stein

UBNAV01: Microsoft Dynamics NAV ..... Room A3
Connecting with your user community: Microsoft Dynamics NAV
Sherry Linares

Sessions continue over page

Monday – Sessions Continued

User Group Breakout

11:30 – 12:30

UBAX02: Microsoft Dynamics AX ..... Room B3
Best practices roundtable for global Microsoft Dynamics AX environments: Succeeding globally with software, people and regulations
Martin Drude

UBAX03: Microsoft Dynamics AX ..... Room D1
Managing security in Microsoft Dynamics AX
Craig Robins, Mike Cassady

UBAX04: Microsoft Dynamics AX ..... Room D5
Roundtable: Microsoft Dynamics AX project managers

UBCRM04: Microsoft Dynamics CRM ..... Room D2
Best practices in managed and unmanaged solutions
Demian Raschkovan

UBCRM02: Microsoft Dynamics CRM ..... Room D4
Microsoft Dynamics CRM and Danish National Sports: A case study in managing relationships
Lars Houbak

UBCRM03: Microsoft Dynamics CRM ..... Room D8
Microsoft Dynamics CRM reporting: Executive visibility with dashboards
Melissa Erickson

UBNAV03: Microsoft Dynamics NAV ..... Room D3
Application management best practices: The end-user perspective roundtable
Peter Buenk, Peter de Bruin, Sherry Linares

UBNAV08: Microsoft Dynamics NAV ..... Room D6
How Nissin Foods approached their international deployment
Yohei Ujita

UBNAV04: Microsoft Dynamics NAV ..... Room D7
Implementing a global BI system: A project or a "permanent condition"?
Michael Horn

User Group Breakout

14:00 – 15:00

UBAX05: Microsoft Dynamics AX ..... Room B3
Roundtable: Managing Microsoft Dynamics AX financials in a global installation
Andy Hafer

UBAX06: Microsoft Dynamics AX ..... Room D1
Roundtable: Microsoft Dynamics AX code control
Anders Ruby

UBAX07: Microsoft Dynamics AX ..... Room D5
Better management of Microsoft Dynamics AX 2012 upgrade projects
Marco Auddino

UBCRM05: Microsoft Dynamics CRM ..... Room D2
Roundtable: International deployments best practices
Jay Ramsanjhal

UBCRM07: Microsoft Dynamics CRM ..... Room D4
Roundtable: Upgrading tips & tricks in Microsoft Dynamics CRM
Hedi Wassink, Stefan Truthaen

UBCRM06: Microsoft Dynamics CRM ..... Room D8
5 Cool features you should be using in Microsoft Dynamics CRM 2011
Melissa Erickson

UBNAV06: Microsoft Dynamics NAV ..... Room D3
Ask the experts: Microsoft Dynamics NAV security
Per Mogensen

UBNAV05: Microsoft Dynamics NAV ..... Room D6
Roundtable: International deployments
Andy Hafer, Erik Ernst, Michael Horn, Peter de Bruin, Yohei Ujita

UBNAV07: Microsoft Dynamics NAV ..... Room D7
Compliance in Microsoft Dynamics NAV
Mike Cassady

User Group Breakout

15:30 – 16:30

UBAX08: Microsoft Dynamics AX ..... Room B3
Roundtable: Technical considerations for global Microsoft Dynamics AX installations
Martin Drude

UBAX09: Microsoft Dynamics AX ..... Room D1
Roundtable: Applying the Microsoft stack for business intelligence with Microsoft Dynamics AX
Enrico Cafiero, Marco Auddino

UBAX10: Microsoft Dynamics AX ..... Room D5
Customer enablement: Identifying the resources available to make your Microsoft Dynamics installation more self-sufficient
Frank Vukovits

UBCRM10: Microsoft Dynamics CRM ..... Room D2
Data quality rules in your Microsoft Dynamics CRM system--with the help of SQL Server
Oliver Engels

UBCRM09: Microsoft Dynamics CRM ..... Room D4
Business automation & getting intimate with Microsoft Dynamics CRM workflows
Melissa Erickson

UBCRM08: Microsoft Dynamics CRM ..... Room D8
The agile & transformed business: How Microsoft Dynamics CRM became the centerpiece of our business productivity infrastructure
Stefan Truthaen

UBNAV09: Microsoft Dynamics NAV ..... Room D3
Upgrading from Classic to RTC
Per Mogensen

UBNAV02: Microsoft Dynamics NAV ..... Room D6
Microsoft Dynamics NAV development tips and tricks for end-users
Erik Ernst, Sabine Mueller

UBNAV10: Microsoft Dynamics NAV ..... Room D7
Microsoft Dynamics NAV in an international & multi-site environment
Michael Horn

17:30 – 19:00

Microsoft Dynamics CRM Global Premiere ..... Room C1
Join us for the Microsoft Dynamics CRM 2013 Global Premiere Event as we celebrate the transformation of CRM into a tool for reigniting people's passion to deliver better customer experiences and build deeper relationships.

