

# Logistics and Supply Chain Management 2012

MARCH 19 – 22 • ORLANDO

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## Strategies and skills development for:

- Supply chain management
- Inventory control
- Demand and supply planning
- Fulfillment
- Warehouse management
- Logistics and transportation management
- Replenishment
- Production planning and manufacturing execution
- Procurement and materials handling
- Supplier and contract management
- Product development and lifecycle management
- Alerts and notifications
- Field service
- Regulatory compliance
- Asset management

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[www.sapscm2012.com](http://www.sapscm2012.com)





To compete and win in a market that leaves little room for error requires innovative ideas and processes. Organizations are challenged to create a new supply network model, where silos are broken down and collaboration exists between internal and external partners from idea to delivery.

The 2012 conferences for Logistics and Supply Chain Management, Product Lifecycle Management, Manufacturing, and Procurement and Supplier Management provide an opportunity to learn from SAP leaders, business peers, and independent experts how companies have and can improve innovation, manage and mitigate the risks of today's global economy, and position themselves for future growth across the idea to delivery spectrum.

By attending these events, you'll learn what new capabilities are available today and planned for the future from SAP to enable business processes that support seamless, end-to-end idea-to-delivery — from new product development and introduction; across responsive supply networks that encompass sourcing, sales, planning, and production; to storage and delivery; to after-market parts management. In addition to hearing from SAP, you'll have the opportunity to hear from fellow practitioners and learn how they are using SAP® solutions to impact their businesses and gain a competitive edge.

I hope that you will join us and look forward to seeing you in Orlando.

Sincerely,

**Hans Thalbauer**

*Senior Vice President*

*Line of Business Solutions for Supply Chain and R&D*



## Schedule

Jumpstart Day		Conference, March 19-22					
Sunday, March 18		Monday, March 19	Tuesday, March 20	Wednesday, March 21	Thursday, March 22		
8:00 am	Registration opens	7:00 am	Registration opens	7:30 am	Registration opens	7:30 am	Registration opens
9:00 am	Morning Jumpstart sessions	8:30 am	General assembly	8:30 am	Educational sessions	8:30 am	Educational sessions
12:00 pm	Lunch	10:30 am	Educational sessions	10:15 am	Educational sessions	10:15 am	Educational sessions
2:00 pm	Afternoon Jumpstart sessions	11:45 am	Lunch	11:30 am	Lunch	11:45 am	Educational sessions
5:00 pm	Registration closes	1:15 pm	Educational sessions	1:00 pm	Educational sessions	1:00 pm	Lunch
		2:45 pm	Educational sessions	2:45 pm	Educational sessions	2:30 pm	Educational sessions
		4:15 pm	Educational sessions	4:15 pm	Educational sessions	4:00 pm	Educational sessions
		5:30 pm	Welcome reception Ask-the-Experts	5:30 pm	Cocktail reception Ask-the-Experts	5:15 pm	Sessions conclude
						12:45 pm	Conference concludes

Jumpstart Day • Sunday, March 18

**Pre-conference foundational, orientation, and networking sessions**

- SAP technology innovations and updates
- Orientation sessions
- Enhanced networking activities, including a special networking lunch
- Intensive, half-day educational workshops for organizations that are evaluating and just getting started with SAP initiatives

**Conference • March 19-22 • More than 200 sessions spanning 12 tracks**

<b>Track 1</b>	<b>2012 strategies for improved measurement, analysis, and performance</b>	<b>Page 12</b>
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<b>Track 6</b>	<b>Procurement and supplier management</b>	<b>Page 27</b>
<b>Track 7</b>	<b>Transportation management</b>	<b>Page 30</b>
<b>Track 8</b>	<b>Quality, tracking, and compliance</b>	<b>Page 32</b>
<b>Track 9</b>	<b>Production planning and scheduling</b>	<b>Page 34</b>
<b>Track 10</b>	<b>Shop floor visibility and integration</b>	<b>Page 36</b>
<b>Track 11</b>	<b>Product development and lifecycle management</b>	<b>Page 38</b>
<b>BONUS Track 12</b>	<b>Implementations, upgrades, and technology updates</b> <i>Special sessions to help guide your technology decisions and implementation and upgrade projects</i>	<b>Page 41</b>

# Educational and networking opportunities



## **More than 200 educational sessions and forums**

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Expand your skills and knowledge by learning from the top experts at SAP, independent consultants, and your industry counterparts.

## **Jumpstart Day**

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Take advantage of comprehensive sessions to build skills and increase your logistics and supply chain management IQ. Obtain best practices and hear the latest product updates. Attend introductory sessions if you are new to the SCM functionality in SAP.



## **Ask-the-Experts**

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Sit down one-on-one with the leading experts to ask questions and get detailed, authoritative answers.



## **Live logistics and supply chain management solution demonstrations**

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See demonstrations and hear directly from SAP and leading vendors about SCM innovations and their impact on SAP applications you want to extend, develop, or introduce to your employees and customers.



## **Customer-led case studies**

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Take away best practices and methodologies taught by the companies that practice them. Learn from highly experienced SAP customers to solidify your own strategies and tactics.

## **Interactive discussion forums**

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Hear about your peers' projects, challenges, and ongoing initiatives during forums facilitated by an expert moderator.



## **Exhibit hall receptions**

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Interact with the best and the brightest minds working with SAP software. Build a lasting network of peers and meet with leading product and service vendors.



## **SCMexpert LIVE**

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This popular forum offers attendees the opportunity to meet leading authors from SCM Expert and discuss topics from recent articles. Follow the framework of the article as the author guides you through the most important parts. You're not just a reader — you're a participant.

## Join us for Jumpstart Day — Sunday, March 18

Special three-hour sessions that enable you to:

- Fortify your understanding of critical SAP technologies and solutions
- Explore new trends and strategies
- Enhance your learning experience at the main conference

By registering for Jumpstart Day, you can:

- Attend any sessions of interest to you
- Benefit from expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Gain online access to the session slides and exclusive take-home materials from all presentations
- Participate in a networking lunch with other attendees



### Jumpstart Day Sessions

*Sunday, March 18*

#### Morning session • 9:00 am – 12:00 pm

<b>SAP SCM: A comprehensive guide to critical implementation and upgrade considerations</b>	<b>Page 6</b>
<b>Should you, could you, and how would you deploy SAP Extended Warehouse Management (SAP EWM)</b>	<b>Page 6</b>
<b>A comprehensive guide to implementing SAP APO functionality for production planning and detailed scheduling (PP/DS)</b>	<b>Page 7</b>
<b>How, when, and why to get started with SAP Supplier Relationship Management 7.0</b>	<b>Page 7</b>
<b>A complete and up-to-date guide to SAP Product Lifecycle Management (SAP PLM)</b>	<b>Page 8</b>
<b>Interactive workshop: Breaking down the barriers between business and IT</b>	<b>Page 8</b>

#### Lunch • 12:00 pm – 2:00 pm

#### Afternoon session • 2:00 pm – 5:00 pm

<b>An A to Z guide to charting a successful course to your SAP Transportation Management project</b>	<b>Page 9</b>
<b>New strategies and best practices to improve collaboration with customers and suppliers</b>	<b>Page 9</b>
<b>Fixing your sales forecast won't work! How to effectively manage capacity constraints through your S&amp;OP processes</b>	<b>Page 10</b>
<b>A practical guide to developing a cohesive and comprehensive product lifecycle management (PLM) strategy and methodology</b>	<b>Page 10</b>
<b>A comprehensive guide to SAP solutions for manufacturing</b>	<b>Page 11</b>
<b>The latest guide to track and trace compliance — Tips for enhancing supply chain security to ensure product authenticity and reduce opportunities for illicit trade</b>	<b>Page 11</b>

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## Morning Sessions • 9:00 am – 12:00 pm

### **SAP SCM: A comprehensive guide to critical implementation and upgrade considerations**

*Ashish Saxena, IBM*

*9:00 am – 12:00 pm*

Whether you are considering an SAP Supply Chain Management (SAP SCM) implementation, planning to upgrade, or expanding your SCM footprint, this three-hour session will help you understand the full functionality and application history of SAP SCM — both on its own and in relation to the SAP ERP features it supplements.

- Get an overview of all five components of SAP SCM:
  - SAP Advanced Planning & Optimization (SAP APO)
  - SAP Supply Network Collaboration (SAP SNC)
  - SAP Forecasting and Replenishment
  - SAP Event Management
  - SAP Extended Warehouse Management (SAP EWM)
- Examine the architecture, technology landscape, dependencies, and requirements needed to implement one, a few, or all of the SAP SCM applications
- Learn how to assess the costs and benefits of implementing SAP SCM
- Get steps to build the business and technical criteria to help you prioritize which applications to implement first, next, and last
- Examine the requirements and challenges of integrating SAP SCM with SAP ERP
- Understand how all the SAP SCM components work together to enable an efficient end-to-end supply chain
- Gain insight into how to determine if, whether, and how to replace or enhance existing SAP ERP functionality with SAP SCM

### **Should you, could you, and how would you deploy SAP Extended Warehouse Management (SAP EWM)**

*Lyle Berry, Catalyst*

*9:00 am – 12:00 pm*

Whether you're newly implementing SAP Extended Warehouse Management (SAP EWM) or migrating from SAP WM or a third-party solution, you will benefit from this detailed introduction to SAP EWM's features, functionality, and system architecture.

- Compare and contrast SAP WM and SAP EWM to understand the differences in features, business benefits, upgrade paths, deployment options, and system architecture
- Observe and actively participate in "a day in the life" of SAP EWM, an interactive demonstration that highlights SAP EWM's role in daily operations across all levels of the supply chain — from the warehouse floor all the way to executive management
- Explore SAP EWM's labor management capabilities that track operational efficiencies and see how this data can be used to effectively manage your workforce
- Learn how to leverage warehouse monitor to analyze real-time data and make sound decisions on inventory levels and consolidation, space utilization, and order fill rates
- Get tips for using SAP EWM to create warehouse operations to schedule transactions and guarantee all products are periodically evaluated and optimally slotted
- Take home a sample SAP EWM project plan and a guide to SAP EWM project implementation approaches and technical considerations

## Morning Sessions • 9:00 am – 12:00 pm

### A comprehensive guide to implementing SAP APO functionality for production planning and detailed scheduling (PP/DS)

Alan Hendry, K2 Professional Services

9:00 am – 12:00 pm

This special three-hour session provides an in-depth review of the production planning and detailed scheduling (PP/DS) features and functions delivered with SAP APO and provides a roadmap to getting started with PP/DS.

- Get an overview of the main capabilities of PP/DS, including:
  - Heuristics-based planning
  - Sequence optimization
  - The detailed scheduling board
  - The alert monitor
  - Evaluation of planning results
- Compare and contrast production planning functionality between SAP ERP and PP/DS to understand which best suits your organization's planning needs
- Understand what master data is required by PP/DS
- Get tips for sourcing and managing data from your SAP ERP system, including which data is required to get started with the detailed scheduling board
- Receive tips to maximize resource and labor utilization and optimize your schedules based on capacity and productivity
- See how to set up alerts and exception reporting using the "plan monitor" feature
- Learn what it takes to fully leverage PP/DS's built-in optimizer to reduce downtime for line changeovers
- Understand common problems in integrating supply network planning (SNP) functionality with PP/DS and learn how to avoid them

### How, when, and why to get started with SAP Supplier Relationship Management 7.0

Sachin Sethi, The SRM Experts (TSE)

9:00 am – 12:00 pm

This special three-hour session offers a comprehensive introduction to the latest SAP Supplier Relationship Management 7.0 (SAP SRM) features and capabilities as well as expert recommendations for implementing and maintaining SAP SRM.

- Get a detailed understanding of the end-to-end SAP SRM functionality that drives:
  - Self-service procurement
  - Catalog management
  - Contract management
  - Supplier evaluation
  - Supplier collaboration
- Understand how SAP SRM integrates with your SAP ERP environment that includes the materials management, financials, and human resources modules
- Compare and contrast real-life SAP SRM deployment scenarios such as classic, extended classic, and standalone to understand how each scenario impacts your project schedule and timeline
- Walk through the infrastructure requirements you'll need to support your SAP SRM project design
- Find out what's included in SAP SRM enhancement package 1, including a simplified shopping cart, an enhanced catalog user interface, portal and SAP NetWeaver® BW independence, supplier management, and more
- Come away from this session with insight to create a roadmap to support your SAP SRM initiative and an understanding of what functionality to deploy first, next, and last

## Morning Sessions • 9:00 am – 12:00 pm

### A complete and up-to-date guide to SAP Product Lifecycle Management (SAP PLM)

Dan Bender, SAP Labs

9:00 am – 12:00 pm

This special three-hour session offers the opportunity to evaluate SAP Product Lifecycle Management (SAP PLM) features, operations, and usage scenarios, and provides a roadmap showing what you can expect in the next release.

- Examine current features to learn how to use SAP PLM to support the following areas of your new product development life cycle:
  - Managing specifications and recipes
  - Bill of materials (BOM)
  - Product structures and product documentation
  - Product development for discrete and process-oriented manufacturing
  - Engineering change management (ECM)
  - Computer-aided design (CAD) integration
  - Quality management
  - Compliance
  - Portfolio and project management
- Explore the enhanced navigation functionality in SAP PLM and understand how the new user interface is optimized for product development
- Gain insight into the latest release of the SAP Portfolio and Project Management toolset (version 5.0)
- Review the roadmap for SAP PLM, including the latest release of SAP PLM 7.02 with its new functions for status and release management, document browsing, mass change for recipes, product labeling enhancements, and the multi-formula editor
- Gain insight into some of the planned enhancements for future releases of SAP PLM products

### Interactive workshop

### Breaking down the barriers between business and IT

Dr. Doug Whittle, Whittle Consulting Group

9:00 am – 12:00 pm

Using discussion, exercises, and Q&A, this interactive session provides you with practical tools and techniques for fostering greater collaboration and cooperation between business teams and IT.

- Learn how to uncover the specific issues that commonly create barriers between IT and business, including:
  - Overcoming bad history
  - Separating personality issues from organizational issues
  - Avoiding jargon wars
  - Eliminating the either-or/winner-loser mindset
- Discuss how to eliminate the finger-pointing and taking-sides patterns that can hinder an organization's ability to achieve its vision and goals
- Examine a stakeholder assessment and mapping process that establishes a baseline measure of current state support across the disciplines from which you can build specific strategies for moving to your future state
- Discuss the value of using circles of influence that can help you move business and IT toward a common vision
- Examine creative ways to identify and prioritize specific actionable items and steps your organization can take to achieve a successful business-IT partnership
- Learn how to increase your skills as a vision leader, a negotiator, and a facilitator in order to achieve measurable progress rather than expending energy on organizational politics

## Afternoon Sessions • 2:00 pm – 5:00 pm

### An A to Z guide to charting a successful course to your SAP Transportation Management project

Brandon Bright, IBM

2:00 pm – 5:00 pm

Whether you're new to transportation management or looking to upgrade to the latest version of SAP Transportation Management (SAP TM), this session provides you with the knowledge you need to evaluate and choose the right path for your organization.

- Compare and contrast transportation management features contained in SAP TM 8.1 with functionality from SAP logistics execution system (LES) and transportation planning and vehicle scheduling (TP/VS) to understand the strengths, weaknesses, and proper use case for each
- Take a tour of SAP TM 8.1 and get a sneak peek at the latest features of SAP TM 9.0
- Understand how to optimize and consolidate shipments, manage carriers and carrier costs, and provide a holistic view of your organization's transportation processes and activities
- Find out how to leverage SAP TM to calculate and settle freight costs based on actual shipments and current freight rates and to verify invoices from carriers or transportation service providers
- Get detailed advice to build a business case for SAP TM, including best practices for migrating from third-party solutions or legacy SAP solutions to SAP TM
- Review real-life SAP TM project plans and case studies from both medium and large scale implementations to understand a typical project scope, prerequisites, required skills, and potential pitfalls

### New strategies and best practices to improve collaboration with customers and suppliers

Matthew Campbell, K2 Professional Services

2:00 pm – 5:00 pm

This three-hour session provides a comprehensive review of the SAP tools and solutions available to manage collaboration with customers and suppliers.

