



Keys to Their Operations Success:
Advances in Business Applications Enhancing Operations Performance

November 6, 2008 Program

Sheraton Chicago Northwest

3400 West Euclid Avenue

Arlington Heights, IL 60005

Keys to Their Operations Success:

Advances in Business Applications Enhancing Operations Performance

Program Schedule:

8:00 – 8:30 AM – Registration and Networking

8:30 – 8:50 AM – Introductions from Richard Gendon, Nick Nicholson, Conference Scholars

8:50 – 9:50 AM --- Keynote Speech --- *Advances in Business Applications have led to Profitable Results and Improved Business Performance*, *David Simchi-Levi, MIT Professor of Engineering Systems, Chief Science Officer, ILOG, Award Winning Author of Designing and Managing the Supply Chain*

9:50 – 10:00 AM -- Break

Track 1 Enabling Make, Deliver, Return

- 10 – 11 AM – *Advances in Warehouse Management Systems: How the Warehouse Requirements have changed with more online storefront business and how to implement the best technology to handle them -- Matt Stokfisz, Zethcon; Chipper Farley, Zethcon*
- 11-11:15 AM – Break
- 11:15-12:15 – *Advances in Transportation Management Systems – Mona Maurelli, Principal, CSC, Guinevere Duffy, CSC*
- 12:15-1 PM LUNCH
- 1-2 PM *2008 ERP Manufacturing Benchmarking Report -- Cindy Jutras, Vice President And Group Director of ERP Research, Aberdeen Group*
- 2-2:15 PM – Break
- 2:15-3:15 – *Best in class firms with multi-tiered inventory structure have found ways to improve their working capital performance with multi-tiered inventory optimization tools -- Dr. Bill Killingsworth, Executive Director, MIT Forum for Supply Chain Innovation, Ronan O'Donovan, ILOG*
- 3:15-3:30 Break
- 3:30-4:30 *Creating a Sustainable and Green Supply Chain, Frank Quinn, Executive Director of Supply Chain Management Review, Mona Maurelli, Principal, CSC*
- 4:30-4:45 Wrap-up & Raffle

Track 2 Enabling Plan, Supply, Reporting

- 10-11 AM – *Demand Planning Solution Integrates with ERP to Improve Forecasts and Enable One-Number Planning – Mike Vincitorio, BearingPoint*
- 11-11:15 AM – Break
- 11:15-12:15 – *Advances in Supply Chain Planning Tools – Mike Watson, ILOG*
- 12:15-1 PM LUNCH
- 1-2 PM *2008 ERP Manufacturing Benchmarking Report -- Cindy Jutras, Vice President And Group Director of ERP Research, Aberdeen Group*
- 2-2:15 PM – Break
- 2:15-3:15 – *Next Generation of Executive Role-Based Dashboards: From Information to Action - Advancing Your Value Chain Through the Next Generation in Executive Role-Based Dashboards, John Bermudez, Senior Director, Supply Chain Management – Oracle*
- 3:15-3:30 Break
- 3:30-4:30 *Value of Supplier Relationship Management (SRM) / e-Procurement/ e-Sourcing Systems, Robert Shecterle, VP/Group Director - Supply Chain, Global Supply Management, Retail, Aberdeen Group*
- 4:30-4:45 Wrap-up & Raffle

5:45 – 6:30 --- Networking, Sheraton Northwest Chicago Lobby

6:30 – 7:30 Buffet, Reception Room

7:30 – 9 PM -- Panel Discussion, *“Advances in Business Application Enhancing Operations Performance”* Questions & Answers from Day's Seminar and from the Professional Development Meeting Attendees

Advances in Business Applications have led to Profitable Results and Improved Business Performance

*David Simchi-Levi, MIT Professor of Engineering Systems, Chief Science Officer, ILOG
Our Keynote Speaker*



David Simchi-Levi is a professor of engineering systems at Massachusetts Institute of Technology (MIT) and the chief science officer for ILOG. His research focuses on developing and implementing robust and efficient techniques for manufacturing and supply chains. He has been published widely in professional journals on both practical and theoretical aspects of supply chain management, and he has been the principal investigator for more than five million dollars in funded academic research.