End of Monday sessions ■

k3 ax|is fashion

ax|is fashion from K3
is a concept-to-consumer solution.

Flexible and scalable, it's built on Microsoft Dynamics for Retail and further enhanced to meet the unique and exacting needs of the fashion and apparel industry.

axisfashionsoftware.com

Visit us at booth #32
to learn more about this exciting new fashion & apparel solution from K3

Marketo®
Marketing Software.
Easy. Powerful. Complete.

Integrates with **Microsoft Dynamics CRM**

Visit our booth #35
to request a free copy of our **new Definitive Guide to Engaging Email Marketing**

Tuesday – 5 November 2013

Agenda Overview

08:00 – 18:00	Community Experience	Hall 8.0
09:30 – 11:00	Keynote	Hall 8.0 – C1
11:00 – 20:00	Expo Experience & Microsoft Solutions Experience	Hall 8.0
11:30 – 12:30	General Sessions	Various
12:30 – 14:00	Lunch	Hall 8.1
14:00 – 15:00	Breakout Sessions/Interactive Discussions	Various
15:30 – 16:30	Breakout Sessions/Interactive Discussions	Various
17:00 – 18:00	Breakout Sessions/Interactive Discussions	Various
18:00 – 20:00	Convergence Experience Reception	Hall 8.0

Session Code Key

All session codes follow this format: **XXYYZZ-R#**

XX	Represents Session Type
KEY	Keynote
GEN	General Session
BK	Breakout Session
ID	Interactive Discussion
UB	User Group Breakout Session

YY	Represents Primary Product Affiliation (or Track Affiliation)
AX	Microsoft Dynamics AX
BL	Business Leadership
CP	Cross Product
CRM	Microsoft Dynamics CRM
NAV	Microsoft Dynamics NAV

ZZ	Represents the Session Number
R	Indicates that session is part of a series of repeats; the number following indicates the sequence

Keynote

09:30 – 11:00

KEY0001: Keynote ..... Room C1

Kirill Tatarinov

Jean-Philippe Courtois

Sessions continue over page

Tuesday – Sessions Continued

General Sessions

11:30 – 12:30

GENAX01: Microsoft Dynamics AX ..... Room A2
Microsoft Dynamics AX: Enabling business transformation with innovative solutions
Christian Pedersen

GENCRM01: Microsoft Dynamics CRM ..... Room C1
Microsoft Dynamics CRM 2013 makes business personal
Bob Stutz, Fred Studer

GENNAV01: Microsoft Dynamics NAV ..... Room A1
Microsoft Dynamics NAV General Session
Jesper Lachance Raebild, Paul White

Breakout Sessions & Interactive Discussions

14:00 – 15:00

BKBL02: Business Leadership ..... Room D8
Leading across generations: A Dale Carnegie Workshop
Noha El Daly

BKAX40: Microsoft Dynamics AX ..... Room A1
Microsoft Dynamics for public sector: Addressing today's ever changing environment with a defined ERP strategy
Swamy Narayana, Todd Bergeson

BKAX27-R1: Microsoft Dynamics AX ..... Room A2
Microsoft Dynamics AX 2012 Overview
Moises Leon, Pepijn Richter, Steven Houglum

BKAX42: Microsoft Dynamics AX ..... Room A3
Connect and optimise: How Microsoft Is making a difference In the manufacturing industry
Chandru Shankar, Melissa Cook

BKAX44: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics for Retail: An overview of retail industry trends and Microsoft's solution and vision
Ashvin Mathew, Frederic Arragon, Michael Griffiths

BKAX41: Microsoft Dynamics AX ..... Room B1
Microsoft Dynamics for service industries: vision and direction
Elliott Ichimura

IDAX06: Microsoft Dynamics AX ..... Room D2
Compliance and Microsoft Dynamics AX: What you need to know before the auditors ask
Leaon Summers

BKCRM27: Microsoft Dynamics CRM ..... Room B2
Microsoft Dynamics CRM Online for European markets
Ben Ravani

BKCRM65: Microsoft Dynamics CRM ..... Room B3
Getting started with a social CRM strategy
Francois Ruf

BKCRM23-R1: Microsoft Dynamics CRM ..... Room B4
Upgrade considerations for Microsoft Dynamics CRM 2013
Matthew Barbour

IDCRM21-R1: Microsoft Dynamics CRM ..... Room D3
Ask the MVPs: Q&A discussion with Microsoft Dynamics CRM MVPs

BKNAV03: Microsoft Dynamics NAV ..... Room D5
What's new in Microsoft Dynamics NAV 2013 and Microsoft Dynamics NAV 2013 R2
Jesper Lachance Raebild, Kurt Juvyns