- Compare and contrast the collaborative capabilities of both SAP Advanced Planning & Optimization (SAP APO) and SAP Supply Network Collaboration (SAP SNC)
- Find out how SAP APO can support the VMI process by integrating electronic data interchange (EDI) messaging into demand planning (DP) to create forecasts that are passed to supply network planning (SNP) to generate replenishment plans
- Examine three ready-to-deploy scenarios contained in SNC customer collaboration you can use to rapidly enable VMI processes
- Learn how to leverage Web-based responsive replenishment processes to calculate order quantities based on inventories, historical shipments or point of sale data, and transport load rules
- Find out what's required to implement customer collaboration to generate accurate customer demand forecasts, plan optimal customer replenishment quantities, and generate VMI sales orders and shipments
- See how customer collaboration can be used to optimize customer DC replenishment planning, store-level replenishment planning, and customer order entry with transport load builder (TLB)
- Get an overview of SNC supplier collaboration functionality that is available to collaborate with key suppliers and sub-contractors

**Afternoon Sessions • 2:00 pm – 5:00 pm****Fixing your sales forecast won't work! How to effectively manage capacity constraints through your S&OP processes**

*Joseph Grobler, Reveal USA*

**2:00 pm – 5:00 pm**

Take a candid look at inherent issues with sales forecasts, why they can be ineffective, and how sales and operations planning (S&OP) in SAP ERP can more accurately reflect where constraint is managed in a supply chain.

- Get tips for implementing a best practice governance process to protect supply chain performance and ensure key planning rules are followed
- Through examples, see how an effective governance structure can ensure data maturity and integrity, deliver more targeted bottom line business value, and result in higher service levels
- Using techniques like manufacturing, product, or distribution hierarchies supported by product allocation and available to promise (ATP), learn how to control and guide a customer demand that exceeds a capacity constrained supply chain
- Come away with an understanding of how to leverage standard SAP ERP functionality to effectively manage your capacity constraint through your S&OP

**A practical guide to developing a cohesive and comprehensive product lifecycle management (PLM) strategy and methodology**

*Alan Mendel and Eric Stajda, LeverX*

**2:00 pm – 5:00 pm**

This special three-hour session goes beyond the software to provide industry-based best practices for developing, communicating, and executing a winning PLM methodology that will continue to be effective long after your initial implementation.

- Step through the components of a comprehensive PLM program and walk away with actionable advice for linking your PLM objectives to your company's goals, establishing the proper team and skill sets, securing a corporate sponsor, and building a solid business justification with consensus from key stakeholders
- Explore the software and tools available for PLM, product data management (PDM), and portfolio and project management (PPM) to learn how the various capabilities work and fit together to leverage SAP business data and processes
- Learn how to select which capabilities and processes your organization should address first and how to ensure that your PLM program remains aligned with your company's changing business objectives
- Take home a checklist of activities you can use to assess your current PLM program, integrate best-in-class technology, and fully support your organization's product development life cycle

## Afternoon Session • 2:00 pm – 5:00 pm

### A comprehensive guide to SAP solutions for manufacturing

Mike Lackey, SAP Labs

2:00 pm – 5:00 pm

This detailed three-hour session provides insight into the strategic drivers and trends shaping today's IT architectures for supporting manufacturing operations.

- See how to map SAP functionality for manufacturing to shop floor and production planning, execution, maintenance, quality, and environmental, health, and safety requirements for both discrete and process manufacturers
- Explore in detail the features, functions, and deployment scenarios for:
  - Plant maintenance
  - SAP Manufacturing Integration and Intelligence (SAP MII)
  - SAP Manufacturing Execution
- Learn how to determine the optimal mix of SAP applications and SAP partner applications to support your manufacturing environment
- Bolster your knowledge of ISA-95, the international standard for integrating manufacturing and ERP systems, and find out why and how it is critical for companies seeking to improve manufacturing processes
- Understand the complexity and value of connecting the “top floor to the shop floor”
- Get a sneak peek into SAP's planned roadmaps and innovations for its portfolio of manufacturing solutions

### The latest guide to track and trace compliance — Tips for enhancing supply chain security

Stephen Cloughley, SAP and Kevin Wilson, Q Data USA

2:00 pm – 5:00 pm

This informative and interactive three-hour session examines the strategic drivers, trends, and solutions — as well as pitfalls to avoid — to help ensure product authenticity and traceability and to enable a safe, secure, and cost-effective supply chain.

- Understand the complexity and value of creating a safe and secure supply chain (counterfeit reduction), including cost impacts, recalls, and pedigree (chain of custody)
- Grasp how product authenticity impacts your supply chain and understand how the SAP solution set maps to your business processes
- Learn how SAP and non-SAP environments can be integrated into your landscape in a unified data model to generate product genealogies and analytics
- See customer examples of how to optimize track and trace functionality, such as:
  - How to use randomization of serial numbers
  - Best practices to integrate production lines, and ensure data integrity
  - Techniques to ensure role-based reporting; standard and customized
  - Data integration techniques for Enterprise systems including SAP ECC
  - Best practices for archiving your event data
- Come away from this session with tips for mitigating your regulatory compliance risk and a better understanding of how to meet the compliance demands of global mandates:
  - US Food Safety Modernization Act
  - California ePedigree
  - Anti-counterfeit mandates
- See a demo that illustrates a chain of custody
- Explore the features, functions, and deployment scenarios for SAP All Infrastructure and SAP object event repository, using SAP NetWeaver PI as the integration platform
- Find out how “mobile transactions” can be used for OER authentication purposes
- Take home a white paper that documents the full product chain of custody process and an EPCIS Electronic Product Code Information Service (EPCIS) mapping template

## 2012 strategies for improved measurement, analysis, and performance

### Results from the IBM Chief Supply Chain Officer study: Applying analytics and staying ahead of the trends in supply chain management

Chris Moose, IBM

Attend this session to hear the important trends, strategies, and results from IBM's recently completed Chief Supply Chain Officer and CEO studies. Review the findings of these surveys to learn how top supply chain executives view, use, and apply analytics from their SAP environments to improve business insight and gain efficiencies in the supply chain and the bottom line. Find out how globalization is altering supply chains, how companies are coping, and which metrics and analytical tools they're using. Delve into the most relevant cost containment strategies and understand the role technology plays in facilitating and executing those strategies. Examine the most important supply chain metrics and benchmarks, and get tips for deriving that data from your own SAP supply chain landscape. Finally, get tips for creating an analytical culture in your organization in order to help identify trends and revenue opportunities faster.

### A guide to SAP capabilities that support supply chain performance metrics and root cause analysis

Raj Alluri, SAP

This session will bring you up-to-date on SAP BusinessObjects™ Supply Chain Performance Management as it evolves to increase visibility into key supply chain performance metrics. Learn how to leverage supply chain performance metrics along with impact and root cause analysis to improve the effectiveness of supply chain operations, lower costs, and improve ROI on working capital. Explore pre-built data integration and data models that allow you to comply with standards such as the supply chain operations reference (SCOR) model. See how standard data extraction and transformation functionality enables integration with transactional systems and provides pre-calculated metrics to access data and gain insight more quickly. Find out how to utilize proactive diagnostics to get a better insight into operational drivers, opportunity discovery, and deviations from performance targets. Additionally, this session covers new features in the next version of Supply Chain Performance Management, including what-if analysis, integration with risk management, and ability to assign accountability for tasks.



#### Case study

### A look at lean, operational excellence at Pharmascience: Linking supply chain metrics to improvement

Terry Vermeylen, Pharmascience

Find out how a generic, privately held pharmaceutical company is on the way to achieving world-class A Classification based on the Oliver Wight model of manufacturing excellence. Get an insider's view on how Pharmascience optimized standard SAP tools and techniques to measure, monitor, and sustain continuous sales and operational improvement from new product development through planning, procurement, and production. Examine the 32 criteria of world-class attainment, and understand the key challenges they faced to achieve their prescribed milestones. Grasp how the executive office was dedicated to reporting on one set of numbers throughout the company as a way to guarantee ongoing success. Examine how each performance metric is dissected, such as service target levels and production plan performance, into measurable steps to gain incremental process improvement. Understand the impacts this initiative had on master data accuracy, lot sizing, long-term planning, and capacity simulation, vendor accountability, and more. Look at how Pharmascience manages critical supply chain decisions and the supporting escalation process when the red flag goes up.

Track I continued on next page

## New strategies and solutions to drive excellence in logistics

Andres Botero, SAP

Get an in-depth review of the SAP supply chain execution (SCE) portfolio to understand how its end-to-end functionality can help you increase customer satisfaction levels, reduce overall logistics costs, and improve logistics efficiency, readiness, and agility. Get a first-hand look at SAP's latest vision for supply chain execution convergence. Understand how and where customers are adopting the latest SAP Transportation Management and SAP Extended Warehouse Management solutions. Learn how solutions like SAP Auto ID Infrastructure (All), SAP object event repository, and SAP Event Management round out the portfolio with auto-ID and serialization capabilities. See videos and case study information from companies that are embracing the logistics of the future and come away with a solid understanding of how your organization can create additional value through excellence in logistics.

## The results are in! Key findings from IDC's Cloud Computing in Manufacturing survey

Robert Parker, IDC Manufacturing Insights

Examine the business benefits and use cases for cloud computing technology in manufacturing through the lens of leading companies that participated in IDC's Cloud Computing in Manufacturing survey. Obtain recommendations to actualize a cloud computing investment for your manufacturing environment. Examine and rank the essential cloud computing characteristics and see how your counterparts scale a cloud project to achieve lower costs and support increased business demands. Look at the shift in manufacturing IT budgets from internal infrastructure management and traditional outsourcing to a mix of private and public cloud spending. Find out how others allocate cloud delivery models, skills, and resources. Get recommendations to establish a cloud computing position paper for your organization. Understand how a business-led cloud investment strategy can help deliver the dual benefits of greater business capability and reduced IT costs.

### Insider discussion forum

## Using organizational change management best practices to enable true business transformation

Dr. Doug Whittle, Whittle Consulting Group

Business transformation is the alignment of its people, processes, and technology with its business strategy and vision. SAP implementations should help drive successful business transformation, but are often mired in organizational dynamics, politics, and resistance to change. This interactive discussion will draw from the collective experiences of you and your peers as participants share their recommendations, tips, and ideas on ways to achieve maximum success with transformation efforts through effective organizational change practices. Bring your project challenges to this session to see what others have done when faced with similar situations. Share examples of how you've successfully moved your organization forward through carefully planned change practices and processes. Begin to build a network of your peers and colleagues that will help you reach your organization's future state.

### Case study

## How MassMutual gained better insight into its vendor performance, procurement patterns, and overall spend

Suzanne Best, MassMutual Financial Group

Go behind the scenes with MassMutual to see how it optimized vendor management, procurement, and spend analytics across a complex landscape, including SAP ERP, SAP NetWeaver® BW, and third-party tools. Hear how the company overcame data integration challenges associated with importing units of measure, currencies, external purchase order numbers, and material information from non-SAP systems into SAP NetWeaver BW. Gain insight into MassMutual's decision to use SAP NetWeaver Process Integration (SAP NetWeaver PI) to support extraction, transformation, and loading (ETL) processes, including the use of direct update and standard datastores. Take home a document outlining SAP NetWeaver BW data modeling guidelines, sample ABAP™ proxy code, and an example of a process chain for loading purchase order and receipt data into SAP NetWeaver BW.

## Inventory optimization is right at your fingertips: Lessons for capturing critical inventory analytics using LIS

Keith Searls, Reveal USA

This session provides best practices to leverage SAP ERP logistics information system (LIS), a standard SAP analytic tool, to optimize inventory. See how the LIS drill-down capabilities offer visual presentation of real-time process performance measures to help you make sound inventory-level decisions. Learn how to add new key figures to redirect the analysis that guides changes to your inventory management strategy. Get expert recommendations for interpreting the analytic graphics available with this tool, including comparisons and dual classification, and see how to confirm the reliability of your results by cross-referencing them against master data rules. Examine ways to obtain an integrated view of procurement and inventory management by navigating from the LIS into other analytic areas, such as the purchasing information system. Walk away with a roadmap to navigate from this single process performance screen into other areas of your SAP solution environment that offer valuable insights for inventory analysis.

## How value stream mapping drives inventory optimization and more effective production planning

Sean Elliffe, Reveal USA

Value stream mapping enables organizations to leverage their SAP supply chain solutions to ensure that they produce the right product mix to meet market demand and deliver their products on time. Get an introduction to the core value streams of make-to-order (MTO), make-to-stock (MTS) and finish-to-order (FTO). Gain insight into the inventory/order (I/O) interface that determines inventory location and delivery lead time. Learn how to utilize value stream mapping and related lean principles to ensure the correct business rules are put in place at each stage along the supply chain to drive inventory optimization. Learn how to use expected sales figures and standard planning tables to calculate precisely what needs to be produced to cover sales and safety stock requirements. Examine how to use pull strategies in production to align production with market demands. Get tips for producing a leveled demand plan that accounts for capacity constraints and capacity checked forecast to provide more accurate communication between demand management and the shop floor.

Track 1 continued on next page

**Interactive workshop****Five ways to improve your leadership skills***Dr. Doug Whittle, Whittle Consulting Group*

Regardless of whether or not you hold a managerial job title, at some point in your career you will be called upon to lead. This session provides five leadership techniques that are invaluable to department heads, project managers, team leads, and individual contributors. Learn how to define or clarify departmental or project team roles and responsibilities and use those definitions as the basis for effectively managing your team. Find out how the strategy of “working yourself out of a job” through effective delegation can open the doors to upward mobility. Increase your communications effectiveness by giving and receiving performance feedback using simple and effective tools and techniques. Learn how to engage and use a mentor or coach as part of your personal leadership development plan. Whether you are already an active, formal leader within your organization or aspire to that role in the future, this session will provide you with practical “next steps” on your career development path.

**An up-to-date look at SAP’s vision for mobility in supply chain management***Muhammad Alam, SAP*

Workers today continue to use smart mobile devices for both work and personal reasons and have increased expectations to get the job done while on the go. These behaviors are indicative of current trends in computing — phenomenal pace of adoption of mobile technologies, exponential rate of increase of smartphones as a percentage of mobile devices, increased sales of tablet devices over laptops, and leapfrogging of emerging markets into mobile space. The ability to connect mobile devices to back-end enterprise systems is rapidly changing supply chain management. For most global corporations, gaining competitive advantage in increasingly complex and volatile supply networks requires ubiquitous access to business processes via mobile devices. In this session, you will hear the latest about SAP’s vision around mobile solutions across various aspects of supply chain management, including planning, execution, collaboration, visibility, and analytics.

**How business analytics for procurement can help you reduce expenses and proactively manage supplier risk***Henner Schliebs, SAP*

Get an overview of how SAP BusinessObjects Spend Performance Management can be used to help you effectively analyze risk, identify savings potential, and define action items for reducing procurement spend. See how the latest SAP BusinessObjects Data Enrichment and Classification OnDemand functionality is leveraged to address spend analytics data reliability challenges. View a demo that shows how to leverage internal data from sources such as general ledgers, accounts payable, purchasing, and travel and expense budgets, as well as third-party sources to see where your savings opportunities and spend and supplier risks are. Find out how to slice and dice critical data at a deeper level, and combine it with external information, such as supplier health information, financial information, price indices, in order to capture spend volumes and patterns.

**New procurement benchmarking and research study results: Lessons from 700 companies***Lalitha Rajagopalan, SAP*

This session presents a summary of key findings based on 700 survey responses from research conducted by SAP and ASUG across multiple industries, to measure performance along process areas in procurement and sourcing. Examine quantitative and qualitative best-in-class practices that impact performance of sourcing practices and supplier collaboration tools for direct and indirect procurement. See how your peers have responded to more than 100 questions from both SAP and non-SAP customers. Explore the critical drivers and strategies that have been adopted by leading companies to increase market competitiveness. Explore the results and build key performance indicators (KPIs) that set the bar for driving down spend, building supplier collaboration strategies, and streamlining sourcing practices within the enterprise. See how your counterparts achieved significant cost savings and increased operating margins. Understand how you can leverage SAP’s new benchmarking tool to compare your company’s performance against a peer group that you specify.

