

# Smarter Commerce Global Summit 2011



Redefining commerce in the age of the customer

September 19–21, 2011 | San Diego Marriott Marquis & Marina

## Buy: Innovations in Supply Chain Strategy

Today's supply chains must innovate and transform constantly, adopting new processes and practices that consistently remove costs, drive operational excellence, and adapt to demand/supply volatility. Discover best practices and learn how your supply chain can benefit from strategic collaboration, improved responsiveness to supply disruptions and new concepts and technologies. Session leaders will share lessons learned from studies and experience, inspiring you to transform your own supply chain.

### **Business Leadership Program.**

**Monday, 19 September 1:30 p.m. – 2:30 p.m.**

#### **Multi-Enterprise Supply Chain Visibility: Connecting the Dots**

Smarter Commerce is redefining the value chain in the age of the customer. It starts with putting the customer at the center of your operations and creating an effective operational strategy. Discover how to synchronize your entire value chain to deliver consistent and predictable outcomes while improving collaboration and visibility for your customers and partners. Also, learn how IBM is applying predictive analytics, optimization modeling and other advanced technologies to connect the dots. **Speakers: Dave Lubowe, IBM; Fran O'Sullivan, IBM**

**Location: Rancho Santa Fe 3**

**Monday, 19 September 2:45 p.m. – 3:45 p.m.**

#### **Driving Smarter, More Efficient Supply Chains Through Analytics**

This session shows how collaborative planning and simulation can help align the demand, supply, and financial plans throughout your enterprise so sales demand is profitably supported by production and procurement capability. Supply chain performance is then monitored by industry standard KPI's. The combination provides a closed loop supply chain planning and execution capability that aligns the organization around a common strategy while assuring that supply chain performance meets operational and financial goals. Actual customer experiences with IBM Analytics Solutions for S&OP and Supply Chain Performance will be presented. **Speaker: Paul Hoy, IBM**

**Location: Pacific**

**Tuesday, 20 September 11:15 a.m. – 12:15 p.m.**

#### **Supply Chain Strategies: Focusing on Risk Management and Sustainability**

Major pressures from across the global business environment are increasing input costs and raising concerns for supply continuity and security. In response, companies must realign their supply chain operations, which include restructuring the supply chain network and working closer with suppliers and third parties. Hear Dr. Croom, Supply Chain Professor at University of San Diego, discuss how these changes will improve the efficiency, resiliency, and sustainability of your supply chain operations. **Speaker: Dr. Simon Croom, University of San Diego**

**Location: Marriott 6**

Register: [www.ibm.com/events/commercesummit](http://www.ibm.com/events/commercesummit)

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## Buy: Innovations in Supply Chain Strategy

**Tuesday, 20 September 1:30 p.m. – 2:30 p.m.**

### **Driving Successful Customer-Centric Commerce**

Learn more about an emerging approach that transforms the speed in which enterprises manage and adapt their value chain processes, putting the customer at the center of decisions and actions. It doesn't mean you have to rip and replace your systems. Instead, you need layers of systems that respond to change at different paces, what Gartner calls Pace Layering. It drives new levels of company differentiation leading to greater customer loyalty, revenue / margin growth, and agility. **Speaker: Jeff Woods, Gartner Research**  
**Location: Torrey Pines 3**

**Tuesday, 20 September 4:15 p.m. – 5:15 p.m.**

### **Improve Innovation and Profitability with Supply Chain Segmentation**

Globalization, Internet direct sales, and new technologies have opened a whole new world of possibilities for consumers and businesses in their purchase decisions. These complexities challenge the "one-size-fits-all" supply chain philosophy for companies. In this session, better understand how aligning your supply chain to customer characteristics enhances how you meet the requirements of all your customers.

**Speaker: Simon Ellis, IDC Manufacturing Insights**  
**Location: Rancho Santa Fe 3**

**Wednesday, 21 September 10:30 a.m. – 11:30 a.m.**

### **Harnessing Disruptive Technologies for Supply Chain Excellence**

Hear the latest developments in new technologies and practices impacting and benefiting supply chain operations. Gain a broader understanding of cloud computing, mobility, social supply chains, optimization and where to focus to better support your total supply chain.

**Speaker: Ray Wang, Constellation Research**  
**Location: Marriott 6**

**Wednesday, 21 September 11:45 a.m. – 12:45 p.m.**

### **Using Optimization to Close the Gap Between Planning and Execution**

In today's world of instant business and connected customers, companies need a strategy that allows them to optimize the complete commerce lifecycle across both the buy side and sell side of their business while collaborating with suppliers, partners, and customers. We will discuss how leading firms are using advanced optimization tools to create better supply chains to serve customers. This includes

using technologies like inventory optimization, supply chain design, and optimized S&OP in conjunction with Distributed Commerce Hubs to optimize supply chain performance in the face of volatility. Amway will discuss their use of network optimization and highlight a recent re-design of their China supply chain. **Speakers: Michael Watson, IBM; Louis Bourassa, Amway; Phil Miclea, Amway**  
**Location: Marriott 2**

**Wednesday, 21 September 1:45 p.m. – 2:45 p.m.**

### **Global Visibility: Better Tracking of Shipments, Orders and Inventory**

A wide range of visibility issues will be examined—from creating better visibility among trading partners to implementing state-of-the-art approaches that incorporate best practices with leading-edge technology. Hear how True Value transformed its supply chain organization by using enhanced visibility to closely track inbound and outbound supply chain processes. This resulted in reduced lead times, increased fill rates and fewer backorders.

**Speaker: Gregory A. Linder, True Value Co.**  
**Location: Marriott 2**

**Wednesday, 21 September 3:00 p.m. – 4:00 p.m.**

### **Supply Chain Collaboration: SunTrust's Experience With IBM**

SunTrust and IBM will describe how they collaborated to create a smarter commerce relationship through B2B Integration of the bank's "Source to Pay" processes, focusing on the contract management of goods and complex services purchased from IBM. Taking an innovative approach to online commerce led to increased efficiencies in SunTrust's purchasing process, improved responsiveness of the delivery of IBM services, and created a stronger buyer/supplier relationship. As a supply chain executive, you will gain insight on the challenges, opportunities, and benefits from transforming your Source to Pay processes with strategic suppliers. **Speakers: Patricia M. Spugani, IBM; John Thompson, SunTrust Inc.**

**Location: Marriott 2**

