

**Plenary Session (Matterhorn)**

08:00 - 08:30	Registration & Coffee + Visit Exhibition (Expo Area)
08:30 - 08:40	<b>"Welcome and Moderation"</b> Maha Muzumdar, Vice President Marketing, Supply Chain, Oracle
08:40 - 09:10	<b>"Silicon Graphics International"</b> Building a Consolidated PLM Platform for Compliance, Engineering Process excellence, and Supplier Collaboration. Don Jennings, Sr. Director of Backoffice Applications, Silicon Graphics International Incorporated <b>This session is hosted by PWC</b>
09:10 - 09:40	<b>"Global Logistics - OTM/EBS Case Study"</b> Hear how Paul Veerman - Senior Program Manager, Global Supply Chain – explains how Logitech managed to deploy a single global solution for managing air, ocean, road and express freight across three continents. The presentation will give insights into Logitech as a company, it's supply chain and the value that OTM brings to the company. Finally some light will be shed on the potential for further improvements, with the help of the new application landscape, that Logitech sees on the horizon after the first global deployment is live and stable. Paul Veerman, Global Logistics Director, Logitech <b>This session is hosted by Mavenwire</b>
09:40 - 10:10	<b>"Transformational change - Global Deployment of Demand Management for M-I SWACO" (a Schlumberger Company)</b> In the presentation we will describe how MI-SWACO, a major company in the oil and gas industry redesigned their business process to be demand driven, lean, and highly collaborative. Starting with a team based, process improvement methodology representatives from the various global regions worked to design a significantly improved business process based on Demantra Demand Management and Oracle Advanced Supply Chain Planning to support over 500 stakeholders across the world. Paul Ward, Demand Planning Manager, M-I SWACO, A Schlumberger Company <b>This session is hosted by Inspirage</b>
10:10 - 10:40	<b>"Sustaining Competitive Advantage through Logistics in a Customer-Centric Supply Chain"</b> We live in an age that is becoming characterised by the notion of instant gratification. End customers, whether in a B2B or B2C environment, are becoming increasingly sophisticated and increasing demanding, but at the same time their brand loyalty is diminishing. To retain this loyalty we talk of the "customer experience" and how we interact with the customer over the lifetime of the relationship. For many customers their first physical interaction with the end product is through logistics. But do we really take the customer's perspective when looking at logistics, and does our logistics performance meet with the brand promise? In this session the panel will consider the role of logistics in the modern supply chain and draw on practical examples to show how logistics has the facility to both delight and dismay the end customer.  <b>Panel members:</b> Derek Gittoes, Vice President, VCE Product Strategy, Oracle Ewan Burgess, Director, GPO Order Fulfillment, Oracle Antti Ilovuori, Solution Owner, Logistics, UPM Jasbir Badeshia, Head of SCM UK/I at Cognizant John Cooper, Head of Logistics, Belron UK Autoglass® Ltd  <b>Moderator:</b> Dominic Regan, Senior Director EMEA Applications, Oracle <b>This session is hosted by Cognizant</b>
10:40 - 11:00	Coffee break & Visit Exhibition (Expo Area)

	Value Chain Planning	Value Chain Execution	Enterprise PLM		
	Matterhorn 2	Matterhorn 1	PLM Industry Manufacturing Monte Rosa	PLM Life Sciences, Consumer Product Goods & Retail Matterhorn 3	PLM Food & Beverage Winterthur
	Your host: Andreas Brock	Your host: Dominic Regan	Your host: Jürgen Kunz	Your host: Bertrand Godillot	Your host: Clinton Chadwick

11:05 - 11:50	<b>"Transformation to Demand-Driven Value Chain with In-Memory VCP Applications"</b>  Increasing economic volatility and uncertainty over the last decade have placed a premium on consumer-centricity and supply chain agility. As value chains grow more complex, it becomes imperative to be able to plan faster and more frequently, to a greater level of detail, and make more informed decisions. In this session, hear about two new Value Chain Planning applications that are optimized for Oracle Engineered Systems to enable extreme performance and transformative business processes.  Vikash Goyal, Senior Director, VCP Product Strategy, Oracle Scott Malcolm, VCP Senior Director Product Management, Oracle	<b>"Ferring Pharmaceuticals: Taking Barcode Labeling from Oracle WMS/MSCA to the Next Level"</b>  Barcode labeling has become an essential component of supply chain management. This session highlights Ferring Pharmaceutical's implementation of an enterprise labeling solution in their Oracle WMS/MSCA to improve operational efficiency, reduce label development cycle times, and lower IT maintenance overhead. Discover how Ferring plans to leverage the power of business rules and best practices to optimize global labeling and maximize its investment in Oracle applications.  