**Insider discussion forum****Results from the IDC Retail Insights survey and report***Robert Parker, IDC Manufacturing Insights*

Join IDC retail industry experts to discuss the results of IDC’s recent Retail Insights survey and report. Bring your questions, share insights, and examine how technology spending impacts the success of your organizational objectives. See how your peers are synchronizing IT with business demands and the cultural shifts in consumer buying preferences. How is demand intelligence integrated and prioritized in pricing and promotions? To what extent does social media impact marketing, product development, and merchandising? Come with your ideas and questions and investigate the imperatives for retail IT success going forward.

**A guide to manufacturing functionality that enables lean principles***Mike Lackey, SAP Labs*

Find out how to leverage SAP Manufacturing Execution as a strategic platform to enable and drive dramatic improvements in operations. Map lean principles that support continuous product and process improvement to SAP Manufacturing Execution capabilities, designed to capture, store, and share product manufacturing information throughout the enterprise. See how SAP Manufacturing Execution can integrate data from disparate systems — both on and off the shop floor — to capture and store a single, comprehensive production record that provides an aggregated view of a product’s history. Review examples of how your peers leverage lean principles to reduce waste, increase cycle times and inventory turns, and control short-term actions for replenishment (the SAP Manufacturing Execution pull technique) on the shop floor. See how to integrate external suppliers into the overall value stream through to the final customer. Examine the first steps required in order to deploy SAP Manufacturing Execution with enterprise integration — supported and delivered out of the box.

*Track 1 continued on next page*

### **New deployment offerings to get your supply chain management solutions up and running fast**

*Andres Botero, SAP*

Learn how SAP Rapid Deployment Solutions (RDS) deliver an integrated offering of software and services that can help you to quickly and affordably improve your supply chain operations while reducing your implementation risk. Evaluate more than a dozen RDS offerings for supply chain management, including solutions to optimize logistics, supply chain collaboration, and performance management. Examine the various rapid deployment models for SAP Supply Chain Management (SAP SCM) that enable global available to promise (Global ATP), service parts planning, sales and operations planning, extended warehouse management, transportation management, and more. Understand how to get started, and get tips to help you assess whether your business can benefit from a Rapid Deployment Solution.

### **How to leverage asset analytics to track and improve asset performance**

*Hemant Jivraj Rathod, SAP*

The ability to quickly evaluate a critical asset's performance can make the job of a maintenance planner, reliability engineer, safety engineer or a spare parts planner significantly simpler and more effective. This session provides an introduction to SAP BusinessObjects Asset Analytics, a rapidly deployable solution that various stakeholders can use to identify critical assets and potential improvements that can be derived using industry-based benchmarks. Learn how SAP BusinessObjects Asset Analytics can also be used to track the implementation of planned projects and provide visibility into the risk associated with organizational goals and objectives. Leave this session with an understanding of how SAP BusinessObjects Asset Analytics, when integrated with SAP Enterprise Asset Management, can help you more effectively track performance of physical assets, set up asset management goals, and prepare strategies for continuous improvements.

### **Should you, could you, and why would you upgrade to SAP SCM 7.1**

*Greg Stone, HCL Axon*

If you're considering an upgrade to SAP SCM 7.1, this informative session offers tips and best practices you will need to properly plan and execute your upgrade project. Explore the new features and functionality found in SAP SCM 7.1 that impact SAP Advanced Planning & Optimization (SAP APO), SAP Supply Network Collaboration (SAP SNC), SAP Event Management, SAP Extended Warehouse Management (SAP EWM), and more. Get best practices to identify key project prerequisites and dependencies, strategies to prevent data loss, and tips to minimize downtime during your upgrade. Explore the technical requirements of an upgrade project, including how and where to leverage SAP Solution Manager. Understand the skills and resources you'll need to upgrade and walk through a sample project timeline to see the effort and scope required. Learn different strategies and options for upgrading and understand the benefits and risks of each approach. Review the most commonly overlooked challenges of an upgrade project, including how to plan for and upgrade Live Cache, and get guidelines for successfully overcoming them.

### **Leveraging Duet Enterprise for Microsoft SharePoint and SAP to enhance supply chain productivity**

*Colin Masson, Microsoft*

In today's world of demand-driven value networks and demand-driven manufacturing, the entire workforce needs to be engaged in internal supply chain workflows and multi-enterprise collaboration. This session examines how to leverage two of your most significant IT investments - SAP business applications and Microsoft Office and SharePoint productivity tools - to engage your workforce more effectively to execute your supply chain strategy. View customer scenarios to see how your counterparts are using the jointly developed Duet Enterprise for Microsoft SharePoint and SAP technology to leverage SAP SCM business logic and data, but consume and extend it in the familiar Microsoft environment in your shop floor, warehouses and distribution centers. Understand the licensing model, compatibility environments, and system requirements for deployment. See demos that show how Duet Enterprise links SAP and SharePoint workflow, democratizes access to SAP reports, and provides a composite application platform that Gartner has described as a "system of innovation" for SAP.

### **Enabling autonomous maintenance in a perfect plant**

*Karsten Hauschild, SAP Labs*

Proper production visibility enables manufacturers to adjust production at a moment's notice in response to demand fluctuations. At the same time, today's workforce is influenced by its experiences with consumer-oriented mobile applications and expects a similar ease-of-use with its mobile business applications. This session explores how you can leverage the latest SAP solutions for 3-D asset visualization as well as mobile work order management and take advantage of their interaction with SAP Manufacturing Integration and Intelligence (SAP MI) to enable autonomous maintenance scenarios. Review the capabilities of both current and upcoming versions of the SAP Enterprise Asset Management (EAM) Work Order mobile application that can help you mobilize additional maintenance processes, support new device platforms, and improve your focus on streamlined and intuitive interaction with maintenance technicians. Come away from this session with a solid understanding of how to utilize SAP EAM Work Order mobile applications to manage work orders, notifications, and inventory to help extend the value of your enterprise applications and increase customer satisfaction.

## Forecasting and planning

### Case study

#### The top lessons learned from Hallmark Cards' SAP APO implementation

Sheli Blakemore and Larry Lawson,  
Hallmark Cards

Attend this informative case study to hear the key challenges faced, lessons learned, and successes achieved during Hallmark Cards' implementation of SAP APO. Review the SAP APO project scope and timeline to understand the complex business processes Hallmark addressed with its implementation of SAP APO planning tools like capable-to-match (CTM), supply network planning heuristics, and product planning and detailed scheduling (PP/DS). Hear how Hallmark dealt with important culture issues, legacy metrics, and changing business processes and learn what can happen if you don't aggressively address change management up front. Get tips for selecting a systems integrator for your SAP APO project, including what key skills and current experiences are required and why a third-party voice is important. Learn how Hallmark structured its project organization, educated its management and users, and overcame critical testing issues. Understand the challenges that nearly derailed Hallmark's project and come away with advice for proactively managing master data in your SAP APO project.

### Insider discussion forum

#### Improving forecast accuracy with SAP APO demand planning

Alan Hendry, K2 Professional Services

Whether you have already implemented SAP APO functionality for demand planning or are assessing the viability as your primary forecasting tool, this forum is your chance to engage with others who have "been there, done that." Hear how your counterparts are leveraging the different demand planning forecast models to support specific scenarios. Gather implementation tips and learn how others are overcoming system performance challenges. Share change management ideas on how a demand planning implementation can affect your entire supply chain. Get project management best practices to ensure your deployment is on target.

#### Getting the forecast out of material requirements planning (MRP) — Tips for building a more stable and demand-driven supply chain

Søren Skjødt, Implement Consulting Group

This session examines the role of the forecast in material requirements planning (MRP) and offers tips for developing planning processes to ensure a more stable and demand-driven supply chain. Understand the benefits of using differentiated planning with forecast-based planning for just a few products, and explore alternative planning principles that can be used to plan the rest of your product portfolio. Get tips to improve your planning processes and reduce variance and bullwhip in your supply chain in order to reduce inventory, improve production cost utilization, and increase delivery performance. Learn how to set up a capacity planning process in SAP APO or long-term planning (LTP) in SAP ERP that breaks down forecast requirements on re-order point materials to provide a full demand picture. See how forecasts for vendors can be easily extracted from SAP APO or LTP, without using the MRP forecast. Come away from this session with a solid understanding of the benefits — and potential pitfalls — of demand-driven supply chain execution.

### Insider discussion forum

#### Planning strategies and best practices for the process industry

Jan Lorenzen, Implement Consulting Group

Hear how your peers in the process industry leverage advanced SAP APO functionality such as supply network planning (SNP) and production planning and detailed scheduling (PP/DS). Discuss best practices for integrating SAP ERP master data into SAP APO to support all elements of planning processes. Learn how other companies handle the unique challenges of capacity planning in the process industry. Come away from this discussion with master data design tips, customizing hints, and usage examples you can apply to your own planning processes.



### Case study

#### The road to SCM for buyers — Lessons learned from Intel's implementation of SAP SCM for raw material planning

Kate Wang, Intel

Follow Intel's journey as it transitioned its raw material planning processes from SAP ECC-based MRP to SAP SCM and see how the company minimized the impact the change has had on its buyers. Review Intel's raw materials planning processes before and after the implementation of SAP SCM to understand the differences in functionality that exist between traditional SAP ECC-based MRP and planning in SAP SCM and how Intel addressed them. See firsthand how Intel leveraged SAP SCM planning book macros to provide the buyers with more comprehensive views than were available in SAP ECC. Understand the unique learning curve buyers faced when transitioning to SAP SCM and get best practices for educating your new SAP SCM users. Come away with a frank assessment of the pros and cons of each approach to planning and a list of the key questions you should ask before implementing SAP SCM in your organization.

Track 2 continued on next page

### What's new in SAP APO and SAP Supply Network Collaboration (SAP SNC) enhancement package 1

*Eric Simonson, SAP Labs*

This session examines the latest features for SAP Advanced Planning and Optimization (SAP APO) and SAP Supply Network Collaboration (SAP SNC) contained in SAP enhancement package 1. Find out how to integrate planned receipts a supplier has created in SAP SNC for your capable-to-match (CTM) planning run in SAP APO. View examples of new enhancements in Global Available-to-Promise (GATP) integration, claims and returns functionality, and inter-company third-party order processing (TPOP). See how improvements in the Business Context Viewer (BCV) simplify configuration of dashboards and query views used to show and analyze business content. Understand how the new Shipment Collaboration component allows suppliers to group individual advanced shipping notifications (ASN) in a single shipment. Learn how new integration of transactional data from SAP Apparel and Footwear solutions enables group purchase and work orders to improve visibility and collaboration across the supply network.

### Transform traditional sales and operations planning (S&OP) activities into an integrated business planning strategy

*Sandy Markin, SAP Labs*

Gain insight into how traditional sales and operations planning (S&OP) activities are now being used as a tool for strategic, executive-centered processes, and to support broader integrated business planning (IBP) activities. Learn about the new S&OP solutions from SAP and how they broaden SAP's coverage to include these executive centered processes. See how these solutions can be used to achieve the right balance between supply and demand, and deliver a more profitable S&OP plan. Understand how these new S&OP tools fit in the overall SAP landscape for SCM. Gain a sneak peek at new features for S&OP that — within a single application — enable the integration of sales forecasting and demand, supply, and financial planning.

### Advanced techniques to master supply network planning

*Claudio Gonzalez, SAP*

This session provides expert techniques for getting the most from supply network planning (SNP) functionality. Learn new ways to leverage the optimizer to determine capacity constraints for production scheduling, transportation, storage, and handling resources. Understand how to manage master data configuration options. Get tips to mitigate performance and sizing challenges. Find out how to use SAP cost determination and capacity planning functionality to manage planning scenarios. See how input and result logs are used to better analyze the planning outcome. Walk through different cost-based optimization models and get tips to calculate relative costs based upon an average daily sales or automatic cost calculation. Understand how the optimizer uses the input log for planning and the result log for planning outcome. Learn how optimizer can now respect quota arrangements.

### Simplify data transfer between SAP ERP and SAP APO using the Core Interface (CIF)

*Claudio Gonzalez, SAP*

Get expert lessons on how to identify, optimize, and troubleshoot key integration points between SAP ERP and SAP Advanced Planning and Optimization (SAP APO) via SAP APO core interface (CIF). Understand the differences between transferring master and transactional data between systems. Learn how to optimize the creation of integration models based upon the number of records affected, and see how to activate the connection between systems. Learn how to effectively apply CIF user exits. Get expert dos and don'ts for applying sequencing rules to avoid error messages that can grind your data transfer to a halt. Learn how to use the CIF cockpit to centrally monitor data transfer in real time. Take home a previously undocumented collection of error messages common to data transfers with CIF, along with hard-learned fix-it techniques that will save you time and effort.

### How to master the complexity of sales and operations planning (S&OP) across a multi-regional, multi-tier supply chain

*Søren Skjødt, Implement Consulting Group*

The challenge of implementing sales and operations planning (S&OP) in a multi-tier supply chain can be daunting. The forecast of multiple regions and product areas requires coordination between all levels in the process. This session offers actionable advice you can use to implement and maintain an effective S&OP process in a multi-tiered supply chain. Review a best practice project approach to addressing key topics that impact the effectiveness of S&OP, such as slow moving items, strategic customers, and forecast accuracy. See how SAP APO and SAP NetWeaver BW can be used to create and analyze simulated planning scenarios, allowing you to make sound recommendations and good choices in an S&OP meeting. Understand the difference between integrated business planning and S&OP and why these differences are more important in a multi-tier supply chain. Take home a copy of an S&OP handbook that contains examples of best practices and documents you can use in your organization.

### Easily create and maintain data mining methods in SAP APO with analysis process designer (APD)

*David Herrera, MySupplyChainGroup*

This session provides tips for utilizing analysis process designer (APD) to extract, transform, and export data from large data sets in order to create and support more meaningful analysis and forecasts. Through step-by-step examples, see how to leverage APD to set up and execute a standard ABC classification data mining process that provides timely business intelligence to SAP APO end users. Understand how to leverage various data mining methods within SAP APO, eliminating the need to import and export data from third-party applications. Learn how to define an ABC classification model, assign its values to an attribute in SAP APO demand planning (DP), and utilize it to view high-volume customers and products during forecasting. Review standard data mining methods and reports delivered with APD that you can use to minimize development time and maintenance.

*Track 2 continued on next page*

## Case study

**Transforming service parts management at Ford Motor Company***Carrie Thompson, Ford Motor Company*

Ford Motor Company recently embarked on a journey to transform and replace its global, disparate legacy service parts management applications with a common, integrated platform in SAP. This case study explores the end result of Ford's multi-year development and implementation of SAP Service Parts Planning and details how SPP has enabled Ford to gain real-time visibility into its service parts business, optimize parts planning, forecasting, and inventory, and improve collaboration with suppliers. Step through Ford's project plan to see how it managed project staffing, global template development, and governance. Review the state of Ford's global service parts processes before and after the transformation to understand how implementing SAP Service Parts Planning has led to a 15% reduction in service parts inventories and a 20% increase in forecast accuracy. Get lessons learned from Ford's project, including tips for managing the organizational change, master data, and the technical requirements of a global SAP Service Parts Planning rollout.

**New methods to enhance the SAP APO end-user experience***Eric Simonson, SAP Labs*

Go behind the scenes to see the enhanced usability and simulation capabilities and improved end-user experience of SAP Advanced Planning & Optimization (SAP APO). Take a first look at two new screens delivered in an upcoming enhancement package designed to improve usability — the Enhanced Backorder Processing and the Planner's Homepage. See how the Enhanced Backorder Processing screen offers enhanced usability and personalization, improves the ability to quickly identify backorders and provides simulation capabilities to confirm orders based on business requirements. Step through the functionality of the new Planner's Homepage to understand how it serves as a single entry point for planners, offers quick access to both internal and external SAP APO information, and enables alerts to be accessed from the home page. Review additional usability enhancements planned for SAP APO, including the ability to create partial version copies, more version-dependent master data, and improved editing capability for product data structures (PDS).