BKNAV12: Microsoft Dynamics NAV ..... Room D6
Como el CIO pueden obtener ventajas competitivas: Novedades de la versión de Microsoft Dynamics NAV 2013 R2 (incluyendo Office 365, Azure y gestión de la tesorería)
Josep Pages, Juan Manuel Rodriguez

Breakout Sessions & Interactive Discussions

15:30 – 16:30

BKAX07: Microsoft Dynamics AX ..... Room A1
Microsoft Dynamics AX: Financial reporting
Andreas Aarff, April Olson

BKAX27-R2: Microsoft Dynamics AX ..... Room A2
Microsoft Dynamics AX 2012 overview
Steven Houglum

BKAX16: Microsoft Dynamics AX ..... Room A3
Mass customisation in a distributed supply chain in Microsoft Dynamics AX 2012 R2
Conrad Volkmann, Roxana Christina Diaconu, Sverre Thune

BKAX45: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics for Retail: Delivering next generation POS clients and immersive mobile experiences
Balaji Balasubramanian, Josef Schauer

IDAX05: Microsoft Dynamics AX ..... Room D2
Tuning your Microsoft Dynamics AX environment for optimal performance
Christian Wolf

BKCRM71-R1: Microsoft Dynamics CRM ..... Room B1
Mobility options for Microsoft Dynamics CRM 2013
Richard Dickinson

BKCRM62-R1: Microsoft Dynamics CRM ..... Room B2
Boosting your sales productivity with Microsoft Dynamics CRM
Stephanie Dart

BKCRM64: Microsoft Dynamics CRM ..... Room B3
Harnessing social technologies with Microsoft Dynamics CRM
Reuben Krippner

BKCRM13: Microsoft Dynamics CRM ..... Room B4
The web client enhancements with Microsoft Dynamics CRM 2013
Param Kahlon

IDCRM22-R1: Microsoft Dynamics CRM ..... Room D3
Upgrading to Microsoft Dynamics CRM 2013
Matthew Barbour

BKNAV01: Microsoft Dynamics NAV ..... Room D6
Get up and running quickly with Rapidstart Services for Microsoft Dynamics NAV 2013 R2
Lotte Cordt Ihlemann

IDNAV05: Microsoft Dynamics NAV ..... Room D7
Ask the experts: Get ready for Cash Management and SEPA support in Microsoft Dynamics NAV 2013 R2
Tomás Navarro Casbas

BKNAV10: Microsoft Dynamics NAV ..... Room D5
Power reporting in Microsoft Dynamics NAV – Part 1
Claus Lundstrom

Sessions continue over page

Tuesday – Sessions Continued

Breakout Sessions & Interactive Discussions

17:00 – 18:00

BKBL01: Business Leadership ..... Room D8
Managing organisational change – Leading change without authority: A Dale Carnegie Workshop
Noha El Daly

BKCP03: Cross Product ..... Room D4
Integrating Microsoft Dynamics ERP with Microsoft Dynamics CRM using Connector for Microsoft Dynamics
Davide Garghentini, Goncalo Antunes

BKAX09: Microsoft Dynamics AX ..... Room A1
Microsoft Dynamics AX: Financial consolidation and currency translations
Andreas Aarff, April Olson

BKAX22: Microsoft Dynamics AX ..... Room A2
Microsoft Dynamics AX solution architecture best practices
Marc De Deygere

BKAX17: Microsoft Dynamics AX ..... Room A3
Tracking dimensions at work: Process industry improvements in Microsoft Dynamics AX 2012 R2
Johan Hoffman, Philippe Jacobsen

BKAX46: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics for Retail – Overall store systems architecture including Retail server, mobility, & robust, scalable and extensible models
Balaji Balasubramanian, Josef Schauer

BKAX05: Microsoft Dynamics AX ..... Room B1
Microsoft Dynamics AX 2012: Project Management and accounting
Brian Welcker

IDAX03: Microsoft Dynamics AX..... ..... Room D2
Microsoft service offerings: Before, during, and after implementation of Microsoft Dynamics AX
Darren Waite, Laura Preslan

BKCRM20: Microsoft Dynamics CRM ..... Room B2
Building an extended CRM application for non-developers
Palak Kadakia, Richard Dickinson

BKCRM63-R1: Microsoft Dynamics CRM ..... Room B3
The new era of customer service in the age of the customer
Ashish Kothari, Ben Werner

BKCRM61: Microsoft Dynamics CRM ..... Room B4
Integrated marketing management with MarketingPilot
Jamie Fiorda, Kishan Chetan

IDCRM67: Microsoft Dynamics CRM ..... Room D3
Getting started with a social CRM strategy
Francois Ruf