Michael Engl, Senior IT Systems Analyst, Ferring Pharmaceuticals  <b>This session is hosted by Software</b>	<b>"PLM for Industrial Manufacturing: Product News and Roadmap Agile e6 &amp; AutoVue"</b>  In the presentation you will learn more about recent product releases of Agile e6 and AutoVue. New features and business benefits will be discussed. This presentation will also give you more insight to the upcoming releases and the overall roadmap.  Devendra Singh, VP, Agile PLM Development, Oracle Thierry Bonfante, Senior Director, Product Development AutoVue and Fusion Visualization, Oracle Jürgen Kunz, Director Development, Oracle	<b>"PLM for High Tech, LifeSciences, Consumer Packaged Goods &amp; Retail: Product News and Roadmap Agile 9.3"</b>  In the presentation you will learn more about recent product releases of Agile A9. New features and business benefits will be discussed. This presentation will also give you more insight to the upcoming releases and the overall roadmap.  John Kelley, Vice President, Product Strategy – Product Value Chain Solutions, Oracle Bertrand Godillot, Senior Director Sales Consulting Enterprise PLM EMEA, Oracle	<b>"Oracle Agile PLM for Process: Product News and Roadmap"</b>  What are the great new features available in Agile PLM for Process and what more can we expect in the future.  Clinton Chadwick, Principal PLM Consultant, Oracle Steven Delzell, Director, Product Strategy, Oracle
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11:55 - 12:40	<p><b>"From Local Focus to Global View" – Sennheiser, an MSE company implementing S&amp;OP</b></p> <p>Over the last years Sennheiser has successfully implemented Supply Chain Planning based on Oracle software. The change process included the development and implementation of standardized global processes, the move to an outsourced logistic model and several organization changes. This presentation gives an overview on the process and the involved challenges and lessons learned.</p> <p><i>Klaus Hoeling, Director IT/Group CIO, Sennheiser Electronic</i> <i>Ulf Gerkens, Manager Supply Chain, Sennheiser Electronic</i></p>	<p><b>"Achieving Logistics Efficiency with Mobile Supply Chain Applications and WMS"</b></p> <p>Fellowes's business is about providing its customers with the right product at the right time whilst incurring the least costs possible and with the highest level of customer satisfaction. In order to achieve these goals, it must act in speed and utmost accuracy in its warehousing and logistics operations. As a global products company, which is expanding its product portfolio as well as geographical markets, it must continue to build on its supply chain operations and provide its employees with the best tools and processes. Fellowes uses Oracle WMS, Mobile Applications and Transportation applications. Robert Sarkis will share valuable insights of how these applications are helping Fellowes with its global supply chain and what learnings they have gone through when deploying and using.</p> <p><i>Robert Sarkis, VP of Global IT, Fellowes Ltd</i></p>	<p><b>"The MARQUARDT Product Lifecycle Management Backbone – From EDM To Agile PLM"</b></p> <p>Complex products are necessary to stay competitive in an extremely dynamic and innovative market. Agile PLM is the backbone of economic product management. Traceability of product changes, revision baselining and managing customer specific product variants across the product lifecycle are the most important features of Agile PLM at MARQUARDT.</p> <p><i>Jürgen Staub, Manager IT-Competence Center Engineering Systems, Marquardt</i></p>	<p><b>"Bayer Healthcare Consumer Care: PLM project Key Learnings"</b></p> <p>Bayer Healthcare OTC division has implemented Oracle Agile PLM system in 2008 . This presentation goes through the key learnings made during the project and since the go-live to deliver most important concepts and pitfalls to avoid</p> <p><i>Jean-Philippe Claude, Head of PLM processes, Bayer Consumer Care AG</i></p>	<p><b>"KP Snacks Agile Implementation"</b></p> <p>This session highlights the Agile PLM implementation at KP Snacks to meet business requirements and future plans for the business.</p> <p><i>Lisa Beattie, Business Analyst, KP Snacks</i></p>
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12:40 - 14:10 Lunch & Visit Exhibition (Expo Area)

	<p><b>Value Chain Planning</b></p> <p><i>Matterhorn 2</i></p> <p><b>Your host: Andreas Brock</b></p>	<p><b>Value Chain Execution</b></p> <p><i>Matterhorn 1</i></p> <p><b>Your host: Dominic Regan</b></p>	<p><b>Enterprise PLM</b></p> <table border="1"> <tr> <td data-bbox="1311 579 1798 751"> <p><b>Retail Industry Track</b></p> <p><i>Monte Rosa</i></p> <p><b>Your host: Ulf Köster</b></p> </td> <td data-bbox="1798 579 2285 751"> <p><b>PLM in Midsize companies</b></p> <p><i>Matterhorn 3</i></p> <p><b>Your host: Jean-Pierre Merx</b></p> </td> <td data-bbox="2285 579 2775 751"> <p><b>Enterprise Visualization and Innovation Management</b></p> <p><i>Winterthur</i></p> <p><b>Your host: Bertrand Godillot</b></p> </td> </tr> </table>			<p><b>Retail Industry Track</b></p> <p><i>Monte Rosa</i></p> <p><b>Your host: Ulf Köster</b></p>	<p><b>PLM in Midsize companies</b></p> <p><i>Matterhorn 3</i></p> <p><b>Your host: Jean-Pierre Merx</b></p>	<p><b>Enterprise Visualization and Innovation Management</b></p> <p><i>Winterthur</i></p> <p><b>Your host: Bertrand Godillot</b></p>