**A comprehensive guide to SAP APO master data architecture, integration, and maintenance***Parijat Chakraborty, RadInnova*

This session provides expert guidance for managing the most important master data architecture, requirements, and SAP ECC data integration points associated with SAP APO planning processes. Review SAP APO demand planning, supply planning and production planning, and detailed scheduling (PP/DS) to understand the common master data across each function. Understand the difference between dependent and independent master data and learn what planning-related data must be maintained in SAP ECC and interfaced via the core interface (CIF) and what is maintained in isolation in SAP SCM. Get tips for managing data sources across the different planning functions, including BW master data for demand planning, set-up matrices for optimization, transportation lanes for supply network planning, and more. Whether you're running SAP ERP and SAP SCM or integrating SAP SCM with another legacy system, you will come away with a better understanding of the integration, maintenance requirements, and master data dependencies that drive SAP APO planning processes.

**Integrate your sales data and planning processes using SAP BusinessObjects Planning and Consolidation and SAP APO demand planning***Thomas Brassøe, Implement Consulting Group*

Getting the appropriate sales data into SAP APO for demand planning processes is a challenge for many organizations. This session offers a unique approach to creating a baseline statistical forecast that leverages SAP APO and the familiar interface of SAP BusinessObjects Planning and Consolidation. Review the different business drivers that affect collaboration between sales and operations and that often impact entry of data into SAP APO. Step through a best practice demand planning process to understand how a baseline forecast is created and how and when sales input is required. Get an overview of SAP BusinessObjects Planning and Consolidation to learn how it can be a valuable tool for sales teams and to understand what it takes to integrate it with SAP APO.

## Case study

**How Medtronic improved service levels and reduced future backorders using deployment prioritization functionality***Scott Cuevas and Chris Burcky, Medtronic*

Learn how Medtronic uses deployment prioritization functionality (part of SAP SCM) to improve service levels to internal and external customers by 15%, prioritize shipping on segmented demand, and provide a more proactive backorder mitigation process. Understand the limitations of deployment fair share methodologies when dealing with extreme shortage situations across Medtronic's multi-tiered supply chain network. See how Medtronic closed gaps through the calculation of order priorities across a three-tiered priority schema. Review Medtronic's weekly planning processes, and view the process chains that align deployment prioritization functionality with SAP SCM transport load builder (TLB). Explore the next phase of custom design initiatives Medtronic is planning to expand its use of deployment prioritization I. Take home technical documentation of Medtronic's deployment prioritization configuration and development efforts.

**Guidelines for choosing the right demand and supply network planning methods to support your business requirements***Tod Stenger, SAP*

Whether you're new to SAP Advanced Planning & Optimization (SAP APO), considering an upgrade or expanded usage, or want to fortify your understanding of SAP APO as a planning and scheduling engine, this session helps you map your business requirements to the right functionality. Understand the strategy for SAP SCM 7.0 and enhancement packages as foundation for your evaluation of SAP APO. Evaluate the statistical demand planning methods, and find out how time series, causal, or judgmental methods might support your creation of demand forecast. Assess three supply network planning methods — optimization, heuristic, and capable-to-match (CTM) — and understand the benefits and tradeoffs of each when it comes to modeling a supply network that can fulfill estimated sales volumes. Determine whether the optimizer could help you create cost-effective purchasing, production, and distribution plans. Learn the best ways to set up safety stock levels and lot sizes and to calculate set-up times.

*Track 2 continued on next page*

## A holistic guide for leveraging SAP technology to effectively manage demand-driven supply networks

Michael Lipton, SAP

This session provides insights into using SAP technology to achieve process transparency, data integration, and the transformation of your internal and external resources from siloed entities into an effectively operating, coordinated unit. See how leading SAP customers have reduced lead times, driven inventories down, and improved customer service through integrated processes incorporating SAP Advanced Planning & Optimization (SAP APO), SAP ERP, and SAP Supply Network Collaboration (SAP SNC). View a demo that shows how to create push-based and pull-based (demand-driven) build orders, as well as how to share critical information on inventory positions and active work orders with outsourcing partners. Find out how internal plant operations work as part of the process through production scheduling and plant floor execution with SAP Manufacturing Integration and Intelligence (SAP MII). Understand how to support direct procurement with supplier collaboration using a combination of push and pull techniques.

## A guide to adapting your demand and supply chain in response to dynamic market conditions

Michael Lipton, SAP

Get an update on SAP's solution extension, the SAP Supply Chain Response Management application by icon-scm 10.3, designed to help businesses nimbly adapt demand and supply plans to dynamic market and business conditions. Explore new functionality that supports what-if analysis and last-minute adjustments to the demand and supply plan. Find out how to conduct responsive planning in the discrete industries, where the need to quickly coordinate supplies of component parts with suppliers and contract manufacturers is critical to success. View a demo that illustrates how what-if analysis is used to evaluate potential responses to demand and supply variability. See how this can be applied to a multi-tier situation, considering relevant inventory and capacity information from contract manufacturers and suppliers. Get a peek into what early adopters have to say about their deployment experience.

## Shelf life planning with SAP APO supply network planning — What's possible and how to do it the right way

Alan Hendry, K2 Professional Services

Planners have long wanted to take advantage of the intuitive planning capabilities of SAP supply network planning (SNP) heuristics to manage shelf life planning. Learn how recent enhancements to SNP, along with some simple modifications to shelf life macros, now enable you to leverage SNP heuristics functionality to support shelf life planning processes, including shelf life propagation and shelf life alerts. Compare and contrast shelf life planning functionality across all areas of SAP APO, including production planning/detailed scheduling (PP/DS), the SNP Optimizer, and SNP capable-to-match (CTM). Review the real-life experiences of some early adopters of shelf life propagation in SNP to learn what it takes to enable SNP heuristics to take shelf life constraints into consideration. Leave this session with a clear understanding of your SNP shelf life planning options and steps you can follow to make it work in your organization.

## SCMexpert LIVE

### How to configure and test flexible planning to improve performance and increase profits

Janev Veettil, Deloitte

This *SCM Expert* session is focused on the flexible planning component of SAP Business-Objects Sales and Operations Planning, as a tool to help leverage your core SAP ERP system to forecast demand. See how to aggregate product demands from different organization structures to capture demand consensus. Understand how to forecast a sales office's individual demand or a manufacturing plant's total demand in a planning table. Look at the basic design method for flexible planning and learn the steps you need to implement its hierarchical structure of organizational elements (master data created for the flexible planning application requirements). See how to configure a self-defined information structure, setting the parameters for the information structure and key figures, and configuring the planning type. Learn how planning values are interrelated with organizational units.

## Understanding and optimizing capacity evaluation profiles

David Diehl, Deloitte

Gain control over your capacity evaluation reporting with a comprehensive review of capacity evaluation profiles, their purpose, and tips for making them work to suit your needs. Get step-by-step instruction for creating your own profiles, including critical configuration you might otherwise miss. See how to use profiles to tailor your capacity evaluation analysis to meet your specific business requirements, leveraging data not readily available in the standard SAP-delivered configuration settings. Learn how to use this powerful toolset in long-term planning (LTP) simulations as well as the operative MRP planning environment. Learn how to extend capacity evaluation into areas that are not evaluated in hourly units, and review an example where a volume-driven resource is set up to have the full features of capacity evaluation based on limited space in an autoclave. Take home detailed configuration documents containing the steps required to use each of the configuration objects discussed in the presentation.

### Insider discussion forum:

### Solutions and techniques for improved collaborative commerce in pharmaceutical firms and outsourced manufacturers

Bill Lasko, Cognizant

This interactive forum offers you the opportunity to hear best practices and solutions that pharmaceutical and outsourced manufacturers use to improve operational excellence and collaborative commerce. Engage in discussion with your peers to understand how and when they leverage both demand and supply planning and collaboration tools such as SAP APO, SNP, PP/DS, and SNC to optimize working capital performance and expedite the addition and removal of trade partners. Get advice for managing the latest regulatory hurdles with track and trace functionality from SAP. As the pharmaceutical industry moves in the direction of increased outsourced fulfillment – and as product portfolios continue to diversify and include high volume consumer care products – you'll learn how your peers are managing supply and demand signals with maximum efficiency to achieve competitive advantage.

Track 2 continued on next page

### Evaluate a new offering to speed your SAP Service Parts Planning deployment

*Jeff Majestic, SAP*

Examine the SAP Rapid Deployment solution for SAP Service Parts Planning as a way to enable your project team to scope expectation quickly with streamlined associated and pre-determined cost and implementation times. Understand SAP Service Parts Planning's complete set of scenarios for demand management and forecasting, inventory planning, procurement and network replenishment processes. Learn how to structure the solution to provide modularity that mitigates risk, and provides a quick return on investment. See how your counterparts have built upon the core SAP Service Parts Planning foundation to expand functionality to cover additional key business processes as a phased approach to support short-, medium-, and long-term planning objectives. Find out how to get started, and get tips to help you assess your organization's readiness for the SAP Service Parts Planning Rapid Deployment solution.

### Going green — How reverse logistics can help lower costs and minimize environmental impact of manufacturing processes

*Ashwini Gautam, Value Consulting*

Explore how reverse logistics — a process in which returned SKUs are refurbished or repaired for reuse in the supply chain — can help manufacturers optimize their supply chain, reuse parts and products, and reduce costs. Learn how to properly use SAP APO to model reverse supply chain processes and to integrate the reverse supply with distribution planning processes. Examine a reverse logistics process flow to understand the role demand planning (DP), supply network planning (SNP), and production planning and detailed scheduling (PP/DS) play in the end-to-end process. Learn which parameters, including version management, supply categorization, and safety stock generation need to be optimized when simulating planning processes. See how reverse orders are converted into receipt elements for use in the active planning environment. Finally, review a detailed simulation model to see how the integration of reverse logistics and distribution planning can produce a more efficient and cost effective supply chain process.

## Inventory optimization

### Case study

#### Dr. Pepper Snapple Group's strategy to increase customer visibility and improve product availability with SAP SNC customer collaboration

*Katie Williams, Dr. Pepper Snapple Group*

Learn how Dr. Pepper Snapple Group (DPS) leverages SAP Supply Network Collaboration (SAP SNC) customer collaboration to increase visibility of customer demand, improve product availability and adapt to an integrated business model. Step through DPS's project plan and timeline to understand how it leveraged a pilot rollout with a major distributor to gain critical feedback during design and development phases. Understand how DPS demand planning uses customer requirements to provide a more accurate forecast, increase service and reduce obsolescence. See the enhancements DPS made to the SAP SNC responsive replenishment process to provide an order process solution for customers across separate business units with access to key product data, visibility into shipment history, improved user navigation, and decreased master data maintenance. Review the roles and skill sets that comprise the SAP SNC team at DPS, including trainers, business-to-IT, and business-to-customer team members. Learn what's next for DPS as it aims to increase usage across the company and make additional enhancements to automate collaboration and improve efficiency.

#### Best practices and proven techniques to reduce unnecessary inventory and lower operating costs in your supply chain

*Keith Searls, Revel USA*

This session examines transactions and analytic techniques available within SAP ERP that help reduce unnecessary inventories, enhance data integrity and improve communication within the end-to-end supply chain. Learn which standard SAP SCM management and analytical reports and tools your peers use to reduce inventories by more than 30% — without requiring additional hardware or software. Understand how to improve intercompany performance between manufacturing plants and DCs by managing exceptions across the supply chain on a daily basis. Learn how to visualize future inventory value opportunities by looking at historic inventory receipt and issue trends. See examples of how the collective stock requirements list can become a catalyst for supply chain integration and operation cost reduction. Uncover standard SAP transactions and analytical reports that you can use in order to reduce supply chain costs and managed improved service levels.

#### A first look at the new SAP SNC rapid deployment solution for customer collaboration

*Ganesh Vellore, SAP*

This session provides an overview of the new rapid deployment solution (RDS) for SAP SNC customer collaboration, a ready-to-run, fixed scope solution you can use to decrease implementation time and reduce project risk. Take a tour of SAP SNC customer collaboration to understand how it supports the end-to-end replenishment process to allow companies to share information and collaborate effectively with their customers. Review the pre-configured business processes contained in the RDS, including demand forecast collaboration, responsive replenishment, and min/max replenishment. See which tools and accelerators are delivered with RDS, including a master data cockpit accelerator for the creation and maintenance of master data and profiles and standard mappings for inbound EDI data and outbound data to SAP ERP. Gain an understanding of the benefits of an RDS solution to determine whether a predefined solution is right for your organization.



#### Inventory optimization is right at your fingertips: Lessons for capturing critical inventory analytics using LIS

*Keith Searls, Revel USA*

This session provides best practices to leverage SAP ERP logistics information system (LIS), a standard SAP analytic tool, to optimize inventory. See how the LIS drill-down capabilities offer visual presentation of real-time process performance measures to help you make sound inventory-level decisions. Learn how to add new key figures to redirect the analysis that guides changes to your inventory management strategy. Get expert recommendations for interpreting the analytic graphics available with this tool, including comparisons and dual classification, and see how to confirm the reliability of your results by cross-referencing them against master data rules. Examine ways to obtain an integrated view of procurement and inventory management by navigating from the LIS into other analytic areas, such as the purchasing information system. Walk away with a roadmap to navigate from this single process performance screen into other areas of your SAP solution environment that offer valuable insights for inventory analysis.

*Track 3 continued on next page*

### Improve customer service while controlling inventory? It can be done!

*Sandy Markin, SAP Labs*

How do you improve inventory targets across the supply chain at a time of increased product and supply chain complexity? Evaluate SAP Enterprise Inventory Optimization by Smart-Ops as a tool to help you successfully drive planning and replenishment to ensure the right level of products, parts, components, and intermediates are at the right locations at the right time. See a demo that illustrates how SAP Enterprise Inventory Optimization simulates different inventory scenario analyses to understand how stock levels are impacted by reduced lead-time variability and increased or decreased service levels. Review customer stories and see how your peers have achieved success in improved service levels while keeping inventory in check. Learn how to gain a more accurate and timely picture of inventory control costs.

### Improve order fill rates and minimize inventory levels and costs using vendor managed inventory (VMI)

*Thomas Brassøe, Implement Consulting Group*

Many organizations use a variety of solutions, including inefficient spreadsheets and disparate systems to manage their vendor managed inventory (VMI) agreements. This session presents tips you can use to go beyond spreadsheets to build a VMI process flow in SAP that improves customer collaboration and reduces inventory levels and costs. Learn how to leverage demand planning (DP) and supply network planning (SNP) functionality to design and implement a best practice VMI process flow. Maximize knowledge transfer and user involvement in your VMI project with tips for using goal hierarchies, and for leveraging SAP APO to prototype your system development. Get detailed advice for creating advanced macros in SNP to track target stock calculations, build inventory for seasons, manage special delivery days, and set up alerts to track variances in demands and usage. Understand alternative options for implementing VMI, including utilizing standard SAP ERP functionality for VMI, supply network collaboration (SNC) scenarios, and setting up VMI in tandem with SAP APO.

### How, when, and why to leverage production supply areas in your manufacturing processes

*David Diehl, Deloitte*

Take an in-depth look at production supply areas (PSA) to learn their role in the manufacturing material flow and the benefits that material bin locations provide to overall manufacturing processes. Explore how PSAs are integrated between warehouse management (WM) and production planning (PP) applications, including configuration and master data requirements and tips for properly setting up material staging. Compare and contrast the use of PSAs and Kanban to understand which fits your manufacturing processes best. Learn the PSA options available for replenishing materials to the shop floor, whether they are picked from your warehouse or shipped directly from your vendors. Understand how to best set up PSAs in your shop and get tips for determining when to create two PSAs versus one, what type of control cycles to create, and how to best consume materials from the PSA. Take home step-by-step documentation and screenshots of the transactions used in PSA processes.

#### Insider discussion forum

### Increase demand visibility with SNC Collaboration Portal in the CPG industry

*Sudar Kandaswamy, HCL Axon*

Join your peers in the CPG industry to discuss strategies and lessons learned from implementations of SAP Supply Network Collaboration (SAP SNC). Exchange ideas for addressing the integration challenges between SAP SNC and SAP ERP and examine SAP solution benefits. Discuss how SAP SNC is being leveraged to manage vendors and forecast collaboration techniques. Find out how CPG customers have implemented an online/real-time truck-load building functionality to improve customer service and on-time deliveries.

