

# 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

Are you getting the most out of your supply chain software and services? Join seasoned IBM supply chain and industry experts to discuss best practices for integrating, optimizing, analyzing, and managing your supply chain. This track focuses on getting more from your existing supply chain solutions as well as from new technologies like cloud computing. There will also be dynamic demos and opportunities to meet with product and software development experts.

### **Solution Leadership Program**

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

#### **Automate Trade Fund Processes to Increase Revenues and Cut Costs 25%**

Learn how IBM is helping retailers automate core business processes including those around the planning and reconciliation of trade agreements, rebates and allowances. We'll demonstrate a solution that enables seamless interaction with your numerous vendors to automate this process allowing retailers to gain visibility into required information, track and analyze program effectiveness and position for improved success in future trade fund negotiations. Learn how you can cut costs by up to 25% through automation of this complex and important business process. **Speakers: Bruno Trimouille, IBM; Joanne MacDonald, IBM**

Level: Beginner

**Location: Torrey Pines 2**

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

#### **Building a Community of Suppliers and Carriers to Collaborate in the Cloud**

Suppliers play a key role in your supply chain. Suppliers that don't follow your vendor compliance guidelines can increase your shipping and handling costs and delay the movement of goods in your supply chain. Join us as we discuss best practices for communicating and collaborating with your suppliers and learn how the data you communicate can help improve vendor compliance and performance. **Speaker: Ronan O'Donovan, IBM**

Level: Beginner

**Location: Marriott 2**

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

#### **Managing International Shipping Execution and Compliance in a Global Supply**

Join the global trade experts from Management Dynamics as they discuss the best practices for reducing international freight costs, export management, import management, and trade compliance.

**Speaker: Ty Bordner, Management Dynamics**

Level: Beginner

**Location: Rancho Santa Fe 3**

**Monday, 19 September 4:15 p.m. – 5:15 p.m.**

#### **Optimized Production Capacity Planning in S&OP**

The efficient utilization of the manufacturing resources in S&OP has a direct impact on the sales targets and service levels. However, this task can be challenging in a complex manufacturing environment. In this session we will talk about how IBM ILOG LogicNet Plus XE can periodically develop the

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manufacturing and supply plan while taking into account the financial aspects and resource restrictions.

**Speaker: Orkan Akcan, IBM**

Level: Intermediate

**Location: Rancho Santa Fe 3**

**Monday, 19 September 4:15 p.m. – 5:15 p.m.**

### **Network Inventory Management**

As supply chains grow in complexity with more stocking locations, the need to have visibility in order to optimize inventory across the network becomes important. You could be losing sales in one region due to stock-outs while the same inventory is in surplus in another region. How would your fulfillment process improve if you had visibility to inventory across your entire network – from your supplier to the store? **Speaker: Anand Kaddi, IBM**

Level: Beginner

**Location: Torrey Pines 2**

**Monday, 19 September 4:15 p.m. – 5:15 p.m.**

### **The Revitalization of Cloud-Based Vendor Managed Inventory**

Over the past 15 years, Vendor Managed Inventory has evolved to become the most reliable, successful and highly adopted collaborative business process in the consumer products and grocery industries. Supply chain benefits include inventory reductions, enhanced promotions management, improved service levels and increased sales. Join this session to hear more about how IBM clients are benefiting from VMI in the cloud.

**Speaker: Scott Neufarth, IBM**

Level: Intermediate

**Location: Marriott 2**

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

### **Unique Roles of Transportation Optimization in Strategic Network Design**

Transportation optimization can be a vital aspect of long-term strategic supply chain design as well as operational transportation management decisions. IBM ILOG Transportation Analyst (TA) can support supply chain professionals in making the right moves in both of these areas. In this session, we will talk about how the optimization technology and ease-of-use of TA could be used for route optimization, milk-run design, mode selection, and fleet sizing. **Speakers: Janet Guinn, IBM; Orkan Akcan, IBM**