BKNAV07: Microsoft Dynamics NAV ..... Room D6
Cloud choices and benefits with Microsoft Dynamics NAV 2013 R2
Claus Busk Andersen, Kurt Juvyns

IDNAV04: Microsoft Dynamics NAV ..... Room D7
Ask the experts: Manufacturing in Microsoft Dynamics NAV
Sune Lohse

BKNAV11: Microsoft Dynamics NAV ..... Room D5
Power reporting in Microsoft Dynamics NAV - Part 2
Claus Lundstrom

End of Tuesday sessions ■

Reporting
Budgeting
Analysis

onestop REPORTING

Reporting
Budgeting
Analysis

Web-based reporting
and budgeting
100% integrated with
Microsoft Dynamics
CRM I AX I GP I NAV I SL

Reporting
Budgeting
Analysis

Visit us at the Expo

www.onestopreporting.com

Looking for **more revenue**, **lower costs** and a **higher profitability**?

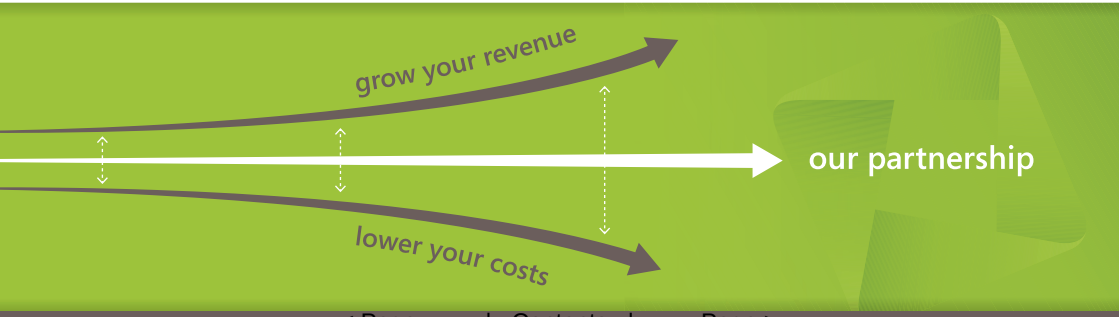
We can make it happen for you!

QBS group

Quattro Business Solutions (QBS group) is Microsoft Dynamics Master VAR.

We support our partners with services aimed at growing their business! These services range from marketing & lead generation to sales & deal support, consultancy, partner & customer care, training & coaching and licensing. We help you grow your license sales and improve BREP renewal rate.

More than 40 Dynamics partners from 5 different countries have already joined QBS group and we are growing fast.
Interested in what QBS group can do for your organisation? **Visit booth 33 (next to NAV Solutions Experience) and win a Solar Charger!**



SMART FOCUS

Delivering real-time, personalized marketing that drives revenue, loyalty, and satisfaction.

Join us at booth 31 to find out how we can help you more easily connect with your customers.

www.smartfocus.com

AX ULTRAS .com

Wednesday – 6 November 2013

Agenda Overview

08:00 – 17:00	Community Experience	Hall 8.0
09:00 – 10:00	Breakout Sessions/Interactive Discussions	Various
10:00 – 17:00	Expo Experience & Microsoft Solutions Experience	Hall 8.0
10:30 – 11:30	Breakout Sessions/Interactive Discussions	Various
12:00 – 13:00	Breakout Sessions/Interactive Discussions	Various
13:00 – 14:30	Lunch	Hall 8.1
14:30 – 15:30	Breakout Sessions/Interactive Discussions	Various
16:00 – 17:00	Breakout Sessions/Interactive Discussions	Various
17:00	Close	

Session Code Key

All session codes follow this format: **XXYYZZ-R#**

XX	Represents Session Type
KEY	Keynote
GEN	General Session
BK	Breakout Session
ID	Interactive Discussion
UB	User Group Breakout Session

YY	Represents Primary Product Affiliation (or Track Affiliation)
AX	Microsoft Dynamics AX
BL	Business Leadership
CP	Cross Product
CRM	Microsoft Dynamics CRM
NAV	Microsoft Dynamics NAV

ZZ	Represents the Session Number
R	Indicates that session is part of a series of repeats; the number following indicates the sequence

Breakout Sessions & Interactive Discussions

09:00 – 10:00

BKBL03: Business Leadership ..... Room D8
Talent management: A Dale Carnegie Workshop
Bill Burton

BKCP02: Cross Product ..... Room D4
Extending custom solutions in Microsoft Dynamics NAV and Microsoft Dynamics CRM using Connector for Microsoft Dynamics
Goncalo Antunes

BKAX01: Microsoft Dynamics AX ..... Room A1
Microsoft Dynamics AX 2012: Leveraging the power of your chart of accounts
Kim Nelson