### A comprehensive assessment of customer collaboration functionality as a replenishment tool

*Matthew Campbell, K2 Professional Services*

This session provides a detailed guide to the replenishment capabilities of the customer collaboration application included with SAP Supply Network Collaboration (SAP SNC). Get an overview of Web-based processes and integrated SAP SNC algorithms that can be used to calculate replenishment quantities based on inventories, historical shipments or point of sale data, and transport load rules. Walk through the requirements of using customer collaboration functionality to generate accurate customer demand forecasts, plan optimal customer replenishment quantities, and generate sales orders and shipments. Review real-life examples to see how customer collaboration optimizes customer DC replenishment planning, store level replenishment planning, and customer order entry. Examine specific challenges your peers have faced as they implemented customer collaboration, and get tips for avoiding similar pitfalls. Get a frank assessment of the maturity of customer collaboration and a review of functionality across recent releases of SAP SNC. Come away with practical advice for when to use SAP APO versus customer collaboration for your vendor managed inventory (VMI) processes.

## Order promise and fulfillment

### Case study

#### Improving order commit dates and increasing customer satisfaction at Applied Materials

*Hari Lakshminarayanan, Applied Materials*

Take an in-depth look at how and why Applied Materials transformed its global available-to-promise (global ATP) processes with SAP SCM. See how the introduction of global ATP capabilities enabled Applied Materials to improve the accuracy of customer orders, reduce the need for expedited resources, and optimize inventory. Review the integration of Applied Materials' customized inventory planning solution and global ATP to understand the business drivers that led to the implementation of the global ATP internal commit process. Explore Applied Materials' current SAP landscape, including SAP ERP and global ATP, to understand where and how each is involved in the available-to-promise process. Learn how leveraging global ATP functionality to optimize stock transport order commit dates improved the visibility and impact of back-order processing at Applied Materials. Come away from this session with an understanding of the comparative advantages and limitations of standard global ATP functionality and where it can make the greatest impact on your sales order processes.

### Case study

#### How Jabil Circuit automated purchase order collaboration processes with SAP Supply Network Collaboration

*George Yu and Charles Nichols, Jabil Circuit*

This session examines the recent SAP Supply Network Collaboration (SAP SNC) implementation at Jabil Circuit and highlights some of the efficiencies Jabil has achieved as a result. Review Jabil's SAP SNC project plan and rollout strategy, its milestones for implementing SAP SNC, and the new purchase order (PO) collaboration processes that bring new features to the supply base. Hear how Jabil Circuit automated its PO collaboration process with a combination of out-of-the-box SAP SNC functionality and business process-driven enhancements. See the steps Jabil used to automate its PO process and understand how and why GRXML messages, and not Advanced Shipping Notifications (ASN), were used to integrate SAP ERP and SAP SNC. Get tips for managing the data conversions in an SAP SNC implementation and see which tool Jabil used to convert its own data. Through examples, see how Jabil enhanced the PO worklist layouts to provide easier navigation and leveraged a Microsoft Excel spreadsheet to streamline PO uploads and downloads.

#### Lessons for balancing the art and science of variant configuration

*Jean-Yves Popovic, itelligence Canada*

Whether you are in a make-to-stock or make-to-order, repetitive or discrete manufacturing environment; whether your product complexity is high or low; or whether your product is high volume or produced in small lots, this session offers advice for leveraging variant configuration as an optimal way to handle complex and large data models. Examine the different modeling scenarios, compare advantages and limitations, and see how these options can impact sales orders, purchase orders, and production/process orders through bill of material and routing configuration. Learn the different types of object dependencies needed to build your logic and learn to set up configuration profiles. See how to manage variant configuration models (via ALE to "transport" master data), and understand the workings of variant tables and variant pricing.



#### How to streamline the B2B order-to-invoice process

*Frederick Anderson, Capgemini*

This session will explain your options, and compare the response time and performance impacts, for streamlining your sales order entry processes. Look at three key integration enablers - remote function calls (RFCs), SAP Information Interchange application by Crossgate, and Electronic Data Interchange (EDI). Walk through the iDOC structure, and get tips on how to control your EDI processes in a way that reduces unnecessary data transfer. Learn how to preemptively mitigate common causes of sales order delays that compromise promised service targets. Learn a technique to integrate more sales orders into your system and at the same time improve your total turnover accepted by EDI and improve your defect resolution processing time. Get undocumented error handling techniques that improves sales order defect resolution.

*Track 4 continued on next page*

### **When and how to use global available-to-promise (Global ATP) to optimize order fulfillment**

*Tod Stenger, SAP*

Attend this session to explore the latest SAP APO global available-to-promise (global ATP) functionality you can use to support your order fulfillment and confirmation business processes. Learn how to establish key performance indicators to ensure fulfillment is aligned with demand fulfillment. Find out how to prioritize incoming stock and supply elements so that you have the materials in place to ship orders on time. See how to configure global ATP functionality to support first in, first out (FIFO) documentation, material-available date, or delivery priority (for rush orders). Explore several enhancements that you can use to fine-tune your SAP systems to best honor commitment dates. Compare global ATP capabilities with SAP ERP functionality for available-to-promise, so that you can make an informed decision about the comparative advantages and limitations and where it can make the greatest impact on your sales order process.

## Warehouse management

### Case study

#### How Kao USA optimized its SAP Warehouse Management to improve product slotting and increase productivity

*Christoph Schorn, Kao USA*

Learn how Kao USA, a designer and distributor of hair styling and salon products, transformed its SAP Warehouse Management system and processes to increase efficiency and improve product slotting. See how Kao USA optimized warehouse picking through the use of shipments, delivery groups, and group transfer orders to consolidate and batch pick customer orders. Learn how a custom palletization routine that allowed pallet-level picking instructions decreased picking travel time, increased pallet stability, and reduced customer complaints and chargebacks. See how the introduction of a count-back concept that captured cycle counts during every pick led to more efficient use of resources. Learn how the receiving process was optimized by implementation of a custom RF transaction that allows pallet-by-pallet receiving in a mixed and full pallet scenario. Find out how Kao USA increased its ability to satisfy EDI customer compliance requirements by introducing SSCC-18/UCC-128 pallet labeling capabilities.

### Insider discussion forum

#### Best practices for optimizing your warehouse management activities

*Kyle Sorensen, LogiStar Solutions*

Exchange best practices for receiving operations, stocking and inventory management, and picking and shipping processes. Get tips from other customers for leveraging SAP functionality to optimize movement of goods in the warehouse, in the yard, and on the loading dock. This forum is a great opportunity to take home valuable ideas to streamline your warehouse management activities and to generate greater value from processes that rely on SAP applications.

#### What's new in SAP Extended Warehouse Management (SAP EWM) 7.0 enhancement package 2

*Richard Kirker, SAP Labs*

This session will bring you up to date on SAP Extended Warehouse Management (SAP EWM) as it evolves. Understand how the new pre-carbonization process in SAP EWM enables the selection of an optimal combination of shipping packaging materials to minimize white space, which can reduce shipping costs and product damage. Learn about improvements in master data management, including the addition of multiple global identifiers for the same product and enhancements in mapping of business partners that extend the benefits of SAP EWM in industries like retail and consumer products. See new implementation tools designed to speed up EWM deployments and new tools to facilitate the migration from SAP ERP warehouse management (WM) to SAP EWM. Walk through enhancements to SAP EWM's material flow system control (MFS) functionality, which supports very high-volume case conveyor systems directly from SAP EWM. Finally, learn about other improvements in the areas of reporting and inbound process optimization.



#### An SAP EWM migration guide — How and when and why to do it

*Ashish Saxena, IBM*

This session combines expert advice with recent implementation experiences to help you determine the most effective way to migrate existing warehouse management systems and data to SAP Extended Warehouse Management (SAP EWM). Explore different migration paths and options — from either legacy warehouse applications or from SAP WM — to understand the unique tasks, data requirements, and change management challenges associated with each. Review actual case studies to hear how and why your peers have moved to SAP EWM, the issues they overcame, and details of their migration strategies. See examples of different SAP EWM migration project plans to understand the scope and effort required, project timelines, and prerequisites of each. Uncover templates, tools, and strategies you can leverage to simplify the conversion and migration to SAP EWM. Learn how your peers who have already migrated to SAP EWM have justified their projects and how they have aligned their projects with their overall supply chain strategy.

*Track 5 continued on next page*

### Proven tips and techniques for implementing SAP Extended Warehouse Management (SAP EWM) in a high-volume warehouse

Ashish Saxena, IBM

If you're planning to implement or extend SAP Extended Warehouse Management (SAP EWM) functionality in a high-volume (> 30,000 picks per day) warehouse, this session provides proven tips for adding advanced functionality, minimizing risk, and building a sustainable application. Learn how to take a simplified approach to implementing SAP EWM that focuses on the most important capabilities your users need first, such as labor reporting, slotting, and advanced storage techniques. Through real-life examples of SAP EWM implementations, you will come away with strategies for minimizing risk and costly business disruption when introducing SAP EWM to a complex warehouse environment. Get practical advice for integrating SAP EWM with other locations and plants — both SAP and non-SAP — in your supply chain network. See how to address the unique change management and training requirements that accompany an SAP EWM implementation and get tips establishing an effective on-going support model.

#### Case study

### Lessons learned from Agropur's migration from SAP WM to SAP EWM

Benoit Larouche and Paolo Taverna, Agropur

Learn how Agropur, a Canadian producer of dairy products, migrated from SAP Warehouse Management to SAP Extended Warehouse Management (SAP EWM) to improve warehouse efficiency and quality and better align with business strategy. Review Agropur's warehouse management landscape and come away with lessons learned for what it takes to install SAP EWM as an add-on to SAP ERP. Get tips for building a business case for a SAP WM to SAP EWM migration and review the external solutions such as labor management that Agropur analyzed before making its decision. Drill down into Agropur's project planning process to understand how key project scope decisions helped minimize risk and impact on business productivity. Through examples, see how Agropur manages key functions such as labor management interleaving with SAP EWM. Learn how Agropur identified and met key project challenges such as the conversion to batch management, cartonization, the development of a cutover strategy, and the impact of the project on existing SAP ERP systems. Finally, see how Agropur's continuous change management strategy contributed to its successful SAP EWM implementation.

### Storage units vs. handling units — Which is better to manage your complex warehouse distribution requirements?

Kyle Sorensen, LogiStar Solutions

Whether you are running SAP warehouse management or inventory management functionality, this session will help you determine the best direction for your warehouse, with a look at the storage unit management (SUM) and handling unit management (HUM) solutions. Understand the core differences between the two, and which solution is best for your environment. Examine the configuration options for mixing products into different storage types to maximize capacity for better bin utilization, and see how to leverage both solutions for maximum value (consider HUM only for outbound movements of goods to avoid packing and unpacking). Know your customization options and which solution better serves specific requirements, such as HUM's capacity to provide deeper product and location visibility for managing product nesting and serialization. Take home a decision matrix to help you map your requirements against both options. This session includes a sneak peek at the latest evolution of HUM in SAP EWM.

#### Case study

### How DiaSorin's warehouse optimization initiatives led to greater fulfillment accuracy and increased productivity

Gwen Carlson, DiaSorin

Attend this session to hear how DiaSorin, a manufacturer of medical diagnostics, recently completed an extensive warehouse optimization project in order to improve warehouse fulfillment accuracy and increase warehouse productivity. Through examples, see how DiaSorin streamlined warehouse processes by introducing radio frequency (RF) technology in conjunction with SAPConsole to perform wireless data collection and bar coding. Understand how the new product and location bar coding processes and devices have led to increased inventory and order picking accuracy, along with critical operational efficiencies in DiaSorin's highly controlled and FDA validated environment. Learn how SAPConsole can be used to enhance the display coverage of standard SAP GUI components on RF devices. Hear how DiaSorin overcame the challenge of reading multiple bar code standards, like Health Industry Bar Code (HIBC) and 2D codes, in order to correctly parse the necessary data from a single device.

### A comprehensive guide to mobilizing your warehouse management and plant maintenance activities

Lyle Berry, Catalyst

This informative and interactive session prepares you for the introduction of mobility solutions to your supply chain with an examination of the latest real-world mobility deployments and options. Hear reviews and frank assessments of the major classes of mobile products and get a chance to do some "hands-on" evaluation of products, including handheld, vehicle mount, wearable, voice, printers, and fixed scanners. Through examples, learn how mobile solutions improve labor utilization and work directed activities across inventory management, warehouse management (WM), SAP Extended Warehouse Management (SAP EWM), and plant maintenance (PM) systems. Get tips for managing the key challenges that can impact a mobile supply chain deployment, including wireless security, data encryption, SAP login, device management, average shelf-life, and service contracts. Compare and contrast the key features and benefits of the major hardware providers and their mobility solution products.

### How, when, and why to leverage production supply areas in your manufacturing processes

David Diehl, Deloitte

Take an in-depth look at production supply areas (PSA) to learn their role in the manufacturing material flow and the benefits that material bin locations provide to overall manufacturing processes. Explore how PSAs are integrated between warehouse management (WM) and production planning (PP) applications, including configuration and master data requirements and tips for properly setting up material staging. Compare and contrast the use of PSAs and Kanban to understand which fits your manufacturing processes best. Learn the PSA options available for replenishing materials to the shop floor, whether they are picked from your warehouse or shipped directly from your vendors. Understand how to best set up PSAs in your shop and get tips for determining when to create two PSAs versus one, what type of control cycles to create, and how to best consume materials from the PSA. Take home step-by-step documentation and screenshots of the transactions used in PSA processes.

## Procurement and supplier management

### Case study

#### How H.J. Heinz streamlined its seven-step procurement process using SAP Sourcing 7.0

Monica Grunick and Christopher Yope, H.J. Heinz

This case study explores the planning, execution, and outcome of the SAP Sourcing 7.0 ramp-up implementation at H.J. Heinz. Review Heinz's seven-step procurement process to see how Heinz leverages the integration of SAP Sourcing to drive cost savings on each event run and project performed. Gain an understanding of how replacing disparate sourcing systems with a single, integrated solution has optimized sourcing procedures and led to a truly consolidated reporting structure. Through examples, learn how having a single sourcing system integrated with a global SAP landscape has improved contract authoring and management and increased the ability to track and report on project savings. Explore how Heinz can now visualize where it overlaps with suppliers, leading to savings on commodities across the globe. See how Heinz leverages the experience, quality of events, and market knowledge from its single, consistent sourcing application to train new buyers and expand into new, emerging markets.

#### Turn your procurement pros into savings gurus with SAP Sourcing

Carolyn Beal, SAP

Understand how to use SAP Sourcing to engage and negotiate with suppliers, track savings, and be better informed about sourcing activities. Examine a new, interactive sourcing dashboard that helps you to gain relevant sourcing insights and ultimately enhance sourcing effectiveness. Explore RFP and auction functionality to support collaborative, streamlined supplier negotiations to drive cost savings. Examine recent SAP benchmarking data and sourcing best practice strategies. Gain an understanding of how to use SAP Sourcing to support your cost savings initiatives and which deployment options are a best match for your organization: on-premise, hosted, or on-demand.

#### New procurement benchmarking and research study results: Lessons from 700 companies

Lalitha Rajagopalan, SAP

This session presents a summary of key findings based on 700 survey responses from research conducted by SAP and ASUG across multiple industries, to measure performance along process areas in procurement and sourcing. Examine quantitative and qualitative best-in-class practices that impact performance of sourcing practices and supplier collaboration tools for direct and indirect procurement. See how your peers have responded to more than 100 questions from both SAP and non-SAP customers. Explore the critical drivers and strategies that have been adopted by leading companies to increase market competitiveness. Explore the results and build key performance indicators (KPIs) that set the bar for driving down spend, building supplier collaboration strategies, and streamlining sourcing practices within the enterprise. See how your counterparts achieved significant cost savings and increased operating margins. Understand how you can leverage SAP's new benchmarking tool to compare your company's performance against a peer group that you specify.

### Live demo

#### SAP's solution to achieve data enrichment and cleansing on demand

John Jensen, SAP Labs

Attend this demo session to see the latest SAP BusinessObjects Data Enrichment and Classification OnDemand solution, a cloud-based application that combines content, software, business processes, and expertise to improve the quality of data used by SAP applications. See how this solution can be used to improve reliability of spend activity and to increase visibility to both direct and indirect spend. Find out how to integrate legacy and SAP data, validate and enrich business information, classify transaction, and integrate third-party market data.



