

CRF FORUM & EXPO  
SAP TECHNOLOGY FAIR

# AGENDA

SHERATON GRAND CHICAGO  
SUPERIOR A ROOM  
MONDAY, AUGUST 8<sup>TH</sup>, 2016

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**7:30 – 8:00**

**Breakfast**

**8:00 – 8:15**

**Welcome and Introduction**

*Dan Chapman, AVP, Client Relations, HighRadius*

**8:15 – 9:15**

**Case Study: CF Industries Doubles Productivity of Credit and A/R Operations with SAP Accelerators and Cloud Automation**

*Amanda Flemmer, Business Analyst, CF Industries*

Amanda and CF Industries, a Fortune 500 fertilizer manufacturer, share lessons learned from how their team achieved 2X productivity in dispute and collections management to drastically reduce DSO levels and credit risk exposure. This customer case study identifies automation opportunities to achieve quick wins for your collections and deductions teams.

**9:15 – 9:45**

**Product Showcase: SAP Accelerators and Receivables Cloud Automation Solutions for Credit and A/R Operations**

*Shankar Bellam, Sr. Solution Architect, HighRadius*

Our product overview showcases the breadth of the functionality available to transform your Credit and A/R operations. Our SAP Certified Accelerators and cloud solutions helped Cargill, Nike, ConAgra Foods and 180+ Fortune1000 firms automate Credit and A/R processes automation to achieve lower DSO, Past Dues and write-offs.

**9:45 – 10:00**

**Break**

**10:00 – 11:00**

**Case Study: Danone Automates Cash Application, Saving Time, Resources and Money**

*Michael Pettyjohn, Director, Customer Financial Services, Danone  
Jacob Whetstone, Manager, Customer Financial Services, Danone*

Mike and Jacob share how Danone North America, a leading global food company, benefited from the HighRadius Cash Application Cloud solution with features that were easily configured to the demanding Danone requirements, as well as lessons learned during implementation. The North America roll out was so successful that Danone and HighRadius are implementing Cash Application Cloud across all their business lines that include Fresh Dairy Products, Early Life and Medical Nutrition and Waters.

**11:00 – 11:30**

**Product Showcase: Robotic Process Automation and AI - The Backbone of the HighRadius Cash Application Cloud**

*Jay Tchakarov, Vice President, Product Management, HighRadius*

Robotic Process Automation and Artificial Intelligence technology are not just for cars and science. Join Jay as he shows how this same technology is optimizing the cash application processes to be smoother and more efficient. He will showcase the product functionality and share the automation levels achieved by companies who have already implemented Cash Application Cloud.