Sessions continue over page

Wednesday – Sessions Continued

Breakout Sessions & Interactive Discussions
09:00 – 10:00 *Continued*

BKAX18: Microsoft Dynamics AX ..... Room A2
Optimise your Microsoft Dynamics AX application lifecycle
Pepijn Richter, Satish Thomas, Winston Hait

BKAX14: Microsoft Dynamics AX ..... Room A3
Productivity enhancements in operative planning in Microsoft Dynamics AX 2012 R2
Conrad Volkmann, Roxana Christina Diaconu

BKAX26: Microsoft Dynamics AX ..... Room D1
How to ready your team for a Microsoft Dynamics AX implementation
Brent Holtorf, Steven Houglum, Tonya Fehr

IDAX08: Microsoft Dynamics AX ..... Room D2
Using Management Reporter for your financial reporting needs
Andreas Aarff, April Olson

BKCRM32: Microsoft Dynamics CRM ..... Room B1
A guide to integration with Microsoft Dynamics CRM
John Straumann

BKCRM51: Microsoft Dynamics CRM ..... Room B2
Microsoft Dynamics CRM for Public Sector: Creating opportunities to provide extraordinary value to constituents
Ayrianne Davis, Kirsten Edmondson Wolfe

BKCRM81: Microsoft Dynamics CRM ..... Room B4
Performance planning, tuning & optimisation of Microsoft Dynamics CRM
Venkat Sathyamurthy

IDCRM22-R2: Microsoft Dynamics CRM ..... Room D3
Upgrading to Microsoft Dynamics CRM 2013
Matthew Barbour

BKNAV15: Microsoft Dynamics NAV ..... Room D6
Consejos y Trucos: pregunta directamente a directivos y expertos sobre los Beneficios y experiencias con Microsoft Dynamics NAV
Alberto Roca, Jordi Vidal, Yolanda Rodriguez

IDNAV02: Microsoft Dynamics NAV ..... Room D7
Best practices for managing your Microsoft Dynamics NAV partner
Peter Vach

BKNAV04: Microsoft Dynamics NAV ..... Room D5
Business Insight & Microsoft Office integration: Tips and tricks for Microsoft Dynamics NAV 2013
Christian Baek, Claus Busk Andersen

Breakout Sessions & Interactive Discussions

10:30 – 11:30

BKBL05: Business Leadership ..... Room D8
How smart leaders create employee engagement: A Dale Carnegie Workshop
Robert Korp

BKCP05: Cross Product ..... Room D4
Successfully managing complex implementations of Microsoft Dynamics AX or Microsoft Dynamics CRM
Lars Bøgebjerg, Max Fatouretchi

BKAX08: Microsoft Dynamics AX ..... Room A1
Budget planning and control for Microsoft Dynamics AX 2012 R2
Rehka Nanda, Swamy Narayana

BKAX23: Microsoft Dynamics AX ..... Room A2
Microsoft Dynamics AX: An implementation approach for new and existing customers
Mudit Mittal, Tao Wang

BKAX13: Microsoft Dynamics AX ..... Room A3
Microsoft Dynamics AX 2012 R3 PREVIEW: Warehousing and Transportation Management
Aco Atanasovski, Mirza Abdic'

BKAX47: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics for Retail: Delivering next generation social and eCommerce
Balaji Balasubramanian, Josef Schauer

BKAX06: Microsoft Dynamics AX ..... Room B1
Microsoft Dynamics AX 2012: Increasing productivity for project-centric organisations with mobile solutions and Microsoft Office interoperability
Brian Welcker

IDAX01: Microsoft Dynamics AX ..... Room D2
Microsoft Dynamics AX 2012: How to find content when you need it
Brent Holtorf, Steven Houglum, Tonya Fehr

BKCRM26: Microsoft Dynamics CRM ..... Room B2
Key platform enhancements in Microsoft Dynamics CRM 2013
Venkat Sathyamurthy

BKCRM11: Microsoft Dynamics CRM ..... Room B3
Introduction to Business Process Management (BPM) with Microsoft Dynamics CRM 2013
Mark Margolis, Stephanie Dart

BKCRM01: Microsoft Dynamics CRM ..... Room B4
Powerful analytics options with Microsoft Dynamics CRM
Eric Boocock

IDCRM72: Microsoft Dynamics CRM ..... Room D3
Maximising value with Microsoft mobile CRM solutions

BKNAV05: Microsoft Dynamics NAV ..... Room D5
Better together: Understanding the value of Microsoft Dynamics NAV in Office 365
Jesper Lachance Raebild

IDNAV06: Microsoft Dynamics NAV ..... Room D7
Microsoft Learning: Introducing a new and modern digital learning experience for Microsoft Dynamics NAV
Deco Pinheiro

BKNAV13: Microsoft Dynamics NAV ..... Room D6
Cloud 365: Como Microsoft Dynamics NAV en la Nube incrementa los beneficios de las empresas y tiene un gran impacto en la velocidad de las operaciones
Joan Carles Colet, Juan Miguel Rodriguez