Level: Advanced

**Location: Torrey Pines 2**

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

### **Realizing the Promise of Smarter Commerce Source to Pay**

Supply chain officers are challenged by a volatile economic climate, pressures to stop margin erosion, needs to satisfy business unit requirements and the expansion of a dynamic global supplier network. Continuous focus on source to pay process efficiency and effectiveness requires executives to incrementally adjust and adapt and never realize the full promise of smarter commerce goals. IBM provides a rapid gateway to a smarter commerce source to pay process using world class global processes, resources, analytics and IT infrastructures. We will describe how your company can partner with Global Process Services, reducing time to value of smarter commerce and realize the benefits of our process outsourcing solutions. By showing how we help IBM and other clients realize the benefits of a smarter commerce source to pay process, we'll demonstrate how you can leverage this approach to meet your current and future supply chain challenges. **Speaker: Bill Schaefer, IBM**

Level: Intermediate

**Location: Oceanside**

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

### **Delivering the Green: Optimizing Transportation => Plant to DC to Customer**

With intense pressures from both ends of the transportation management equation, this industry leader in seeds and lawn-care products was able to reduce freight costs, improve customer service and shipment visibility while simultaneously reducing the work content related to transportation management. Even more importantly, the team responsible for selecting and deploying this solution is able to reliably demonstrate and validate their business case to their management team. **Speaker: Doug Heaster, The Scotts**

**Miracle-Gro Company**

Level: Intermediate

**Location: Marriott 1**



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## Buy: Innovations in Supply Chain Strategy

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

### **Dynamically Manage Store Level Inventory**

Seventy percent of buying decisions are still made in the store. So, it's critical to manage store inventory balances to ensure products, especially promotional items, are available when and where customers want them. Learn how IBM's Dynamic Store Merchandising system matches supply and demand within the store to increase store profitability.

**Speaker: Jeff Hawkins, IBM**

Level: Beginner

**Location: Oceanside**

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

### **Inventory Target Setting in a Multi-echelon/ Enterprise Supply Chain**

Closed-Loop Dynamic Inventory Optimization is a core process that regularly tunes policies across the supply chain to keep inventory closely aligned with changing conditions. Join us to understand how IBM customers are using ILOG Inventory and Product Flow Analyst (IPFA) to ensure that the right products are positioned in front of the right customers at the right time. Understand how IPFA has been easily integrated with internal ERP data and planning workflows. **Speaker: Ronan O'Donovan, IBM**

Level: Intermediate

**Location: Torrey Pines 2**

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

### **How a Major Retailer Solved the Replenishment Challenge**

Does your warehouse replenishment process still suffer out-of-stock situations, or have you solved the problem by carrying more inventory than is optimal? Learn how a major retailer implemented a new warehouse replenishment system which reduced out-of-stocks and reduced safety stock. It does so by taking demand signals and global inventory visibility, calculating optimal order dates for products and creating a replenishment plan that responds to real-time market pressures. Hear from industry experts how you can take these optimization capabilities and apply them to your inventory and replenishment strategies.

**Speaker: Alain Chabrier, IBM**

Level: Intermediate

**Location: Rancho Santa Fe 3**

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

### **The Problems of Complex Project Scheduling with Optimization**

Learn about the complex world of industrial manufacturing and how optimization is used across the supply chain and manufacturing cycle to ensure customer delivery dates, while managing constraints of capital costs, sub-contractor deliveries and skilled resources. This session will feature case studies from a variety of industries including Aerospace & Defense and Automotive.

**Speaker: Claude Fornarino, IBM**

Level: Intermediate

**Location: Torrey Pines 2**

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

### **B2B Services and the Cloud: Where does it Fit?**

How will the B2B Services platform evolve in light of the emergence of cloud computing? Is a B2B Service a Cloud? In this session, we address the evolving platform capabilities of a B2B Services environment and specifically address how this evolution affects Smarter Commerce.

**Speaker: Jim Hendrickson, IBM**

Level: Beginner

**Location: Marriott 5**

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

### **Tailoring Process Solutions with Web Services**

Leveraging the network effect of B2B Services, clients can now tailor process solutions with web services to enhance their ability to coordinate their business. Join us as we provide several client scenarios where the combination of traditional transaction services and web services have enabled process coordination.

**Speaker: Jim Hendrickson, IBM**

Level: Beginner

**Location: Torrey Pines 2**