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14:10 - 14:55	<p><b>"Increase Planner Productivity and Reduce Decision Making Latency with Oracle Advanced Supply Chain Planning"</b></p> <p>This presentation aims to describe the journey of Poclain Hydraulics' IT transformation program from a strategic alignment with core business activities to a full set of projects covering all business activities. Focus will be on how to work with 2 ERP synchronized in real time using Oracle AIA as well as one common VCP platform.</p> <p><i>William Boulet, Business Application IS Manager, Poclain Hydraulics</i></p>	<p><b>"Global Logistics Optimization with OTM at IKEA"</b></p> <p>This presentation, delivered by Henrik Bjurman – Project Manager for the implementation of OTM at IKEA – will give a peek into IKEA as a company, its supply chain, its challenges and drivers for change as well as an explanation of how OTM is deployed globally to help IKEA achieve its supply chain goals. Finally, Henrik will share the key success factors based on the experience so far when it comes to implementing OTM.</p> <p><i>Henrik Bjurman, Project Manager, IKEA of Sweden AB</i></p> <p><b>This session is hosted by Mavenwire</b></p>	<p><b>"Achieving Total Retail; Consumer expectations driving the Next Retail Business Model"</b></p> <p>Customers around the globe expect a seamless shopping experience: Multi channel retail has evolved into Total Retail. The highlights of PwC's 3rd global survey on consumer shopping behaviour (15.000 consumers in 15 countries) and the Total Retail model will be presented.</p> <p><i>Karel Bruckman, Senior Manager Advisory, PwC</i></p> <p><b>This session is hosted by PWC</b></p>	<p><b>"Oracle Agile PLM Implementation for Electronics Design and Manufacturing"</b></p> <p>This presentation will focus on the Agile implementation in Global Display Solutions, a multinational electronics company. During the session, some custom special functionalities implemented will be illustrated.</p> <p><i>Alberto Sanson, Chief Information Officer, Global Display Solutions</i></p>	<p><b>"Streamline the Design and Manufacturing Process with Agile Visual Decision Making"</b></p> <p>This session will focus on how companies can streamline and automate their PLM processes through the use of visual decision making. Design reviews, supplier collaboration, engineering change, new product introduction and quality processes can all be enhanced and simplified through the application of visual decision making. See firsthand process improvements that Agile customers have experienced globally, as well as, new techniques and capabilities to facilitate visual decision making.</p> <p><i>Thierry Bonfante, Senior Director, Product Development AutoVue and Fusion Visualization, Oracle</i></p>
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15:00 - 15:45	<p><b>"Responsive Fulfillment with Oracle Fusion Supply Chain Management"</b></p> <p>Oracle Fusion Distributed Order Orchestration and Oracle Fusion Global Order Promising are changing how companies manage order fulfillment with the ever increasing complexities of today's supply chain. Whether used with your existing applications or in conjunction with native Oracle Fusion Applications, these solutions are designed to provide global visibility across the composite supply picture. Learn how Distributed Order Orchestration and Global Order Promising are bringing together disparate fulfillment systems and giving the customer a single view of orders and product availability. This session discusses the current business challenges, product capabilities, value propositions, implementation considerations, applicability to different industries, and future roadmap directions.</p> <p><i>Dave Shidler, Principal Omni-Channel Fulfillment, Oracle</i></p>	<p><b>"Start Customer Service at Order Selection with a Voice-Enabled Warehouse"</b></p> <p>Belron, the world's largest vehicle glass and repair company, has built a reputation for doing one thing really well. They dedicate their resources to superior customer service and highly skilled workers. This commitment to excellence makes efficient supply chain execution paramount. That's why Belron chose to implement Voxware VMS voice picking in their largest warehouse in Europe to complement their Oracle WMS. The result? A 20% increase in worker productivity, a 99.95% order accuracy rate, greater warehouse safety, and better visibility into the picking process. Attend this session to learn more about how Belron's top-end operation leverages Oracle and Voxware systems to remain the undisputed global leader on windshields.