

Plenary Session (Matterhorn)			
09:30 - 10:30	Registration & Coffee + Visit Exhibition (Expo Area)		
10:30 - 10:45	Welcome and Introduction: Welcome and Introduction: "Empowering the Modern Value Chain: Today, Tomorrow and Beyond, why Oracle should be your Supply Chain Partner of Choice" <i>Maha Muzumdar, Vice President Marketing, Supply Chain, Oracle</i>		
10:45 - 11:15	"Empowering the Modern Supply Chain: From Inspiration to Empowerment" The advent of new breakthrough technology today is enabling companies to rethink what's possible across every aspect of business. Supply chains are no different. Gone are the days when the traditional notion of "building products quickly and cheaply" or "on-time delivery of goods" is adequate for sustainable market leadership. The convergence of technology breakthroughs, new thinking in supply chain practices and globalization is enabling companies to dramatically rethink and reinvent their supply chains. How can you re-shape your supply chain from building winning products through inspirational open innovation to exceeding your customer expectations through responsive fulfillment? How can you modernize your supply chain for dramatic performance and sustainable leadership? This keynote will present a fresh perspective with key principles and showcase innovations from Oracle to empower a modern supply chain. <i>Jon Chorley, CSO & Group Vice President, SCM Product Strategy & PLM, Oracle</i>		
11:15 - 11:45	"SCOR and the Modern Supply Chain" Sophisticated Supply Chain professionals in the last decade have increasingly focused on common global standards for supply chain management - from strategy, network control, process evolution, and resource planning. SCOR is the de-facto global standard for SC Operations Management, and this presentation presents a brief overview of the history and evolution of the standard, along with how the modern supply chain leverages the components for customer-aligned strategy, effective global network control, rapid, responsive supply chain process innovation, and end-to-end connection of business strategy to resource goals. <i>Joseph Francis, Executive Director, Supply Chain Council Inc.</i>		
11:45 - 12:15	"Technology in Support of the Value Chain" Whether you are concerned with the supply chain, warranty management or innovation, technology has a role today in providing enterprises with the visibility, tools and understanding required to address today's and tomorrow's challenges in a business environment, requiring agility and responsiveness, while allowing to run operations at an acceptable cost level. <i>Christian Verstraete, Chief Technologist, HP</i>		
12:15 - 13:45	Lunch & Visit Exhibition (Expo Area)		
	Value Chain Planning Matterhorn 2	Value Chain Execution Matterhorn 1	Enterprise PLM Matterhorn 3
	<i>Your host: Andreas Brock</i>	<i>Your host: Dominic Regan</i>	<i>Your host: Denis Senpere</i>
13:45 - 14:30	"Value Chain Planning: Empowering the Modern Value Chain" Attend this session to get an overview of Oracle's planning applications, hear about the future of supply chain planning processes being developed by Oracle, and understand the path for getting there. Listen to product development executives present Oracle's vision and roadmap for Value Chain Planning, including enhancements and new processes. <i>Vikash Goyal, Senior Director, VCP Product Strategy, Oracle</i> <i>Matt Johnson, Senior Director, Product Strategy, Oracle</i>	"Oracle Value Chain Execution: Empowering the Modern Value Chain" Oracle's Value Chain Execution products are used by organizations around the globe helping them deliver perfect order fulfillment while maintaining efficient logistics operations. Oracle's Value Chain Execution products are recognized market share leaders and this session will provide an overview of the business value delivered by these products in the areas of order fulfillment, transportation management, warehouse management, and global trade management. In addition, this session will review the market trends that are driving the product strategy and road map for Oracle Value Chain Execution. <i>Derek Gittoes, Vice President, VCE Product Strategy, Oracle</i>	"Product Value Chain: Empowering the Modern Value Chain" The session will provide a comprehensive overview of Oracle's product strategy and roadmap for the Product Value Chain Management products: Agile PLM, Product Data Hub, and Innovation Management. In addition in this session you will also learn how companies are leveraging Oracle solutions including Agile PLM in their ERP and PLM transformation initiatives. These initiatives will reduce cycle time, improve quality and enable design anywhere build anywhere across a globalized and outsourced design and supply chain. <i>John Kelley, Vice President, Product Strategy – Product Value Chain Solutions, Oracle</i>
14:35 - 15:20	"A Global Manufacturer finds the Perfect Solution for an Accelerated Oracle Value Chain Implementation in the Avata Business Cloud" This global customer and Avata, the leading supplier of VCP solutions in the cloud, take a look at why businesses are pursuing this low cost alternative approach rather than a traditional deployment. Hear why the Avata Business Cloud was the best choice based on the clients requirements for accelerated value, increased visibility and overall control of their supply chain, while staying competitive to changing market conditions. Many more added benefits will be discussed. <i>Michael Wohlfarth, Manager F+C, HRM and IT, Smithers-Oasis Germany GmbH</i> This session is hosted by Avata	"The 13 Year Journey with OTM at DHL through Growth and Acquisition" Learn how DHL has deployed OTM to deliver their Strategic Transportation Management Agenda. See how they have spent the past 13 years developing their OTM strategy to be able to support multiple geographies, multiple instances, multiple customers and multiple domains. <i>Darren Cox, VP Transportation Management Domain - Global IT Strategy and Solutions, DHL</i>	"PLM Helps McDonald's Enable Innovation Value Management and Nutrition Transparency" Today consumers and governments around the world demand to know what's in the food retailers and restaurants sell. Come to this session to learn how McDonald's, the leading quick serve restaurant chain, is using PLM capabilities and integrations to other solutions to manage their entire product lifecycle from culinary design through product retirement, improve quality management and enable end-to-end nutrition transparency. The session will highlight the roadmap for deploying a global PLM solution and lessons learned. <i>Fritz Konz, McDonald's European Quality Center Corporate Management, McDonalds</i> This session is hosted by Kalypso