### Case study

#### How Kimberly-Clark implemented a global spend analytics platform and gained control of spend data in less than 20 weeks

Brian Bleck and Matt Boughton, Kimberly-Clark

Learn how Kimberly-Clark (K-C) implemented SAP BusinessObjects Spend Performance Management to increase visibility into global spending and to enable buyers to focus and reformulate strategic buying strategies to drive down costs. Review the project scope, timeline, and challenges to see how K-C completed its rapid deployment of SAP BusinessObjects Spend Performance Management on a global scale in just three months. Understand the importance of data quality and learn how spend data was classified to K-C's global spend taxonomy (high level groupings of spend such as pulp, superabsorbent, materials and marketing services) to provide strategic visibility. Hear how the team at K-C identified and overcame critical system performance issues that arose prior to go-live. Get tips for training end users on SAP BusinessObjects Spend Performance Management and see how K-C produced computer-based training tools and integrated them into its global procurement training plan. Learn how K-C is integrating non-SAP systems and addressing key processes and data that do not align to its data and governance standards as it continues its global SAP BusinessObjects Spend Performance Management rollout.

Track 6 continued on next page

### A five-step process to implementing a holistic spend management framework that aligns with your SAP applications

Michael Cheatham, Deloitte

This session provides a five-step roadmap to develop a holistic spend management framework and a strategy that aligns key spend management activities with SAP procurement solutions. Learn how to improve source-to-settle performance by transitioning from an initiative-based approach to a holistic approach based on controlling management processes. Review three SAP procurement solutions — SAP Supplier Relationship Management (SAP SRM), SAP BusinessObjects Spend Performance Management, and SAP Sourcing — to understand how and where each fits in a comprehensive spend management strategy. Examine a spend management matrix to see how four groups that define spend management — governance and category management, sourcing and supplier management, procurement, and financial — each align with SAP procurement solutions. See how to use SAP SRM and SAP Sourcing to develop and manage a spend management governance strategy and how SAP BusinessObjects Spend Performance Management can optimize data management and improve compliance. Take home a white paper outlining the steps necessary for creating a comprehensive spend management strategy and a matrix mapping the components of the spend management framework to SAP applications.

### How business analytics for procurement can help you reduce expenses and proactively manage supplier risk

Henner Schliebs, SAP

Get an overview of how SAP BusinessObjects Spend Performance Management can be used to help you effectively analyze risk, identify savings potential, and define action items for reducing procurement spend. See how the latest SAP BusinessObjects Data Enrichment and Classification OnDemand functionality is leveraged to address spend analytics data reliability challenges. View a demo that shows how to leverage internal data from sources such as general ledgers, accounts payable, purchasing, and travel and expense budgets, as well as third-party sources to see where your savings opportunities and spend and supplier risks are. Find out how to slice and dice critical data at a deeper level, and combine it with external information, such as supplier health information, financial information, and price indices, in order to capture spend volumes and patterns.

#### Case study

### An inside look at the result of Health Net's extensive two-year procurement transformation

Chris Graham, Health Net

This informative case study examines the planning, success factors, and guiding principles behind Health Net's comprehensive two-year transformation of its procurement processes, analysis, and systems. Review Health Net's transformation roadmap to understand how and when its strategic sourcing initiatives, organizational improvements, and new tools and technology were rolled out. Get tips for building a case for procurement transformation and hear how Health Net structured its business case to fund the effort. Learn what to consider before implementing SAP Sourcing, SAP Supplier Relationship Management (SAP SRM), and SAP BusinessObjects Spend Performance Management and see how Health Net leverages these solutions to streamline procurement processes, reduce spend, and better analyze supplier and spend data. Take an in-depth look at key metrics used to assess both the effectiveness and efficiency of the procurement processes impacted by the transformation. Hear what's next for Health Net, including plans for identifying additional savings opportunities, introducing supplier performance management, and increasing compliance to preferred suppliers.

#### Live demo

### Anticipate and proactively manage supplier disruptions with SAP Supplier InfoNet

David Charpie, SAP Labs

In this interactive demo session, you will learn how companies are leveraging the new SAP Supplier InfoNet solution to proactively manage supplier disruptions. Through demo-based examples, you will see how this cloud-based solution enables you to be part of a transformational business network that helps you improve the performance of your N-tier supply chains using pooled KPI data and rich predictive models. Learn how to apply industry leading best practices and KPI benchmarks to increase the value of the information in your business applications.

### Optimizing SAP ERP to set up and maintain a successful supplier collaboration strategy

Sean Elliffe, Reveal USA

Find out how to properly design your company's processes and configure SAP ERP to optimize supplier communications, relationships, and service levels. Get techniques to use historical inventory activity data to set better supply cycles and lot sizes with vendors and suppliers. Learn to establish the right key performance indicators (KPIs) for monitoring and measuring vendor performance in three key areas — delivery time, order accuracy, and quality. Learn to avoid redundant activities — such as different departments creating multiple purchase orders for the same item, from the same supplier, at the same time — that can drive up your fulfillment costs and lead to warehouse inefficiencies. Find out how to implement a vendor evaluation component to measure vendor performance.

### Achieving procure-to-pay excellence with SAP's procurement solution portfolio

Suzanne Miglucci, SAP

Learn how your organization can leverage SAP's procurement solution portfolio to achieve procure-to-pay excellence. Hear how to leverage the power of SAP Supplier Relationship Management (SAP SRM) 7.0 functionality through enhancement package 2 with new functionality from SAP ERP 6.0 enhancement package 6 to streamline purchasing processes, bring spend under control, and gain sustainable cost savings. View a demo that shows how streamlined operational sourcing capabilities can enhance your quick quote capabilities while supporting sourcing decisions with embedded analytics. Learn how new sustainability functionality enhances the shopping experience and enables sustainable supplier evaluation and monitoring. Find out how continuous innovation in SAP ERP 6.0 enhancement package 6 enhances the end user's purchasing experience. Finally, see how the collective SAP Business Suite capabilities can build an integrated procurement process across multiple applications.

Track 6 continued on next page

## Proactively manage your contracts to lower risk and reap greater rewards

*Emily Rakowski, SAP*

Contracts represent the lifeblood of your business, especially in procurement contracts where adherence to service levels and pricing are critical to driving value. But does your organization know which contracts are in place, what is in those contracts, and whether they are being effectively used? For most companies the answer is “no,” and this means opportunities for greater contract-driven value. This session provides examples of if, when, and how you could use SAP Contract Lifecycle Management (SAP CLM), SAP Supplier Relationship Management (SAP SRM), and materials management functionality within SAP ERP to support the contract life cycle in the procurement process. Find out how your peers leverage these applications to automate creation and approval of legal agreements, drive contract visibility and management, and establish operating contracts in execution systems to drive compliance. Review different ways to use these applications to meet a wide variety of business requirements.

### Insider discussion forum

## How to achieve quick return on investment (ROI) from SAP Supplier Relationship Management (SAP SRM)

*Sachin Sethi, The SRM Experts (TSE)*

Discuss different deployment scenarios, hosting options, and exchange ideas for how other customers are gaining a faster return on their SAP SRM investment. Learn how your peers have migrated from a best-of-breed procurement solution to a centralized platform, including evaluation criteria and integration benefits. Discuss roll-out strategies, and sourcing, and spend options. Swap ideas to gain greater visibility into supplier performance.

### Live demo

## A first look at SAP Supplier Lifecycle Management

*Frank Suetterlin, SAP AG*

Attend this demo session to see the latest SAP Supplier Lifecycle Management solution, an on-premise application that drives strategic supplier management. See how this solution optimizes the procurement business processes by providing a centralized view of suppliers and tools to manage the end to end supplier lifecycle, including strategic supplier on-boarding and registration, supplier qualification and classification, supplier performance management, and phase-out of underperforming suppliers.

### Case study

## How H.J. Heinz utilizes SAP SRM to drive higher contract compliance and improve spend visibility

*Christopher Yope, H.J. Heinz*

Learn how H.J. Heinz accelerated its rollout of SAP Supplier Relationship Management (SAP SRM) 7.0 in order to drive compliance, increase spend visibility, and attain business benefits that have helped fund additional projects. Examine the scope of the Heinz “Keystone” SAP SRM initiative, including the use of central contracts (for indirect materials), custom plant maintenance (PM) integration, approval processing on BlackBerry devices, highly enabled reporting, and more. Understand how leveraging catalogs in conjunction with SAP SRM master data management drove compliance to strategic suppliers and contracts and enabled Heinz to improve spend visibility. See how the use of completion workflow has proactively improved contract compliance. Learn how capturing more granular spend data has led to significant savings and efficiencies in sourcing and more favorable contracts going forward.

## How to evaluate and choose the right procurement and deployment solution for your organization

*Lalitha Rajagopalan, SAP*

Examine key differences and functional overlaps between the latest versions of SAP solutions for procurement and the potential impact each poses to your business strategies and IT infrastructure. Compare SAP ERP materials management functionality with SAP Supplier Relationship Management (SAP SRM) for business processes like self-service shopping carts and purchase order processing. See examples of how a customer can gain visibility across their global spend with SAP Business-Objects Spend Performance Management. Learn how to manage the source-to-contract process using SAP Sourcing. Examine the flexible implementation options for on-premise, on-demand, and hybrid deployments for various solutions in the SAP procurement portfolio. See how to optimize contract management processes for contract creation, usage and compliance tracking to maximize savings realization. Look at the new procurement solutions from SAP and understand how they would fit in your landscape for supplier management, supplier collaboration, and performance benchmarking. Come away armed with the facts needed to build a reliable and realistic business case for the right procurement solution.

### Case study

## Successful automation of maintenance repair and operations at Jabil Circuit

*Kim Dunstan and Jeff Miller, Jabil Circuit*

Learn how Jabil Circuit leveraged SAP Supplier Relationship Management (SAP SRM) 7.0 and SAP ERP functionality to create an integrated solution for automated maintenance repair and operations (MRO) order processing. Step through the portal-based, end-to-end MRO process to understand how it integrates non-stock item, purchasing with core SAP purchasing and financial solutions. See how Jabil has introduced email approval routing to decrease delays in order processing and increase visibility of order status. Get tips for utilizing the business rule framework to manage approval routing and order status tracking. Learn how using default values for user, item and preferred supplier data has helped drive accurate accounting and improve sourcing efficiency.

## Software as a service (SaaS) for procurement — What you need to know before you make the leap

*Bhushan Indane, Bristlecone*

This session offers insight into the options, business drivers, and potential benefits of software as a service (SaaS) solutions for procurement. Through examples, discover which procurement solutions are most suited for a SaaS model and what trade-offs, if any, need to be considered before entering into the agreement. Compare and contrast — from the customer’s point of view — the different options available for acquiring procurement software solutions, including traditional on-premise, hosted, and SaaS to identify the pros and cons of each. Examine one of the most commonly discussed benefits of SaaS — reduced upfront costs — to determine if a pay-as-you-go model with lower capital commitments is the right solution for your organization. Learn how to make accurate cost calculations to determine the true value of SaaS to your organization in both the short and long term. Get tips for evaluating potential SaaS vendors and take home a checklist of questions you need to evaluate each provider.

## Transportation management

### Lessons from early adopters of SAP Transportation Management 8.0 — What you need to know before you implement

*Bjorn Bernard, GOPA IT Consultants*

Review the lessons learned from early adopters of SAP Transportation Management (SAP TM) 8.0 and come away with best practices for choosing the right deployment model, identifying the appropriate project resources, and planning a realistic project timeline. Find out how new SAP TM 8.0 functionality that integrates the business objects processing framework (BOPF), business rules framework (BRF+), UI technology such as SAP NetWeaver Business Client, and floor plan manager (FPM) will impact the skill sets needed to execute your project. Compare and contrast traditional SAP TM implementation methodologies with new options like value prototyping, model-based design, or SAP Rapid Deployment solutions to understand the parameters — and potential trade-offs — of each. Understand why a phased implementation may be better for your organization than a “big bang” and discuss how this decision could impact your project planning.

#### Insider discussion forum

### Criteria to evaluate and lessons to get started with SAP Transportation Management

*Bjorn Bernard, GOPA IT Consultants*

Discuss different deployment scenarios, resource requirements, and exchange ideas for how other customers are gaining a faster return on their SAP Transportation Management investment. Learn how your peers have migrated from a best-of-breed transportation solution to a centralized platform, including evaluation criteria and integration benefits. Discuss project prerequisites, roll-out strategies, and tips for building a business case. Swap ideas to maximize the return on your company's transportation costs.

#### Case study

### How Coca-Cola Refreshments transformed its manual fleet management processes with an innovative mobile solution

*Shankar Mahadevan and Alfredo Pedroza, Coca-Cola Refreshments*

Attend this informative case study to hear how Coca-Cola Refreshments (CCR) integrated mobile technology with standard SAP fleet management functionality to convert its manual processes to a completely paperless solution. Review the scope of CCR's mobile fleet management project to understand the challenges it faced when planning and executing an implementation for over 400 locations. Hear how the fleet management optimization has saved CCR millions of dollars by streamlining warranty management and the real-time tracking of registration, license renewal, and other key fleet data. See how CCR links its standard SAP ERP transactions to touch screen tablets. Get lessons learned from CCR's touch screen design to understand the importance of usability in driving acceptance of a mobile solution. Discover how the transformation of its fleet management solutions has given CCR increased visibility into fleet activities and improved reporting across the company.



#### SCMexpert LIVE

### Shipment costing tracks freight expenses with improved accuracy

*Hasan Yakisan, Substantia Group*

Don't miss this opportunity to personally meet Hasan Yakisan from Substantia Group, and engage in an in-depth discussion about one of his most widely read articles from *SCM Expert* — the leading publication and knowledgebase for organizations that leverage SAP solutions that support logistics and supply chain management. See what is available within SAP Transportation Management to help you track, manage, and reduce transportation costs more efficiently. Learn how to effectively manage shipping cost estimates during order entry and transportation processing. Learn how shipment costing functionality allows you to accurately calculate the freight expenses during customer billing to allocate the correct amount to the customer's invoice and settle these costs to the correct accounts. Find out how to optimize your own SAP ERP system rather than spend extra on third-party services to manage and keep track of transportation cost and expenses. You'll receive a copy of the article free of charge and engage with peers who have the same interests and priorities.

*Track 7 continued on next page*

### A comprehensive guide to the latest SAP Transportation Management updates

Debbie Kaplan, SAP

Evaluate the latest SAP Transportation Management (SAP TM) 8.0 functionality and determine if it could serve as your full-service logistics and fulfillment platform, whether you are a shipper from the manufacturing industry, a retailer, a logistics service provider, or a freight forwarder. Examine how SAP TM can be used to holistically manage all inbound and outbound domestic and international freight in the same SAP environment, while providing end-to-end traceability and visibility of orders, shipments, items, and processes. See how SAP TM can be used to plan, consolidate, and optimize shipments while considering real-world constraints, costs, and penalties. Step through a demo that illustrates how the new planning cockpit tool displays shipment consolidation, equipment dispatching, freight rating, and spot tendering within a single view. Understand how to leverage sales order-driven planning to improve carrier relationships. Look at new functionality that enables full-truckload (FTL), less-than-truckload (LTL), intermodal, or international shipping processes. Find out how to link SAP TM to green logistics initiatives to reduce your carbon footprint and support other sustainability efforts.

#### Case study

### Tips and techniques Applied Materials uses to optimize its third-party logistics (3PL) interfaces

Hari Lakshminarayanan, Applied Materials

As a capital equipment producer, Applied Materials uses third-party logistics (3PL) for many processes, including warehousing, shipping/receiving, order management, and trade compliance. This session offers best practices for successfully managing the data accuracy, system integration, network, and business process challenges that accompany 3PL relationships. Hear how Applied Materials evaluates SAP system configuration changes from a 3PL perspective to avoid costly process disruption or data inaccuracy. Review the differences between simple inbound/outbound 3PL interfaces and the direct access of SAP systems by 3PLs to understand the unique access, security, and process challenges of each. Get tips for optimizing network connectivity and SAP integration between your company and your 3PL. See a demo of a time-saving customization Applied Materials has made that calls its global trade services (GTS) functionality within the 3PL network to avoid having 3PL users log in to multiple SAP systems.