</p> <p><i>John Cooper, Head of Logistics, Belron UK Autoglass® Ltd.</i></p>	<p><b>"Effective MultiChannel Commerce with Product Information Management"</b></p> <p>Companies today face many pressure points in order to get their products to market through multiple sales and distribution channels today. Effectively managing product data from vendors and external content catalogs for reselling and distribution is a difficult task. In this rapidly changing environment, a central repository with self service onboarding of product data, cleansing and standardizing, association of digital assets forms a back of the organization to improve speed to market, thereby increasing the pace of product growth and accelerating category expansion. In this session you will learn how Oracle Product Hub and Enterprise Data Quality can help you master your product information effectively for your multichannel commerce initiatives.</p> <p><i>Sachin Patel, Product Strategy Director, Oracle Product Master Data Management, Oracle</i></p>	<p><b>"Sealed Air &amp; Oracle; sailing to success..."</b></p> <p>Sealed Air Products have contributed to the victory of the Team Oracle USA in the America's Cup. Oracle Agile PLM contributes to the success of Sealed Air products. The scope of the presentation will be how Oracle Agile PLM is being used to support processes for label management, change management, and product launch, including formulation and specification management.</p> <p><i>Henk-Jan van Pesch, European Commercialization &amp; Label Team Lead, Sealed Air</i></p>	<p><b>Workshop Innovation Management</b></p> <p>This session on Oracle Innovation Management offers you the opportunity to deep dive into and test-drive Oracle's new solution designed to automate and improve the selection and translation of the best ideas and inventions into profitable offerings for your customers. This interactive workshop will provide an opportunity to learn innovation best practices and how a systematic approach to the "fuzzy front end" of innovation can help your organization realize better returns on its investment in innovation. To participate in the hands-on portion, please bring a laptop running Windows 7 or newer operating system.</p>
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<p>15:50- 16:35</p>	<p><b>"Advanced Supply Chain - A Key to Success for Berger"</b></p> <p>How Constrained Based Planning helped Berger Paints resolve their business issues to stay ahead of their competition, increase their deteriorating service level, reduce their inventory levels and enhance customer satisfaction.</p> <p><i>Abdul Wahid Qureshi, Director Finance &amp; Chief Financial Officer, Berger Paints Pakistan</i></p> <p><i>This session is hosted by PWC</i></p>	<p><b>"Oracle Warehouse Management: Strategy, Update and Roadmap"</b></p> <p>The rapid rate of change over recent years in market conditions, customer expectations, and business models have required logistics organizations to constantly innovate, and nowhere is this more evident than in warehousing. This session presents Oracle's vision, recently released capabilities and roadmap for Oracle Warehouse Management, and it includes an overview of the newly released Oracle Warehouse Management Extensions for Oracle Endeca. If your organization cares about warehouse operations, optimizing performance and flawless execution, don't miss this session.</p> <p><i>Susan Flierl, Warehouse Management Product Strategy Director, Oracle</i>  <i>Nitesh Arora, Director, Product Management, Oracle</i>  <i>Bill Reilly, Product Management Director, Oracle</i></p>	<p><b>"Product Master Data Management Challenges at Ahold"</b></p> <p>This session will highlight the challenges that were faced at Ahold, their Product MDM vision and how Oracle supports Ahold to realise it.</p> <p><i>Brendon Beumer, Program Director Master Data Management, Ahold</i></p>	<p><b>"We are, Where You are" - The usage of Agile PLM at Elemaster</b></p> <p>Elemaster is specialised in designing and developing electronic technologies, for command, control and regulation equipment through designing, engineering and manufacturing services (ODM/EMS), integrated with the creation of custom components and PCB manufacturing. This session will highlight the flexibility gained on the global manufacturing floor. The implementation of centralized business and R&amp;D capabilities and the data integrity achieved and managed with Agile PLM.</p> <p><i>Gualtiero Magni, Project Management Director, Elemaster</i></p>	<p><i>Clinton Chadwick, Principal PLM Consultant, Oracle Bertrand Godillot, Senior Director Enterprise PLM Sales Consulting, Oracle</i></p>
<p>16:35 - 16:45</p>	<p><b>"Wrap up Oracle European Value Chain Summit"</b></p> <p><i>Maha Muzumdar, Vice President Marketing, Supply Chain, Oracle</i></p>				