15:20 - 16:00	Coffee break & Visit Exhibition (Expo Area)		
16:00 - 16:45	"Integrated Business Planning at Uponor" Hear about Uponor's experience in implementing Integrated Business Planning and its way forward to further improve efficiency and lean processes. <i>Elke Beckmann, VP Integrated Business Management, Uponor</i>	"Best Transportation and Trade Practices in UPM's Tank ensure on-time Customer Deliveries" UPM, the global leader in integrating bio and forest industries, is present in 67 countries and has production plants in 17 countries. Optimizing global supply chain is core to all their business areas. This presentation demonstrates how UPM has aligned transportation and trade practices to keep customer commitments at a time of increasing supply chain focus. <i>Antti Ilovuori, Solution Owner, Supply Chain Development, UPM</i>	"Using Agile PLM for Hardware and Software Development within Oracle Sun and Peoplesoft" How Oracle Agile PLM is used to develop Oracle Hardware and Software. In a nine month project and under budget, Oracle implemented Agile PLM in the SUN Hardware division, providing huge benefits. This session will also explore how Agile PLM can be deployed to manage the full lifecycle process for large scale software systems. A case study will be presented showing how the development process and software lifecycle is managed through Agile PLM for Oracle Peoplesoft. <i>Devendra Singh, Vice President, Agile PLM Development, Oracle</i>
16:50 - 17:35	"Project Symphony: Ideation to Execution" Hear how leading distributor African and Eastern implemented multiple key systems within the business to increase visibility for better forecasting, improve productivity and efficiency by 30%, and introduce more agility and faster decision making. <i>Samir Khan, Regional IS Manager, African & Eastern NE LLC</i> <i>Manzala Rangwala, Supply Chain Manager, African & Eastern NE LLC</i>	"Customs and Compliance: The Heart and Art of Managing a Global Value Chain" Learn about Oracle Global Trade Management (GTM) and how it is being used to enrich global value chains by companies in different industries and regions. Case studies will highlight SAP ERP users in Europe and Brazil, Aerospace users in the Middle East, Life Sciences companies in Europe and Japan, and an Oil & Gas Company in Dubai. At the end, we will provide our product strategy and roadmap. <i>Rosalie Cmelak, Director, Global Trade Management Product Strategy, Oracle</i>	"The OnePLM Program at Marel: Supporting Company Business Transformation Goals" Marel is the leading global provider of advanced equipment, systems and services to the poultry, fish, meat, and further processing industries. Marel's annual investment of 5-7% of revenue in research and development has led to breakthrough innovations that have transformed the way food is processed around the world and the company believes that bringing innovative products to its customers is the best way to keep them ahead in a competitive market. This presentation explains how and why an enterprise-wide PLM program has been initiated at Marel to support company's goals and introduce common, innovative and efficient methods to develop Marel products across the world. <i>Martin van Wettum, Project Manager PLM, Marel Stork Poultry Processing B.V.</i>
17:40 - 18:25	"Using Technology to Drive Transformational Change in a the Global Organization" How a complex multinational organization has embarked on enhancing business performance with the introduction of an integrated approach to business planning through the optimization of Oracle technologies, driving transformational change. It will show how, through optimizing processes and systems, a multinational organization has set about the task of aligning value chain and integrating processes. <i>Neil Hill, Director - Global Enterprise Planning, Cummins Inc.</i> <i>Mark Rangitsch, Supply Chain Services and Chief Supply Chain Architect, Cummins Inc.</i>	"CNH Industrial - Harmonizing Transportation Processes with OTM" CNH Industrial was born on September 2013 as a new legal entity inside Fiat Group after the merger of CNH Global (worldwide leader manufacturer on agriculture farming machines and construction equipment) and Fiat Industrial (IVECO and FPT Industrial). The new company's startup involved deep organizational changes and a rationalization of the Supply Chain processes on a geographical basis. This re-organization provided new consolidation opportunities and synergies to leverage. This case history explains how OTM was used to transform a heterogeneous ecosystem of applications, processes and information into a unique and optimized scenario of transportation management inside a complex and international company. <i>Valerio Mazza, ICT-Logistic Manager, CNH Industrial (FIAT Group)</i>	"Streamlined Processes in the Consumer Goods industry - From Idea to Manufacturing" Discover how a leading Consumer Goods company (Philip Morris) has deployed Oracle Agile Application for managing the creation of all product specifications worldwide. Oracle Agile implementation steps, stage-gate approach, platform evolution, Analytics integration and business benefits will be discussed. <i>Patrick Deconfin, Manager PLM Product Development, Philip Morris International</i>
19:30 - 22:00	Evening Dinner (boat tour) & Closing Reception (Expo Area)		