Breakout Sessions & Interactive Discussions

12:00 – 13:00

BKBL04: Business Leadership ..... Room D8
Effective communications: A Dale Carnegie Workshop
Bill Burton

BKCP01: Cross Product ..... Room D4
Extending custom solutions in Microsoft Dynamics AX & Microsoft Dynamics CRM using Connector for Microsoft Dynamics
Davide Garghentini

BKAX19: Microsoft Dynamics AX ..... Room A1
Microsoft Dynamics AX 2012 R2: Better business insight to drive decisions
Milinda Vitharana, Yvonne Haarloev

Sessions continue over page

Wednesday – Sessions Continued

Breakout Sessions & Interactive Discussions
12:00 – 13:00 *Continued*

BKAX28: Microsoft Dynamics AX ..... Room A2
Microsoft Dynamics AX: Next generation servicing and maintenance
Satish Thomas, Shefy Manayil Kareem

BKAX15: Microsoft Dynamics AX ..... Room A3
PREVIEW: Demand Forecasting for Microsoft Dynamics AX 2012 R3
Roxana Christina Diaconu

BKAX48: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics for Retail: Investments in core retail industry excellence, including catalog, pricing and more
Balaji Balasubramanian, Josef Schauer

BKAX04: Microsoft Dynamics AX ..... Room B1
Human Resource Management in Microsoft Dynamics AX 2012
Dan Schuster

IDAX04: Microsoft Dynamics AX ..... Room D2
Streamlining business processes in Microsoft Dynamics AX 2012
Steven Houglum

BKCRM41: Microsoft Dynamics CRM ..... Room B2
Top 10 solutions from the Microsoft Dynamics Marketplace
David Brown

BKCRM12: Microsoft Dynamics CRM ..... Room B3
Advanced Business Process Management (BPM) with Microsoft Dynamics CRM 2013
Palak Kadakia

BKCRM28: Microsoft Dynamics CRM ..... Room B4
Purchasing Microsoft Dynamics CRM Online: What you need to know!
Francisco Contreras Herrera, Trish Syverson

IDCRM24-R1: Microsoft Dynamics CRM ..... Room D3
Customisation tips & tricks in Microsoft Dynamics CRM
John Straumann

BKNAV06: Microsoft Dynamics NAV ..... Room D5
Getting more productive with finance management in Microsoft Dynamics NAV
Brian Nielsen

IDNAV03: Microsoft Dynamics NAV ..... Room D7
Ask the experts: Business insight & intelligence in Microsoft Dynamics NAV 2013 R2 now and in the future
Claus Busk Andersen

IDNAV08: Microsoft Dynamics NAV ..... Room D6
Pregunta a los expertos de Microsoft Dynamics NAV en una sesión interactiva (Q&A)

Breakout Sessions & Interactive Discussions
14:30 – 15:30

BKBL06: Business Leadership ..... Room D8
Developing personal leadership: A Dale Carnegie Workshop
Robert Korp

BKCP04: Cross Product ..... Room D4
Microsoft Dynamics mobile strategy
Eric Boocock, Kees Hertogh

BKAX25: Microsoft Dynamics AX ..... Room A1
Extending the reach of Microsoft Dynamics AX 2012 R2 with Microsoft Office
Chris Garty

BKAX20: Microsoft Dynamics AX ..... Room A2
Advanced business application development in Microsoft Dynamics AX 2012
Marcos Calderon Macias, Peter Villadsen

BKAX11: Microsoft Dynamics AX ..... Room A3
Supplier Relationship Management in Microsoft Dynamics AX 2012
Olga Mulvad, Swamy Narayana

BKAX02: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics AX 2012: Invoice-to-Cash
Kristi Weekley, Victor Stehmann

IDAX02: Microsoft Dynamics AX ..... Room D2
Microsoft Dynamics Lifecycle Services: Getting started and sharing best practices
Satish Thomas, Shefy Manayil Kareem

BKCRM23-R2: Microsoft Dynamics CRM ..... Room B1
Upgrade considerations for Microsoft Dynamics CRM 2013
Matthew Barbour

BKCRM52: Microsoft Dynamics CRM ..... Room B2
Microsoft Dynamics CRM for Financial Services: Winning and retaining customers
Chad Hamblin, Mark Margolis, Paul Mare, Simon Hutson

BKCRM73: Microsoft Dynamics CRM ..... Room B3
Building and customising mobile apps for Microsoft Dynamics CRM
Richard Dickinson

BKCRM66: Microsoft Dynamics CRM ..... Room B4
Server side synchronisation and Microsoft Outlook client in Microsoft Dynamics CRM 2013
Madan Natu

IDCRM21-R2: Microsoft Dynamics CRM ..... Room D3
Ask the MVPs: Q&A discussion with Microsoft Dynamics CRM MVPs