Simchi-Levi is the editor-in-chief of Operations Research, the flagship journal of INFORMS, the former editor-in-chief of Naval Research Logistics, and a member of the board for several scientific journals. His Ph.D. students have accepted positions in leading academic institutions, including Berkeley, Columbia University, University of Illinois Urbana-Champaign, University of Michigan, Purdue University, Georgia Tech, and Virginia Tech.

Simchi-Levi co-authored *The Logic of Logistics*, published by Springer in 1997 and now in its second edition, as well as *Designing and Managing the Supply Chain*, published by McGraw-Hill in August 1999 and now in its third edition. *Designing and Managing the Supply Chain* received the Book-of-the-Year award and the Outstanding IIE Publication award from the Institute of Industrial Engineers in 2000. It has been translated into several languages. His third book, *Managing the Supply Chain*, was published by McGraw-Hill in December 2003.

Simchi-Levi is the co-founder and chairman of LogicTools, which provides software solutions and professional services for supply chain planning. These solutions have been widely used to reduce cost and improve service levels in large-scale supply chains in various industries for over 250 customers. The company is now part of ILOG.

Track 1 Enabling Make, Deliver, Return, *Morning Sessions*

10 – 11 AM – *Advances in Warehouse Management Systems: How the Warehouse Requirements have changed with more online storefront business and how to implement the best technology to handle them -- Matt Stokfisz, Zethcon; Chipper Farley, Zethcon*



Matt Stokfisz - *Senior Account Executive with Zethcon* a Lombard based warehouse management software vendor with 14 years experience in implementing, demonstrating and selling warehouse and transportation technology to the supply chain market.

Chipper Farley - *Vice-President, Customer Service*. His 10 years in the industry working with Ozburn-Hessey Logistics gave him considerable experience in operations, business development, IT and management. He has a great deal of first-hand industry experience that creates instant credibility with clients who know that “he knows”. Chipper’s extensive technical know-how includes IT infrastructure planning, networking, security and administration so he can respond quickly and knowledgably to client inquiries or concerns. At Zethcon, Chipper manages client relationships, provides marketing support and acts as the Client- Advocate within the company. It’s no wonder our clients feel that we are with them every step of the way—making sure that they reap the maximum benefits from their software investments and Zethcon’s deep WMS expertise.

11:15-12:15 – *Advances in Transportation Management Systems – Mona Maurelli, Principal, CSC, Guinevere Duffy, CSC*



Mona Maurelli – *Principal, Supply Chain Practice of CSC's Strategic Services Group*, brings over 19 years of industrial engineering and strategic consulting experience in the area of supply chain transformation. Mona has experience across the supply chain spectrum, from strategy assessment, business process redesign to software selection and solution implementation, making her a leading proponent of the positive impact of supply chain methodology and innovation. She has been one of the driving forces in CSC’s Green Supply Chain Marketing campaign and solution offering development. She has presented at conferences, led web casts, and has been published, in the August 2008 issue of *Logistics Management* in the area of Green Transportation. Mona has been instrumental in tailoring consulting and delivery services to meet specific, critical supply chain needs, with a focus in consumer and retail industries.



Guinevere Duffy - *Staff Consultant in the Supply Chain Practice of CSC's Strategic Services Group*, has worked three years as a supply chain consultant specializing in transportation, ERP and WMS implementations. Her professional development has centered around transportation technologies and green transportation initiatives. In her former life, she worked as a Program Coordinator for a Chicago based non-profit organization. She is a graduate from the University of Michigan with a B.S. in Industrial & Operations Engineering.

Track 2 Enabling Plan, Supply, Reporting, Morning Sessions

10-11 AM – Demand Planning Solution Integrates with ERP to Improve Forecasts and Enable One-Number Planning – Mike Vincitorio, Bearing Point



Mike Vincitorio - *Manager, BearingPoint*, has led Business Development initiatives and Solution Architecture for BearingPoint's Demand Management and Sales & Operations Planning services. Special strength and focus with the Demantra Application Suite, and Trade Promotion Management operations. He has more than 10 years of forecasting and Sales & Operations experience in consumer products industry.

