

Shanu Malkani, Blue Ocean Systems Infotech Pvt. Ltd

May 2010



Shanu Malkani, Blue Ocean Systems Infotech Pvt. Ltd attends SAP HERUG



YOUR WORTH. AMPLIFIED.

PEOPLE IN OUR NEWS

Not many vendors attend to the SAP HERUG conference! It is usually attended by education and research institutions who are using SAP software in a production environment. However, this year Blue Ocean Systems Infotech Pvt. Ltd, India, attended the conference in Singapore. They were granted special permission by the HERUG chairperson Bee Guan to accompany the Indian School of Business.

The HERUG (International SAP Higher Education and Research User Group) conference was held in Singapore April 19-22nd. HERUG is a user group for all Education and / or Research Institutions who are using SAP software in a production environment and it acts as a liaison between SAP and HERUG Member Institutions. The annual meeting serves as a platform for members to share experiences

as a community, foster solution development and ensure effective delivery of SAP functionality to the HER community.

Besides the user group meeting and presentations, the conference agenda also included some workshop sessions which focused on specific topics.

The conference aimed to provide a forum for discussion on the innovative use of SAP in the various institutions and sharing of experiences and les-

mission had been granted by the Chairperson Bee Guan to accompany Indian School of Business as they shared a prior relationship with Ms. Shanu Malkani.

The conference was to be attended by 70 persons from various universities, however due to the recent volcanic eruption in Iceland, participants from Europe could not attend.

The key education participants included University of Nebraska- Blinde

"This was a unique experience to see what SAP has transformed in the education sector, combined with meeting people from all the world class universities!"

Shanu Malkani, Blue Ocean Systems Infotech Pvt.

sons. SAP was represented by Dr. Malcolm Woodfield and Mr. Keith Harmon.

Blue Ocean Systems Infotech Pvt. Ltd was the only vendor present as special per-

Loren, University Of Toronto-Brown Sheila, University Of Toronto-Kemp Graham, National University of Singapore-Tan Bee Guan, Indian School Of Business-

Shanu Malkani, Blue Ocean Systems Infotech Pvt. Ltd attends SAP HERUG

Many of the universities discussed their goals of using an SAP solution, which were mainly to simplify processes, increase productivity, reduce costs and be able to focus on more strategic issues. Many were interested in getting to a 'source system' with one warehouse so that information can be consistent. Another goal is to enable the user to empower themselves to be able to navigate and arrive at information without the intervention of the technical staff.

This work continues and many are faced with their own set of issues... from implementation pain points, web offerings, and response times. But most are happy and being at this conference has proved to be beneficial.

Karsten A. Schulz, PhD, Vice President SAP Research, conducted a presentation on "The Internet of Services & Cloud-based Applications". As expressed by Karsten, "cloud computing is seen as the next major disruptive transformation in IT towards a service based economy driven by

a set of economic, cultural and technological conditions". Stay tuned for all the exciting times before us in this area!



One of the more interesting tidbits regarding the internet of services is that the use of *COMPAREVIEWS* is becoming so important to consumers today; it helps consumers feel like they are making the 'right choice'; it helps them make sense of the vast plethora of sentiments expressed about things that they are interested in so that they can rapidly make the right decision. This phenomenon is prevalent

everywhere out there... in consumer products like cameras, TVs, sporting goods; in services like the airlines, hospitals, and home repair; and in the entertainment busi-

nesses like restaurants, movies and books. As noted by Karstan, "It is seen as a fundamental service in today's world where infor-

mation overload and surfeit of choice are fundamental problems that need to be overcome to put people back in control of their lives".

By the end of the 3 days, everyone seemed to walk away with much more knowledge! As described by Shanu Malkani, Blue Ocean Systems Infotech Pvt., "This was a unique experience to see what SAP has transformed in the education sector, combined with meeting people from all the world class universities!".



BlueOceanSystems

Blue Ocean Systems provides quality personal, professional, and experienced small business and technology consulting services. We apply big business knowledge and experience to a small business owner's unique needs. SAP Business One gives you complete control. www.blueoceansys.com

Copyright Blue Ocean Systems LLC. All rights reserved.