BKNAV08: Microsoft Dynamics NAV ..... Room D6
Supply planning & inventory visualisations in Microsoft Dynamics NAV
Sune Lohse

BKNAV02: Microsoft Dynamics NAV ..... Room D5
How to prepare for an upgrade to Microsoft Dynamics NAV 2013 R2
Jannik Bausager

IDNAV01: Microsoft Dynamics NAV ..... Room D7
Ask the Experts: Microsoft Dynamics NAV
Gordon Macdonald

Breakout Sessions & Interactive Discussions

16:00 – 17:00

BKAX24: Microsoft Dynamics AX ..... Room A1
Beyond the rectangle: Powerful reporting capabilities in Microsoft Dynamics AX 2012
Hana Sediva, Milinda Vitharana

BKAX10: Microsoft Dynamics AX ..... Room A2
Managing employee procurement and travel expenses in Microsoft Dynamics AX 2012
Brian Welcker, Dan Schuster

BKAX12: Microsoft Dynamics AX ..... Room A3
Effective inventory costing insight leads to profitability in Microsoft Dynamics AX 2012
Anders Even Girke

Sessions continue over page

Wednesday – Sessions Continued

Breakout Sessions & Interactive Discussions
16:00 – 17:00 *Continued*

BKAX03: Microsoft Dynamics AX ..... Room D1
Microsoft Dynamics AX 2012: Procure-to-Pay
Kristi Weekley, Victor Stehmann

IDAX07: Microsoft Dynamics AX ..... Room D2
How to approach your Microsoft Dynamics AX 2012 upgrade
Pepijn Richter, Satish Thomas

BKCRM62-R2: Microsoft Dynamics CRM ..... Room B1
Boosting your sales productivity with Microsoft Dynamics CRM
Stephanie Dart

BKCRM71-R2: Microsoft Dynamics CRM ..... Room B2
Mobility options for Microsoft Dynamics CRM 2013
Richard Dickinson

BKCRM63-R2: Microsoft Dynamics CRM ..... Room B3
The new era of customer service in the age of the customer
Ashish Kothari, Ben Werner

IDCRM24-R2: Microsoft Dynamics CRM ..... Room D3
Customisation tips & tricks in Microsoft Dynamics CRM
John Straumann

BKNAV09: Microsoft Dynamics NAV ..... Room D5
Understanding roles in Microsoft Dynamics NAV
Niels-Erik Hansen

IDNAV07: Microsoft Dynamics NAV ..... Room D7
Ask the experts: Finance management in Microsoft Dynamics NAV
Brian Nielsen, Tomás Navarro Casbas

BKNAV14: Microsoft Dynamics NAV ..... Room D6
Como se gana en competitividad usando BI integrado en Microsoft Dynamics NAV, especialmente si tiene que tomarse decisiones rápidamente.
Josep Pages, Tony Barbosa

End of Wednesday sessions ■

ZAP

Business Intelligence for Microsoft Dynamics AX / NAV / CRM

ZAP
KNOW YOUR BUSINESS

Buy, Not Build

Rapid Set-Up

Automate Reporting Workflows

Immediate Outcomes - 1,000+ Analytics out-of-the-box

Enterprise Scalability

Seamless Integration

CERTIFIED FOR Microsoft Dynamics®

Microsoft Partner
Gold Independent Software Vendor (ISV)
Gold Business Intelligence
Gold Data Platform
Silver Enterprise Resource Planning

ZAP
2nd Floor, Vintners' Place, 68 Upper Thames St. | London EC4V 3BJ | +44 20 7019 7049 | www.zapbi.com

Expo Experience

Conveniently surrounding the Microsoft Solutions Experience, the Expo Experience puts the global Microsoft Dynamics community front and centre as our valued partners from around the world bring their technology innovations to you.

The list of sponsors is on the page opposite and the full list of Exhibitors and the Expo Experience floorplan is overleaf on page 42–43. Additionally there is an interactive floorplan to help you to navigate your way through the Expo. You can also find an interactive listing of sponsors and exhibitors, searchable by areas such as industry and product in our mobile event app or on the Convergence website **www.microsoft.com/dynamics/convergence/emea13**. Here you'll be able to create your own custom list of "must see" exhibitors!