### Getting up to speed with SAP Transportation Management rapid deployment solutions

Debbie Kaplan, SAP

Are you evaluating SAP solutions for transportation management? Examine one of the new SAP Rapid Deployment solutions (RDS), which brings together the SAP Transportation Management (SAP TM) functional scope, coupled with implementation services, and supporting collateral materials for training. Find out for yourself whether RDS can help get your SAP TM solution up and running faster, and at a lower cost. Evaluate the RDS approach as a way to help drive down total time of implementation by leveraging preconfigured sample content to deploy your domestic and international transportation capabilities. Look at the RDS best practice approach for planning, tendering, and costing your shipments as well as international ocean bookings. See how an RDS approach reduces implementation risk, enables out-of-the-box integration for complete end-to-end process support, and provides a “building block” approach to implementing SAP TM.

### Best practices for integrating telematics technology with SAP to enhance fleet asset and performance management

Suraj Pai, Deloitte

This session provides best practices for integrating cutting-edge wireless automotive telematics technology to drive fleet asset maintenance in SAP plant maintenance and fleet performance tracking in SAP NetWeaver Business Warehouse (BW). Review real-life usage scenarios for automotive telematics to understand how the technology can be used to manage vehicle maintenance — both corrective and preventative — in order to improve fleet asset and performance management. Discuss detailed telematics business scenarios as well as recommendations on the optimal system architecture, including the functional design and integration technology. Through examples, you'll get best practices for developing meaningful KPIs, dashboards, and reports based on telematics data to track and monitor fleet performance. Come away from this session with a solid understanding of the benefits of automotive telematics and the knowledge you will need to leverage this solution to make significant contributions towards achieving your company's sustainability goals.

### How to evaluate and choose the right transportation management solution for your organization

Rajeev Das, Cognizant

Whether you are managing your own fleet, working with a transportation service provider, or you are a shipper or carrier, this session will address the potential impact, key differences, similarities and functional overlaps between SAP solutions for transportation management. Learn the requirements, advantages, and limitations of SAP ERP LE-TRA (including the FCX add-on functionality for freight costing), SAP Advanced Planning & Optimization (SAP APO) transportation planning and vehicle scheduling (TP/VS), and SAP Transportation Management (SAP TM). Examine how different options support your business processes requirements for freight, load, and route planning and tendering, dispatch, execution and monitoring. See how to analyze your transportation spend by using SAP NetWeaver BI analytics to get strategic insight to your supply chain operation and enable evaluation of cost, revenue and profitability of your operations to drive efficiencies. Understand how to bring agility and improve communication and real-time visibility to your transportation execution process chain by deploying SAP's mobile apps specifically designed to work seamlessly with SAP TM. Take home a comparison matrix, along with the underlying analysis, that will enable you to build a business case for the right transportation solution.

## Quality, tracking, and compliance

### Case study

#### How NB Coatings accelerated product development and reduced regulatory compliance risk

*Beverly Barbush, NB Coatings*

Hear how NB Coatings implemented SAP Product Lifecycle Management (SAP PLM) to unify product data, promote more efficient product development, and improve regulatory compliance. Review the scope of NB Coatings' implementation, which included SAP Recipe Management, environment health and safety (EHS), label management, product data management, and more. See how NB Coatings migrated over 5,000 formulas to SAP Recipe Management and centralized product data. Learn how the company streamlines product data management processes for the creation of material masters and bills of materials (BOMs). Find out how NB Coatings automates material safety data sheets (MSDS) authoring to manage BOM changes and regulatory data, content, and rules. Get tips for automating dangerous goods checks against sales and distribution to reduce compliance risk. Learn how NB Coatings improved compliance by implementing substance volume tracking for U.S. TSCA 12b Export Notification, Canadian NDSL/DSL, and DEA Controlled Substances.

#### A guide to the latest SAP tools to improve quality and compliance

*Dr. Manfred Schulz, SAP AG*

This session provides a comprehensive look at the latest tools SAP provides to ensure consistent product quality and achieve compliance with industry standards and legal regulations. See how SAP functionality for quality management can be used to support your quality planning, quality inspection, and quality control initiatives. Get detailed insights about a new approach to create, process, and monitor quality-related issues across multiple systems, efficiently resolve customer- or vendor-related complaints and non-conformities from production or other internal problems. Leave this session with a solid understanding of SAP's quality management solutions and tips for leveraging them to put effective corrective and preventive actions in place.

### Case study

#### How Varian Medical Systems improved regulatory compliance and streamlined engineering change processes using SAP PLM 7.01

*Snehashish Sarkar, Varian Medical Systems*

Attend this case study to hear how Varian Medical Systems implemented SAP PLM 7.01 along with SAP product and REACH compliance to improve its ability to meet new regulatory compliance and institute and automate global change management processes. Learn the steps Varian took to plan, develop, and roll out a global program to meet aggressive regulatory requirements such as the REACH RoHS (Restriction of Hazardous Substances) standards. Review Varian's before and after business processes to understand how manual and semi-manual processes were streamlined or automated under a global engineering change process — without sacrificing existing regulatory compliance. Get tips for increasing usability by integrating the latest SAP PLM and SAP product and REACH compliance solutions with SAP NetWeaver Business Client to produce easy-to-use interfaces for both power and casual users. Understand the challenges Varian faced in developing its project business case and gaining necessary consensus across global divisions and how they overcame them.



#### A holistic approach to ensure product traceability with supply network traceability (SNT) functionality

*Stephen Cloughley, SAP Labs*

Supply chain traceability is critical as a way to support product recall situations and to help eliminate counterfeit products. But it can be challenging to connect item traceability to batch genealogy, especially in outsourced manufacturing models. This session will help you learn how SAP delivers supply network traceability (SNT) functionality that customers can leverage as a holistic solution. Find out how SNT functionality closes the loop between production, order processing, and distribution to ensure that authentic products reach your customers, and that traceability is assured if there's a recall. Examine the SNT architecture to see how data can be accessed from SAP and non-SAP systems into a unified data model to generate product genealogies and analytics. See a demo that illustrates how SAP Global Batch Traceability and SAP object event repository can be leveraged to bridge the gap between manufacturing genealogy and supply chain traceability.

*Track 8 continued on next page*

**Case study****How Dairy Farmers of America Captures, Traces, and Reports on Complex Commodities***Deatrice Jones, Ph.D., Dairy Farmers of America*

Hear firsthand how Dairy Farmers of America (DFA) captures critical information about complex commodities by leveraging SAP ERP production execution functionality for active ingredient management, silo blending cockpit, and catch weight management. Learn how DFA utilizes quality management functionality to record the different characteristic values of a commodity upon receipt, consumption, and invoicing. Get tips on leveraging batch management to capture commodity traceability in business areas such as purchasing, manufacturing, quality releasing, and financial accounting. Discover how DFA commingles the same component and still maintains traceability back to a single source of input as well as traceability for the new commingled assigned batch. Discuss the advantages and disadvantages of catch weight management and find out how variable weight products can be managed while unitizing to the pallet level. Gain knowledge for managing critical master data required to properly use and track complex commodities.

**Achieve integrated product development and improve compliance with SAP PLM 7.02***Dan Bender, SAP Labs*

This session examines SAP functionality that helps you achieve product and service leadership through integrated product development (IPD). Explore the comprehensive solution set, which includes the design of specifications, recipes and product structures, product costing, synchronization of manufacturing data, product and process testing, and functionality to evaluate product portfolios and projects in collaboration with external and internal partners. Look at capabilities for product design using formulation development, change management processes, and material and task sourcing. Examine how this functionality can be used to extend business processes and bridge functional silos, enabling an effective development environment designed to speed time-to-market, lower development costs, and increase quality. Understand how to pursue an IPD strategy and achieve better visibility into and control over product data and documents, design changes, and costs. Get a preview of the planned IPD scenario extensions, designed to assist the new product development process.

**Lessons for managing by exception to minimize risk, reduce costs, and improve collaboration in your extended supply chain***Petra Diessner, SAP AG*

Learn how to manage your supply chain by exception using SAP Event Management. Find out why responding to events is more productive than simply conventional process monitoring. Learn how to use SAP Event Management to identify exceptions in core processes, like order-to-cash, procure-to-pay, and transportation operations. Learn how an event is recognized within your SAP ERP system and enriched by sensors and other data, and, as a result, triggers alerts and notifications that prompt stakeholders to take action. Understand how data is collected and transferred to the stakeholders via email, handheld mobile devices, collaboration tools, and other external systems. Examine the technical architectural, system dependency, and integration requirements for successfully deploying SAP Event Management with the least possible total cost of ownership. Take home a list of preconfigured business process scenarios to understand how SAP supports you in achieving business benefits fast. Get insights into how customers already benefit from using SAP Event Management productively.

**Expert guidelines to leverage substance volume tracking functionality to achieve integrated compliance control for SAP logistics***Dave Wong, Linx / AS*

Understand the SAP Environment, Health, and Safety Management (SAP EHS Management) substance volume tracking (SVT) functionality (often associated with the Registration, Evaluation, Authorization and Restriction of Chemical substances (REACH) regulation), and see how it can be applied across other key control scenarios. Look at how SVT's baseline functionality (tracking substances and monitoring thresholds) can also be leveraged when implementing checks and controls over purchase orders and sales orders. Learn the technical framework required for SVT deployment. View a demo that illustrates the SAP specification database and its critical relationship to the SAP ERP integration points from production (production and process orders), to purchasing (purchase requisitions, orders, stock transfers), to sales and delivery. Look at the ways SVT can be used to mitigate other regulatory risks for export notification, controlled substances, and more.

**Case study****How Rhodia manages complex compliance and notification requirements***Umaphathi Rao Kakkera, Rhodia*

This case study explores how and why Rhodia, a global chemicals manufacturer, implemented SAP BusinessObjects Global Trade Services to establish a single system of record for all global trade compliance. Review Rhodia's SAP BusinessObjects Global Trade Services solution to see how they leverage it to meet complex classification and licensing requirements and to integrate third party content. Hear how Rhodia utilizes SAP BusinessObjects Global Trade Services to manage compliance requirements such as sanctioned party list screening, embargo check and export licensing for Export Administration Regulations (EAR), Food & Drug Administration (FDA), and Drug Enforcement Administration (DEA). Step through Rhodia's SAP BusinessObjects Global Trade Services implementation roadmap to understand the skills, resources, and business process change required. See how integrating disparate systems into a single SAP BusinessObjects Global Trade Services instance has allowed Rhodia to improve timeliness of filing, increase data accuracy, and reduce compliance-related fines. Go beyond regulatory compliance with tips for utilizing SAP BusinessObjects Global Trade Services assessment and adjustment tools to optimize the supply chain for global trade programs and opportunities.

**A sneak peek at the new SAP BusinessObjects Global Trade Services***Kevin McCollum and Gregory Ertel, SAP*

Evaluate SAP BusinessObjects Global Trade Services as a solution to manage trade compliance, optimize your trade agreements, and streamline border transactions for your inbound and outbound goods. Preview new release features planned for SAP BusinessObjects Global Trade Services 10.1, including Mobile Sanctioned Party List Screening, localization plans for BRIC and Nordics, High-Volume Screening and Excise Monitoring Control System (EMCS) 2.0. Learn how EMCS capabilities support the tax-suspended movement of excise-taxable products within the European Union. Look at the enhanced functionality for trade preference processing, including the ability to manage new free trade agreements. See how SAP BusinessObjects Global Trade Services is aligned to integrate with supply chain functions, such as event tracking and transportation management.

## Production planning and scheduling

### Compare production planning in SAP ERP versus SAP APO — How to make the best choice for your business needs

Brian Houston, K2 Professional Services

Weigh the options SAP offers for production planning in SAP ERP and SAP Advanced Planning & Optimization (SAP APO). Determine which best suits your requirements, depending on the degree to which you need to reduce manufacturing lead time, improve inventory turns, streamline material planning, and automate production scheduling. Examine the latest production planning and detailed scheduling (PP/DS) features and functions delivered with SAP APO, including heuristics, optimization, and block planning methods. Find out how these differ from material requirements planning (MRP) and capacity requirements planning (CRP) functionality in SAP ERP. See how each process addresses production capacity constraints and leveling. Understand which one allows planners more flexibility and precision when sequencing shop floor orders. Identify the prerequisites for migrating from production planning functionality in SAP ERP to PP/DS. Find out how PP/DS integrates with SAP ERP for order execution.

### An up-to-date guide to the latest production planning and detailed scheduling (PP/DS) functionality and deployment options

Eric Simonson, SAP Labs

Understand the latest production planning and detailed scheduling (PP/DS) functionality contained within SAP Advanced Planning & Optimization (SAP APO). Learn how to use new scheduling features to maximize resource utilization and minimize production delays while meeting customer demands. See how to create both medium- and short-term production plans. See how your peers are utilizing the latest features, such as multi-resource scheduling and continuous input and output planning for getting better scheduling results. Get industry specific insights as to how PP/DS can support your unique environment. See how a new rapid deployment solution from SAP could help you streamline your implementation and more easily integrate PP/DS functionality with material requirements planning (MRP).

#### Case study

### How Bombardier leverages production planning and detailed scheduling to perform planning and scheduling of its aircraft assembly line

Tandeep Sandhu, Bombardier

This informative case study explores how Bombardier Aerospace, a leading aircraft manufacturer, utilizes SAP APO production planning and detailed scheduling (PP/DS) to manage the planning and scheduling of its commercial aircraft final assembly line. Learn how Bombardier transitioned from multiple, disparate planning systems to a single, integrated planning system. Understand how Bombardier's complex data model is represented in SAP ERP with objects from project systems (PS), production planning (PP) and PP for process industries (PP-PI) as well as in SAP APO using production data structures (PDS), extensive engineering change management, and variant configuration functions. See how Bombardier generates master scheduling plans for a long-term, takt-based line manufacturing model, taking into account learning curve and parameter effectivity. Examine how Bombardier leverages detailed scheduling to handle a network of inter-dependent operations in the short term, with constraints such as job skills, tooling, and working space constraints on the aircraft.



### How to leverage PP/DS and CTM to plan and schedule across multiple shop floor resources in different production horizons

Parijat Chakraborty, RadInnova

This session provides expert tips for leveraging both capable-to-match (CTM) and production planning and detailed scheduling (PP/DS) to execute planning and scheduling activities across different planning horizons with multiple hard constraints. Examine the complexities involved in performing constraint planning in CTM for a longer horizon and actually executing the plan in a shorter horizon in PP/DS. Through real-life examples, see how you can schedule resources automatically while respecting both the resource capacity as well as the availability of shop floor tools as hard constraints. Gain an understanding of the critical master data dependencies between CTM, PP/DS, and SAP ECC that impact planning and scheduling across each. Find out how multiple resource finite scheduling is integrated with optimization to perform sequencing. Come away with tips for overcoming challenges in maintaining shift sequences, capacity constraints, and sequencing matrices that arise in advanced planning scenarios with CTM and PP/DS.

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### **A guide to more flexible, enhanced production planning and charting with the graphical planning board**

*Reed Jinnette, MySupplyChainGroup*

The graphical planning board provided as part of production planning and detailed scheduling (PP/DS) incorporates product and resource histograms that facilitate planning decisions based on projected stock levels and capacity consumption. This session provides expert advice for enhancing standard planning board functionality to include both static and time-dependent key figures from multiple data sources to create more specific, meaningful charts. Discover how to go beyond standard data sources to display custom curves and generate more flexible graphs that are based on your own specific business requirements. See how the planning board may be enhanced to display persistent, predefined chart selections, irrespective of the current selections in the planning board. Learn how calculated curves, which are comprised of two or more other curves, may be used to model the consumption of forecast as a continuous operation or to create an aggregate stock chart spanning multiple product and location combinations.

