



DSAG Annual Congress 2025

August 4, 2025

MHP sets the pace for the future of the intelligent enterprise

- From September 16 to 18, 2025, the management and IT consultancy will be an exhibitor at the DSAG Annual Congress at the Messe and Congress Centrum Bremen
- MHP will take part under the motto "The Intelligent Enterprise. Redefined. – Impact. Innovation. Integration."
- Technical experts from MHP will share practical examples and showcase presentations in collaboration with clients such as Ineos Automotive Ltd. and cellcentric

Ludwigsburg – The management and IT consultancy MHP will once again be taking part in the DSAG Annual Congress in 2025. From September 16 to 18, the German-speaking SAP User Group (DSAG) is inviting visitors to the Messe and Congress Centrum Bremen to exchange ideas and information about current trends and developments in the SAP environment.

Under the motto "The Art of Balance", this year's event will center on how ambitious innovations can be aligned with the practical needs of user companies. This arises from the challenges many companies face in managing individual customizations, existing investments and compliance with regulatory requirements.

Ingo Windshügel, Partner SAP Digital Enterprise at MHP: "Services relating to the SAP product portfolio are an important business area for us. The DSAG Annual Congress is the most important meeting for SAP user companies in German-speaking countries and offers us an excellent opportunity to deepen our understanding of clients' needs and expectations, promote innovative, future-proof IT strategies and to receive direct feedback on our service portfolio."

The future of the intelligent enterprise

The participation of MHP this year follows the motto "The Intelligent Enterprise. Redefined. – Impact. Innovation. Integration." MHP will also be giving two presentations on how companies use SAP solutions for intelligent, data-based business processes:

MHP
A PORSCHE COMPANY

Contact

MHP Management- und
IT-Beratung GmbH

Benjamin Brodbeck

Head of Public Relations
+49 (0) 152 33 14 58 09

Benjamin.Brodbeck@mhp.com



Ann Holz

Spokesperson SAP Digital Enterprise, Cybersecurity, Future of Work & CSR

+49 (0) 152 22 60 56 61

Ann.Holz@mhp.com



MHP Media/Newsroom

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- **September 16, 2025, 3:00 p.m., E | V044:**

Digital excellence in production: How cellcentric is taking the next step with SAP Digital Manufacturing

Dr. Florian Biesinger, cellcentric, and Jan Baumann, MHP, will share insights from the fuel cell manufacturer cellcentric's greenfield implementation of SAP DM, based on their project experience. They will outline the project's development and show how SAP DM supports a scalable, data-based and future-oriented production at cellcentric.

- **September 17, 2025, 3:00 p.m., E | V116:**

Salesforce out, SAP Emarsys in – full marketing traction at Ineos Automotive Ltd.

In this presentation, Sagar Patil from Ineos and Thomas Ostermeier from MHP will explain how the off-road vehicle manufacturer Ineos Automotive has recently started using SAP Emarsys for agile, efficient and customer-oriented marketing. Participants will also learn how MHP helped to adapt the system to the company's specific requirements.

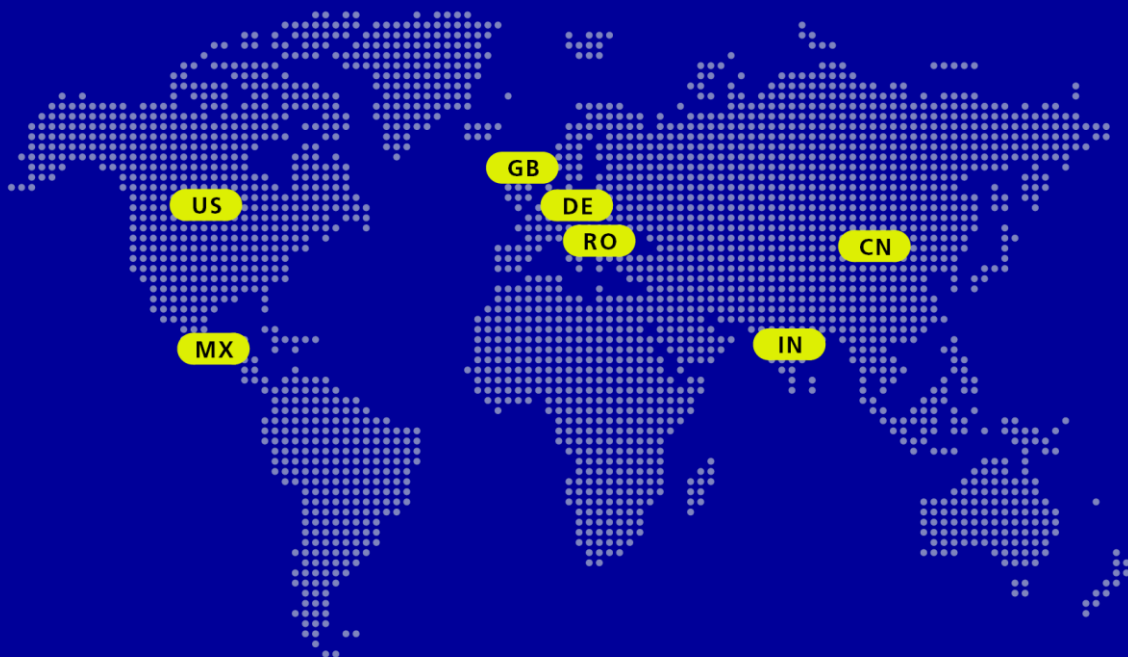
Thomas Baier, Associated Partner Automotive Supplier at MHP: "The presentations demonstrate the role that modern IT solutions play in agile and efficient processes and how they facilitate daily work in companies. However, our participation goes far beyond the presentations – we'll actively participate in the discussions and be available as a point of contact and source of inspiration."

Visitors to the event are cordially invited to visit the MHP stand S3 in Hall 6 to talk to our experts in person about new solutions, innovative processes and current transformation projects. Interviews are available on request at any time and on site.

About the DSAG Annual Congress

The DSAG Annual Congress is the annual meeting of the German-speaking SAP User Group (DSAG). It is considered the most important SAP event in the DACH region and is primarily used as a platform for orientation, the exchange of experience and networking within the SAP community. To this end, the event offers keynotes, workshops and panel discussions, among other opportunities for exchange.

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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide since 1996 and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, India and China. More than 4,700 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.

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