11:15-12:15 – Advances in Supply Chain Planning Tools – Michael S. Watson, ILOG



Michael S. Watson – *Adjunct Professor, Northwestern University, Vice-President of Business Development, ILOG's LogicTools Suite of Supply Chain Applications*. Michael S. Watson has consulted on several network design projects in many different industries. His experience ranges from completing network design projects to teaching consulting firms how to build a network design practice. He is co-author of the article "Defining Perfect Distribution Channels," published in the April 2000 issue of Parcel Shipping & Distribution Magazine.

Watson completed his PhD in industrial engineering and management sciences at Northwestern University, specializing in production and supply chain management. He has worked in IBM's Logistics Practice as a management consultant. He is currently adjunct professor in the Master of Engineering Management program at Northwestern University.

*2008 ERP Manufacturing Benchmarking Report -- Cindy Jutras, Vice President And Group
Director of ERP Research, Aberdeen Group
Our Luncheon Speaker*



Cindy Jutras has over 33 years of business experience in enterprise applications. She currently oversees research programs, products and services, related to Manufacturing and ERP. Coverage of this combined area includes all aspects from process control, through manufacturing operations management, to business operations of the manufacturer in general for both discrete and process industries.

Prior to joining Aberdeen Group, Cindy was a Senior Director at SSA Global, where she built partnerships for the purpose of collaborative business development and had been responsible for formulating and executing Pricing and Licensing strategies across eight product families and more than twenty product lines. Prior to this she was Vice President of Product Strategy for interBiz, a division of Computer Associates, where she led product direction and market planning, anticipating business requirements of global companies as economic, political and technological environments evolved worldwide. Her previous experience includes 20 years with a variety of manufacturing, consulting and enterprise application companies where she held a diversity of positions in marketing and sales, software design and development, project and general management.

Cindy has traveled the world speaking at executive conferences on her original concept, Virtually Vertical Manufacturing. She is the author of the book *ERP Optimization* as well as numerous magazine articles, benchmark studies and other research reports.

Cindy holds a Masters of Applied Science from Boston University and a BA from Merrimack College in mathematics, with concentration in physics and computer science.

Track 1 Enabling Make, Deliver, Return, Afternoon Sessions

2:15-3:15 – *Best in class firms with multi-tiered inventory structure have found ways to improve their working capital performance with multi-tiered inventory optimization tools --*
Dr. Bill Killingsworth, Executive Director, MIT Forum for Supply Chain Innovation, Ronan O'Donovan, ILOG



Dr. Bill Killingsworth - *Executive Director, MIT Forum for Supply Chain Innovation*, conducts research and consulting in supply chain design and optimization, enterprise software, lean enterprise, lean manufacturing, six sigma, innovation and new product development. Clients and research sponsors include government and defense organizations such as the Army Aviation and Missile Command and many companies in the automotive, aviation and aerospace industries. He helped form the Alabama Automotive Manufacturers Association (400 corporate members including Mercedes Benz, Honda, Toyota, International Diesel and Hyundai) and the Alabama Aerospace Industry Association (100 corporate members).

Dr. Killingsworth has 25 years of experience in management consulting. Following graduate studies at MIT, he founded Killingsworth Associates, a management consulting firm based in Cambridge, Massachusetts. His firm conducted consulting assignments across the United States, as well as in Europe and Africa, specializing in strategic planning, supply chain and continuous improvement processes, feasibility studies, budgeting and capitalization.

Dr. Killingsworth attended MIT for graduate school and was a National Science Foundation Fellow. At MIT, he received the S.M. in Aeronautics and Astronautics specializing in optimization and control theory. He was elected to Sigma Xi, the research honor society. His Ph.D., also from MIT, was in a joint program of the School of Engineering and the Sloan School of Management. Dr. Killingsworth received the B.S. in Aerospace Engineering with highest honor from Auburn University.



Ronan O'Donovan – *Member of the product management team in the Supply Chain Applications Division of ILOG*, where he focuses on the Inventory and Product Flow Optimization solution areas. Ronan has over 10 years experience implementing not only Inventory Optimization solutions, but also other supply chain applications including detailed scheduling and planning. A large part of his career has been spent integrating solutions with various different ERP systems. He is responsible for working with existing and future customers to gather new requirements that will drive new intuitive, ease-of-use and value added workflows within the applications.