Gold Sponsors

AXtension® Add competitive power

Cognitive Group The Microsoft Dynamics Staffing Specialists

DocuSign

eBECS Experts in Microsoft Dynamics Global ERP Partner of the Year 2013

globe SOFTWARE

IBM

INSITE Private Cloud for Microsoft Dynamics

LS Retail

TARGIT courage to act

Silver Sponsors

Annata Dynamics IDMS

avanade® Results Realized

k3

Marketo®

onestop REPORTING

QBS group

SMART FOCUS

SVEN MAHN IT-Systementwicklungen

ZAP

Bronze Sponsors

AGILEPOINT the power of smart process

Cincom

ClickDimensions

e-Con SOLUTIONS

HARTE HANKS TRILLIUM SOFTWARE

LOKI

MobileNAV ERP anywhere

READSOFT®

resco.net technology on the move

SCRIBEX Bringing Customer Data Anywhere

sycor® We give IT a face

BLUE HORSESHOE

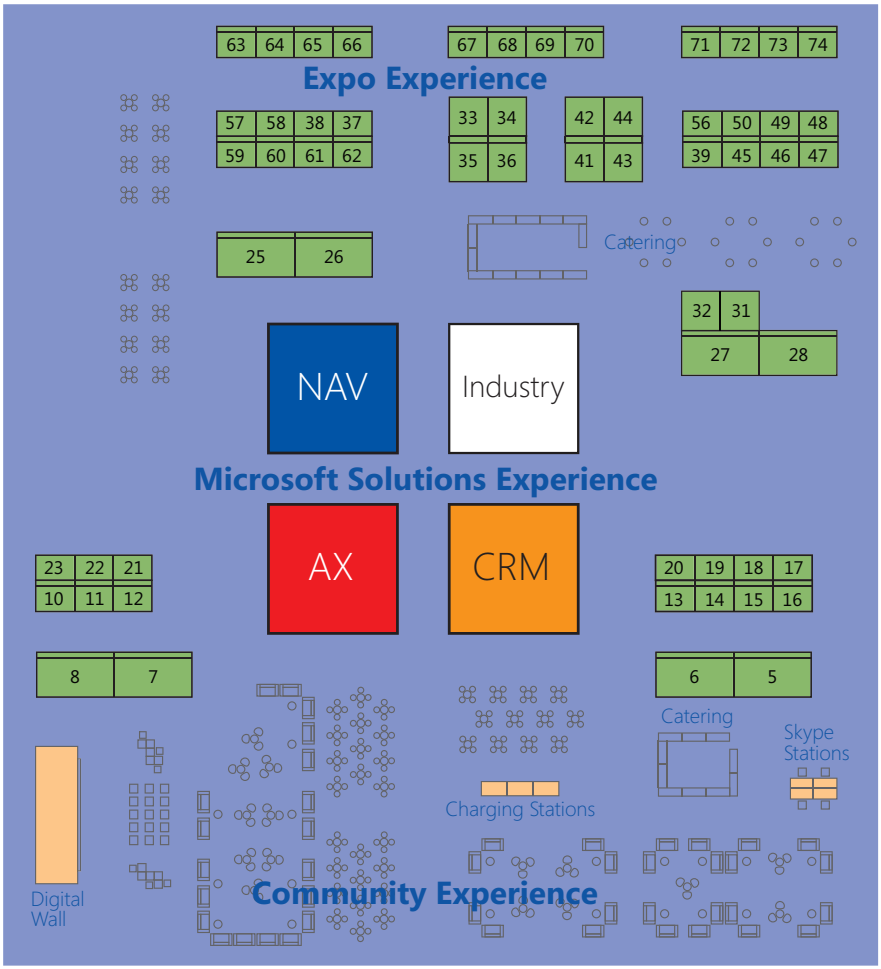
Exhibitor Listing

Company Name	Stand No
Adacta	60
Adeaca	16
Adxstudio	45
AgilePoint	**13**
Annata	**41**
Avanade	**36**
Axon Olympus	59
AXtension	**26**
BI4Dynamics	56
Blue Horseshoe	**11**
Cincom	**15**
Click Dimensions	**20**
Cognitive Group	**28**
Digital Vantage Point	61
Docusign	**5**
Dynamics Anywhere	48
Dynamics Software	38
Dynaway	74
eBECS	**7**
eCon Solutions	**12**
Fastpath	39
Field One	68
Formpipe Software	37
Globe Software	**27**
Harte Hanks Trillium	**18**
HiGH	70
Insite	**8**
K3 Group	**32**
Loki	**10**

Company Name	Stand No
LS Retail	**6**
Marketo	**35**
mscrm-addons.com	66
MobileNAV	**14**
Omnica	47
OneStop Reporting	**42**
Perfion	49
PNMSoft	65
QBS group	**33**
Qgate	67
Radley	64
ReadSoft	**23**
Resco	**21**
Riva	63
SaaSplaza	57
SalesFUSION	72
Sana Commerce	62
Scribe	**19**
Silverpop	50
Slimstock	58
Smartfocus	**31**
Softsite	71
Sven Mahn	**34**
Sycor	**22**
Targit	**25**
Team Knowledge	46
To Increase	69
XPLUS	17
Zap Technology	**43**

Sponsors are shown in **bold**

Expo Experience Floorplan



Microsoft