



SAP FOR
UTILITIES

29 JUNE - 1 JULY | SEVILLE, SPAIN

SAP for Utilities Conference

29th of June – 1st of July 2027, Seville, Spain – [visit our website to learn more](#)



Seville 2027: Who you will meet on site



500 industry professionals

Representing 165+ unique companies and more than 40 countries

A mixture of business and operations (60%), and IT and digital transformation professionals (40%) from across the utilities sector

Utility sectors include



Power generation



Renewable energy



Water and waste management



Transmission & distribution

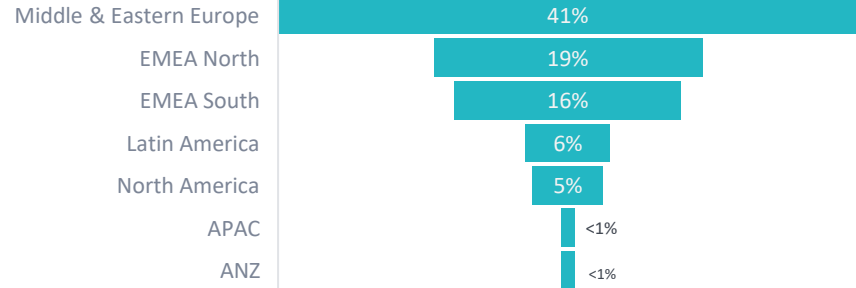


Multi-utility



Energy retail / supply

Geographical distribution



**Customer/ Prospect Breakdown*



Building Strong Communities to Accelerate Transformation



Kathleen Hänsch
Head of IT Operations
Städtische Werke Magdeburg



Marc Rosson
Community Connector
Utility.Community



SAP for Utilities Community Webinar Series
Hosted by TAC Insights

UTILITY.COMMUNITY · TAC INSIGHTS WEBINAR

Building Strong Communities to Accelerate Transformation

Reducing risk and accelerating change through continuous collaboration

Marc Rosson · marc@utility.community

Kathleen Hänsch · kathleen.haensch@sw-magdeburg.de

Wednesday, 29 July 2026 · 14:00 BST | 15:00 CEST | 06:00 PDT

Sharing solutions to our common challenges.



Marc Rosson

Enterprise Architect · Host, Utility Community



- Enterprise Architect — utility business & IT strategy
- 29+ years in IT, from programmer to CIO
- SAP S/4HANA, IS-U, EAM, CX, AMI, ADMS & analytics
- MBA, Seattle University · marc@utility.community

MEET YOUR PRESENTERS · 2 OF 2

Kathleen Hänsch

Head of IT Operations · Städtische Werke Magdeburg (SWM)



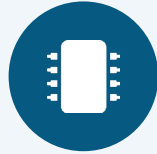
- Leads IT operations (Sachgebietsleiter IT-Betrieb) at SWM
- SWM supplies power, gas, water, heat & waste to Saxony-Anhalt's capital
- ~700 employees — a majority city-owned municipal utility
- Driving SAP-connected digital services & IT modernisation

The challenge: why now?



Regulatory pressure

New mandates and evolving compliance demand faster adaptation.



Technology acceleration

SAP new Autonomous Enterprise capabilities require new skills and approaches.



Risk of going it alone

Annual conferences are no longer enough — utilities need continuous collaboration.

The pace of change has outgrown the once-a-year model.

The value of utility networks



Learn faster

Tap into real-world experience from peers who've already tackled your challenges.



Avoid costly missteps

Share lessons learned before they become expensive mistakes in your organization.



Reduce risk

Trusted peer networks provide validation no roadmap or vendor can match.

Topic-based, locally connected peer networks are one of the most effective tools for navigating constant change.

How to build a community

1

**Identify a
shared
challenge**

No formal org needed

2

**Find your first
5 peers**

Local connections

3

**Start small,
meet regularly**

Topic-focused

4

**Grow through
value & trust**

18 years of lessons

“You don’t need a large budget or a formal organization. You need a shared challenge and people willing to talk about it.”

Collaborating in the SAP Autonomous Enterprise Era

How utilities can share patterns, lessons, and outcomes — while respecting security and regulatory boundaries.



Applications

Integration patterns in the new Autonomous Enterprise world.



Data products

Collaborate on BDC data models and outcomes.



Lessons learned

Exchange real-world experience across utilities.

Our Utility Community next steps are clear

SAP, DSAG, and the North American utility community are pointing the same direction.

- 1 Foundation before autonomy** — Clean core and governed data come before agents.
- 2 Data is the first deliverable** — No agentic architecture stands without governed data.
- 3 Publish, don't whisper** — Reference architectures as public artifacts, not whispers.
- 4 Knowledge is the asset at risk** — Capture it before the “silver tsunami.”
- 5 The user group is the interface** — Influence is collective: DSAG and ASUG, aligned.

Your move — Find your peer in world of 5000+ SAP utilities, trade a one-page white paper, and bring the joint agenda to SAP for Utilities 29 June – 1 July 2027 in Seville, Spain

Join the Utility Community

Free · Peer-to-peer · Topic-focused · Year-round collaboration

- ⚡ Bring one shared challenge — and a few peers willing to talk.
- ⚡ Turn a once-a-year conference into year-round momentum.
- ⚡ Accelerate transformation by not going it alone.

utility.community marc@utility.community

Register & keep the momentum

Two ways to stay connected after today.



SAP for Energy & Utilities Conference

The leading global platform for transformation
See you there 29 June – 1 July 2027 | Seville, Spain

tacinsights.events



Utility Community

Free, peer-to-peer, year-round collaboration
online anytime and at least monthly. Subscribe
to the newsletter – Open to all World Wide

utility.community · marc@utility.community

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LET'S STAY CONNECTED

Continue the conversation



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