Ronan has a Bachelor in Mechanical Engineering from University College Dublin and a Masters in Industrial Engineering from Purdue University.

3:30-4:30 *Green Supply Chain Challenges that are rapidly driving the need for improved sustainability and Corporate Social Responsibility (CSR) programs and solutions at a Major Grocery Store Chain*, **Frank Quinn**, *Executive Director of Supply Chain Management Review*, **Mona Maurelli**, *Principal, CSC*



Frank J. Quinn - *Editorial Director of Supply Chain Management Review*, a publication serving the information needs of today's supply chain professionals. He also serves as editorial adviser to *Logistics Management* magazine. Both of these magazines are published by Reed Business Information.

Frank has been covering the logistics and supply chain scene for more than two decades, having served for many years as editor of *Traffic Management Magazine*. In addition, he has written on supply chain topics for *Business Week* and numerous other industry publications. Frank also was a principal contributor to the book *Supply Chain Directions for a New North America*, prepared for the Council of Supply Chain Management Professionals by Accenture.

Frank holds an undergraduate degree from Boston College and a Masters Degree from the University of Missouri School of Journalism.



Mona Maurelli - *Principal in the Supply Chain Practice of CSC's Strategic Services Group*. She brings over 19 years of industrial engineering and strategic consulting experience in the area of supply chain transformation. Mona has experience across the supply chain spectrum, from strategy assessment, business process redesign to software selection and solution implementation, making her a leading proponent of the positive impact of supply chain methodology and innovation. She has been one of the driving forces in CSC's Green Supply Chain Marketing campaign and solution offering development. She has presented at conferences, led web casts, and has been published, in the August 2008 issue of *Logistics Management* in the area of Green

Transportation. Mona has been instrumental in tailoring consulting and delivery services to meet specific, critical supply chain needs, with a focus in consumer and retail industries.

Track 2 Enabling Plan, Supply, Reporting, Afternoon Sessions

2:15-3:15 – Next Generation of Executive Role-Based Dashboards: From Information to Action - Advancing Your Value Chain Through the Next Generation in Executive Role-Based Dashboards, *John Bermudez, Senior Director, Supply Chain Management – Oracle*

John Bermudez - Senior Director, SCM Product Strategy draws upon over 25 years of industry experience to guide the company's product strategy. Mr. Bermudez joined Oracle as part of the acquisition of Demantra where he was vice president of marketing and product management. At Demantra, Mr. Bermudez helped direct the company through a successful transition from providing a single OEM demand planning product to becoming a leading provider of sales and operations planning and trade promotion management applications. Prior to Demantra, Mr. Bermudez spent 7 years at AMR Research where he was one of the leading industry analysts in ERP and supply chain management and was responsible for the research organization.

3:30-4:30 Value of Supplier Relationship Management (SRM) / e-Procurement/ e-Sourcing Systems, *Robert Shecterle, VP/Group Director - Supply Chain, Global Supply Management, Retail, Aberdeen Group*



Robert Shecterle - VP/Group Director - Supply Chain, Global Supply Management, Retail, Aberdeen Group, manages several research practices at the Aberdeen Group, including Supply Chain Management, Global Supply Management, Retail, Sustainability/Corporate Responsibility and Healthcare. He is responsible for setting and managing the overall research vision and strategy for each practice, managing and providing advisory services and strategic guidance to clients, and authoring select research reports across these business process areas.

With more than 25 years of experience in high tech and supply chain management, Shecterle has engineered the solution strategies, marketing strategies, and product launches of some of the industry's most notable ecommerce and supply chain solutions. He has been on the board of directors of the Supply Chain Council, and was named a "Pro to Know" by *Supply and Demand Chain Executive Magazine*.

He has been a lecturer at the University of Wisconsin, University of Chicago, Northwestern University, and the Monterey International Institute, as well as at supply chain industry events around the world. Prior to joining Aberdeen, Shecterle has held executive roles in strategy, marketing, and product management at software companies such as Ariba, PeopleSoft, Oracle, Platform Computing, Indus International, Commerx, and SSA. He also spent 10 years in management consulting, principally at Ernst & Young, helping clients solve business process issues through the use of technology. Mr. Shecterle holds a BA in Business from Loyola University, Chicago.