

PRESS RELEASE

Digitization in uncertain times: Invitation to the "Digital Lounge@LakeSide 2022" at Seeburg Castle.

Cloud, SAP & Co.: Leading digitization experts will come together on 12 August at Seeburg Castle Kreuzlingen to share experiences and insights on the opportunities and pitfalls of digital transformation in stormy times. The event is organized by Swiss technology provider Data Migration International AG.

Kreuzlingen, July 14, 2022 - Pandemics, war, deglobalization: political unrest and economic upheaval is the new normal. This represents a threat to the future of companies in the process of digital transformation, who have not yet mastered this challenge. At the invitation of leading Swiss technology firm Data Migration International (DMI) AG, representatives of well-known Swiss and international companies will come together to discuss how companies are weathering the storm despite, and thanks to, digitalization. Companies sharing their experiences will include AMAG, Google, Hawle, Holy Fashion Strellson, IBM, IWC Watches, SAP, General Dynamics Land Systems, and ZF Friedrichshafen. The "Digital Lounge@LakeSide 2022" will take place on August 12 from 12 p.m. at Seeburg Castle in Kreuzlingen. The event is aimed at customers and decision-makers of international companies in the midst of a transformation project, who are planning or in the process of making a system change to SAP S/4HANA. Interested parties can submit their participation request online; two-thirds of the available seats are already booked.

There's no doubt about it: digital transformation has come at an inopportune time. Most companies in traditional industries have only just embarked on their journey toward digital business models and processes. At the same time, their IT departments have other issues to deal with, such as home offices, cyberattacks, supply chain disruption and reconfiguration, and restructuring as a result of acquisitions and divestments – to name but a few. As much as these projects are steps in the right direction, embedding them seamlessly into a comprehensive digitization strategy is challenging. It's not uncommon for one step forward to mean two steps back.

In concrete terms, these delays and challenges can be seen in the transformation going on at the heart of IT in companies: the modernization of the ERP system, which in large companies is almost exclusively SAP-based.

Although the end of support in 2027 is drawing ever closer, according to the [DSAG Investment Report 2022](#), 75 percent of SAP users in German-speaking countries continue to operate SAP ERP and SAP Business Suite solutions. And just under half of those using SAP S/4HANA on premise continue to run their old SAP systems in parallel. During times of such great change, this seems almost absurd – and all the more regrettable because the potential for improvement is enormous. "SAP on-premise customers only need to process about 10 percent of their dataset in the new SAP S/4HANA world, and only around half of the business objects and 20 percent of previous document types," explains Thomas Failer, founder and Group CEO of DMI AG. However, this major cleanup will only succeed if the underlying problem of handling legacy data is

solved. Failer advises: "The solution to this challenge is the separation of the data level from applications and the transfer of data, unchanged, from legacy systems to a separate platform. This is exactly what we will be discussing with Swiss and international customers and partners at the Digital Lounge@LakeSide."

Presentations and panel discussion: customers and partners report back

After an informal lunch at 12 p.m., moderator and Digital & Future Work expert Isabel Steinhoff will welcome event guests, opening the Digital Lounge@LakeSide 2022 conference program at 1:30 p.m. Klaus Straub will kick off the day's proceedings with expert insights on Digital Transformation and Strategies, drawing on his wealth of experience as former CIO of BMW.

The subsequent panel discussion with DMI customers and partners will be led by Peter M. Färbinger, publisher and editor-in-chief of E-3 Magazine, an information platform specializing in the SAP market. Peter and his fellow panelists from AMAG, Holy Fashion Strellson, SAP, and ZF Friedrichshafen will get to the bottom of how companies can make progress with digitization projects in the current conditions.

Of course, any discussion on digitization is not complete without the cloud. Urs Schollenberger of Google will share with participants what constitutes innovative power today and how companies can develop a culture that promotes and nurtures innovation.

One-click transformation: the new dimension of digitization

The basis of every digitization project is data. Customer experience shows that digital transformation is most successful when the lifecycle of structured and unstructured data is managed on its own platform. The prerequisite is that this platform provides functionalities for a wide range of scenarios – like a smartphone that also serves as a camera, music player, and more.

This allows managers to support a wide range of business scenarios: a fast and lean transformation and migration to SAP S/4HANA and a return to the SAP standard; acquisitions and divestments of companies or parts of companies; the complete decommissioning of legacy systems; consolidation of data centers and IT environments; permanently lean SAP S/4HANA systems; migration to the cloud and back again; and last but not least, analytics and data governance.

The most important technical feature of such a platform is a high level of automation: from pulling data from legacy systems and harmonizing and optimizing it, to transforming and migrating business objects via the application layer, to automatically transforming "on the fly" and displaying historical information in target systems such as SAP S/4HANA, as if it had been generated there.

DMI AG calls this patent-pending approach One Click Transformation and the company's chief revenue officer Tobias Eberle will conclude the first part of the event with a presentation on its unique benefits.

Since speed is such a decisive factor in digitization, participants will have the opportunity before and during the coffee break to compete against well-known DTM racing driver and Formula 1 presenter Timo Glock.

Discussions in depth

The momentum will continue in the second part of the Digital Lounge. From 3:30 p.m. to 6 p.m., customers and partners will be on hand to answer questions and share their experiences using DMI's JiVS IMP platform as part of their digital transformation projects.

The event will end with a festive dinner, music, and dancing until midnight.

Participation

The Digital Lounge@LakeSide 2022 is aimed at customers and decision-makers of international companies who are either in the middle of a transformation project, or planning/undergoing a system change to SAP S/4HANA. Interested parties can register their participation request online.

From Digital Lounge to Digital Hub

Due to strong growth, DMI AG is currently building new company premises in Kreuzlingen. With the planned relocation of the company headquarters, Thomas Failer is pursuing a vision: not only to create a new home for the company, but also a think tank and innovation hub to exchange ideas and experiences that fuel the digital economy. This will be reflected in the foundation of the new "Digital & Innovation Campus Thurgau", attracting both established companies and start-ups with an architecture focused on creativity and teamwork.