#### **Insider discussion forum**

### **Production planning and detailed scheduling with SAP APO: Best practices and hard-learned lessons**

*Sobhan Vemulapalli, RadInnova*

Join your peers for a discussion about the production planning and detailed scheduling (PP/DS) functionality contained within SAP Advanced Planning & Optimization (SAP APO). Learn how others are using PP/DS to maximize resource utilization and minimize production delays. See how your peers are utilizing the latest features, such as resource networks, modeling and planning with task restrictions, and characteristics-based cross-location planning. Get industry-specific insights as to how PP/DS can support your unique environment.

#### **Case study**

### **A day in the life of Lockheed Martin's lean assembly process — Comparing batch processing to Kanban production**

*Jerry Hamilton, Lockheed Martin*

Join this interactive presentation to examine key lean and Kanban practices as a way to streamline and improve process efficiencies. Compare traditional batch processing to a lean production environment commonly used at Lockheed Martin as a way to manage and integrate sourced components for build. Step into a traditionally simulated workstation, and track work-in-progress (WIP) from the time to first delivery, along with a read on defects and scrap. Compare the batch processing scenario, using the same conditions and customer requirements, to Kanban production where components are sent to the next workstation as a single piece flow. See how Lockheed Martin then enables an automatically triggered Kanban card to signal the next phase of assembly. Compare the number of assembled, finished products that are built during the same time period — with batch processing, as opposed to Kanban. Understand how Kanban production at Lockheed Martin eliminates overloaded workstations, helps to align WIP in sequence, and focuses on a pull system.

## Shop floor visibility and integration

### Case study

#### How Harman International utilizes SAP Manufacturing Execution to gain visibility into manufacturing operations and achieve shop-floor control

Kevin Carstensen, Harman International

Attend this case study session to hear how Harman International, a leading manufacturer of consumer audio systems, leverages SAP Manufacturing Execution 5.1 (SAP ME) in its electronics production environment to help standardize manufacturing processes and monitor key production parameters. See how SAP ME has enabled Harman to improve visibility and control by gaining transparency into the status of products being manufactured. Learn how custom router scripting allows Harman to control special quality situations and circumstances across its manufacturing processes. Find out how Harman leverages SAP Manufacturing Integration and Intelligence (SAP MII)-based overhead displays to handle reporting and presentation of information on the production shop floor. Learn how to leverage SAP ME to improve component traceability by integrating third-party software with SAP ERP. Review Harman's strategy for implementing a new instance of SAP ME in an existing production environment.

### Insider discussion forum

#### How to integrate and optimize SAP MII for increased shop floor intelligence

Ray Russ, Neoris

Exchange ideas with your peers on how leveraging SAP Manufacturing Integration and Intelligence (SAP MII) as the integration tool of choice can improve communication between SAP ERP functions and shop floor operations. Look at the different SAP MII implementation scenarios and exchange ideas on how SAP MII is being used to improve product quality, performance, and decision support.

#### From design to delivery — Optimize your entire manufacturing operation

Mike Lackey and Ganesh Hegde, SAP Labs

This session takes a holistic view of SAP's end-to-end solution set for managing plant operations and execution, including SAP Manufacturing Execution, SAP Manufacturing Integration and Intelligence (SAP MII), and plant connector (PCo). Through examples, understand how to leverage SAP MII, SAP Manufacturing Execution, and PCo to increase visibility into manufacturing processes, allow deeper integration into your enterprise architecture, and connect your shop floor to your most critical business applications. Learn how to optimize your entire manufacturing operations, sync production operations with customer demand, track material and products across the value chain, and manage changes to product manufacturing. Find out how to leverage SAP manufacturing solutions to help you operate in, and adapt to, a demand-driven environment — without compromising service or quality. Get tips for achieving continuous performance improvement while effectively managing your assets, improving your ability to compete in local and global markets.

#### An introduction to the latest mobility solutions for manufacturing

Aviraj Bedi, SAP and Uwe Pfisterer, SAP

Take a first look at SAP's mobile solutions for manufacturing that can help enable quality improvements, optimize asset management, improve lean operations, and speed delivery of data to support better decision making. See examples of mobile solutions that can optimize assets and increase equipment utilization, improve supply chain visibility and collaboration, and provide easier access to work order, inventory, and scheduling information. Learn what's currently available and which mobile solutions are planned to understand how SAP is leveraging the Sybase® Unwired Platform to enhance support for its mobile platform, tools, and applications. Examine the technical architectural, system dependency, and integration requirements for successfully deploying mobile manufacturing solutions with the least possible total cost of ownership.



#### Advanced tips and tricks to improve the performance and integration of SAP manufacturing solutions

Ram Upadhayay, SEAL Consulting

Learn how the SAP NetWeaver technology platform enables SAP Manufacturing Integration and Intelligence (SAP MII) to more effectively connect manufacturing solutions to key business systems. Understand how to perform centralized user management tasks for SAP MII projects using the SAP NetWeaver user management engine (UME). Understand how SAP MII plant connectors integrate shop floor applications with the enterprise. See how SAP MII is positioned inside the SAP NetWeaver Application Server and how Java resource adapters (JRA) are used to handle communication between SAP MII and SAP ERP. Learn how to configure SAP MII project logs and traces in SAP NetWeaver. Understand the difference in log categories and how to set log levels for specific SAP MII components like Illuminator, message listener, and more. Find out what happens to SAP MII jobs and data in the event of disaster recovery (DR), and get tips for designing DR processes to ensure minimum data loss and quick recovery.

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### Assess a new deployment package to get SAP MII solutions for batch manufacturing up and running fast

Frank Platt, SAP

Evaluate the new rapid deployment solution designed to jumpstart your SAP Manufacturing Integration and Intelligence (SAP MII) investment for batch manufacturing. Gain an understanding of the rapid deployment solution concept to see how the integrated delivery approach can help you manage the scope, contain costs, and streamline the project timeline of your SAP MII initiative. Review the four role-based dashboards delivered with this rapid deployment solution that support production, operations, quality, and supervisory roles. See nine pre-configured plant-specific applications, including solutions for manufacturing operations cockpits, manufacturing order list, material identification, work instructions, quality control, monitoring and logging, and more. Understand how to get started, and get tips to help you assess whether your batch manufacturing processes can benefit from an SAP MII rapid deployment solution.

### Lessons for protecting and optimizing your capital investments

Ray Russ, Neoris

Gain an expert's perspective on how to harness the power of SAP Manufacturing Integration and Intelligence (SAP MII) as a decision support tool to optimize your capital investment portfolio. Examine the exception-based, real-time data integration and automation for condition-based maintenance, quality monitoring, and lab management capabilities of SAP MII. Understand how to use SAP MII to predict the life of your shop floor assets with real-world examples from a cross-industry perspective. Learn how to integrate real-time, historical, and product data from heterogeneous sources to build KPIs and integrate them with the plant maintenance component of your SAP ERP system to enable regulatory compliance and ensure optimal resource and capacity management. Explore user-friendly, automated alerts that allow you to view production orders, warehouse transfers, confirm quality notifications, and other role-based processes.

#### Case study

### How Walter AG achieves seamless integration between SAP ERP and shop floor systems

Uwe Dieter, Walter AG

Take an in-depth look at the tools, applications, and processes Walter AG uses to optimize integration between its SAP ERP 6.0 enhancement package 4 installation and critical manufacturing shop floor processes. See how Walter AG controls manufacturing execution with an ABAP-based manufacturing execution system (MES) that leverages touch screen terminals to display the workload of machines and represent the booking of operation confirmations. Explore the three different ABAP-based optimization managers Walter AG uses to minimize waste in its pressing, sintering, and coating operations. Learn how Walter AG plans to leverage the SAP Plant Connectivity connector (PCo2.2) OPC interface to integrate machine data collection from the shop floor with SAP ERP to support KPI reporting and continuous improvement processes. Come away with tips for designing an MES strategy and for planning and implementing a tightly integrated MES solution.

### Enable efficient manufacturing by integrating shop floor processes with enterprise goals

Mike Lackey, SAP Labs

Learn how to leverage SAP's integrated manufacturing solutions such as SAP Manufacturing Execution, SAP Manufacturing Integration and Intelligence (SAP MII), and plant connector (PCo) to efficiently run global, sustainable manufacturing operations by synching enterprise-level goals with shop floor process execution. Through examples, see how efficient production execution can lead to labor efficiency and better resource consumption. Understand how to leverage manufacturing solutions from SAP to more effectively utilize available capacity, which, in turn, improves on-time delivery and customer satisfaction. Learn how to provide effective insight into work status, work in process, production capacity, contextualized production process data to establish better environmental, health, safety measures for people and products. See how manufacturing solutions from SAP can be used to achieve efficient manufacturing operations by integrating shop floor to business operations.

### A guide to measuring, analyzing, and improving manufacturing processes with SAP Manufacturing Performance Management

Frank Platt, SAP Labs

Learn how SAP Manufacturing Performance Management solutions, along with SAP Manufacturing Integration and Intelligence (SAP MII), can help you optimize communication and productivity, reducing disconnect between the plant floor and the rest of your organization. See examples of role-based dashboards you can utilize to produce uniform benchmarking performance across production shifts, lines, areas, and plants. See how statistical process control enables the analysis of manufacturing performance over time to identify performance issues, improve quality, and increase customer responsiveness. Find out how role-based KPIs in a Web-based dashboard can be used to more effectively assist in responding to unplanned events and understanding root cause of production problems. Discover how SAP Manufacturing Performance Management can increase visibility across the business and help manage changes to products, manufacturing execution, and safety and environmental processes.

## Product development and lifecycle management

### Case study

#### How Solo Cup retooled its product engineering with SAP Product Lifecycle Management

Carol Rascia, Solo Cup

Review Solo Cup's SAP Product Lifecycle Management (SAP PLM) journey to see how implementing SAP PLM as a single source of product information has contributed to greater productivity, increased customer satisfaction, and aided in quicker time to market. Get lessons learned for managing SAP PLM data conversion processes, including tips for loading and formatting data files and understanding technical skill sets required. Find out how Solo Cup introduced a centralized specification system for "one source of truth" by consolidating disparate systems, eliminating duplicate data, and improving process efficiency. Hear the challenges Solo Cup faced when configuring Windows Word Processor Integration (WWI) and get tips for utilizing WWI to create meaningful reports. Learn how Expert Server can be used to minimize or eliminate custom code and see examples of how key calculations are performed. Discover what's next for Solo Cup and hear how they plan to integrate their complete Product Engineering life cycle (engineering BOMs, packaging) using SAP PLM.

#### A guide to the latest recipe development functionality from SAP and its integration with manufacturing

Dan Bender, SAP Labs

Examine the latest SAP recipe development functionality designed to integrate product and process formulations for the process and consumer industries. See how the latest release of SAP recipe development potentially offers a more user-friendly and functionally rich experience through the use of Web Dynpro technology. Learn the best ways to use this solution to support your product formulation, product specification, and product labeling needs. Examine new usability and functional features, such as searching, recipe ingredient optimization, mass change, multi-formula editor, and handover-to-manufacturing capabilities. Come away with an understanding of how SAP recipe development is evolving from a system of record to a process and data enablement solution.

#### A detailed guide to balancing and aligning project portfolios with SAP Portfolio and Project Management

Markus Rosemann, SAP AG

This session offers insight to help you improve phase-gate product development processes using SAP Portfolio and Project Management. See how the latest solution architecture has been updated to improve product data flows. Find out how to close the loop between portfolio management, operational project management, and resource management. Learn how to better manage and govern the front end of continuous product and service innovation using decision flow management and idea management. Step through a demo that illustrates closed-loop resource management functionality and how it supports efficient staffing processes and the optimal management of phase-gate processes.

#### A comprehensive look at how SAP supports continuous product and service innovation

Markus Rosemann, SAP AG

This session provides insight into a new set of extended business processes SAP supports in the area of continuous product and service innovation (CPSI). Find out how to leverage SAP functionality to improve responsiveness to market trends and customer needs. Leverage the right resources and expertise across the enterprise and business network, execute efficiently, and consistently manage performance. Examine how SAP BusinessObjects solutions can be used to aggregate and analyze product performance measurements, project pipeline information, operational metrics, market trends, and competitive and customer intelligence. Learn new ways to improve the ongoing selection, scoring, monitoring, and review of interdependent project ideas, schedules, resources, and workflow. Find out how to support integrated concept development to transform an idea into a product. View a demo of a product and service performance dashboard, and determine whether you could use it to assess the strategic impact of your new product initiatives and investments.



#### What's new with SAP PLM 7.01 engineering change management in SAP enhancement package 5

Shobhit Singhal, LeverX

Take a detailed look at the latest SAP PLM 7.01 engineering change management (ECM) capabilities delivered as part of enhancement package 5. View a demo of the new features for SAP PLM contained in enhancement package 5, including the Engineering Record, improved enterprise search capabilities, and new user interface and usability enhancements that leverage SAP NetWeaver Business Client. Review the technical underpinnings of the Engineering Record object, including its extension capabilities and the ad hoc workflow functionality using process route. Get an overview of change management processes in SAP PLM, the differences in change management between SAP ERP and SAP PLM 7.01, and the infrastructure required to implement it. Prepare for your own ECM project with an in-depth review of a real-life SAP PLM 7.01 customer implementation experiences to get tips and valuable lessons learned.

### Insider discussion forum

#### Lessons to accelerate your SAP Product Lifecycle Management (SAP PLM) deployment

Alan Mendel, LeverX

This forum offers you the opportunity to hear how other companies scope and implement their SAP PLM deployments. Exchange ideas for migrating engineering data and documents from existing legacy systems to SAP PLM. Get advice from other SAP customers for accelerating time-to-value. Find out how your peers allocate resources for their implementations and secure executive support for their SAP PLM implementation.

Track 11 continued on next page

## Case study

**A single source of truth — Lessons learned from SCA Hygiene Products AB's ongoing journey to global product lifecycle management***Freddie Pantzar, and Katara Davis, SCA Hygiene Products AB*

This case study offers best practices and lessons learned from the evolution of the product lifecycle management (PLM) processes and systems at SCA Hygiene Products AB, a global consumer goods and paper company. Learn how SCA Hygiene Products AB leverages SAP PLM to support Lean and Six Sigma initiatives, improve data consistency, reduce waste, and support a single source of truth in product development. Explore the four components to SCA Hygiene Products AB's PLM core beliefs — quality, cost, time to market, and product innovation — to understand how they are integrated in all aspects of the end-to-end PLM process. Review SCA Hygiene Products AB's SAP landscape to understand how its PLM processes integrate with material management, production planning, and financial applications. Understand how SCA Hygiene Products AB uses SAP as an integrated platform to align business processes with PLM and to link its new product introduction processes (NPI) with the supply chain. Get important lessons learned to drive the success of your PLM project, including tips for harmonizing PLM processes, securing management and end user commitment, and managing organizational change challenges.

## Case study

**Beyond the rollout — Lessons learned from recipe management at ConAgra Foods***Beth Perry, ConAgra Foods*

Gain an insider's "next step" perspective on what worked and what didn't as ConAgra Foods continues to evolve and enhance their SAP Recipe Management implementation. Examine the objectives of the SAP Recipe Management implementation, and how the results actually compared. Review ConAgra's business processes and configuration and see how the solution was adapted from the intense, high-pressure roll-out schedule and applied for daily work activities and ongoing maintenance. Understand why process instruction (PI) sheets derived from master recipes didn't meet all of an operational plant's needs. Take a deeper dive into the SAP Recipe Management reporting functionality, and see how ConAgra Foods has integrated SAP BusinessObjects and Document Management System (DMS) as part of its recipe management portfolio. Look at a third-party solution that ConAgra Foods used to mass load and mass update recipe management data, freeing the product development team from time-consuming data entry tasks.

**A best practice project approach to implementing SAP Recipe Development***Nico Bonthuys, Linx/AS*

This session explores the evolution of recipe and formula management across process industries and within SAP solutions and provides practical advice to ensure a successful SAP Recipe Development implementation. Understand how to address the key factors that can impact your Recipe Development and SAP PLM project timeline, including the state of raw material specifications, compliance issues, and end-user expectations. Learn the importance of aligning product development with manufacturing by integrating your R&D recipe structure with your manufacturing recipe structure. Find out how to integrate compliance checking into the product development process and how to properly design a change process for existing recipes. Come away with best practices for sharing, exposing, and collecting product and specification data between external partners like suppliers, contract manufacturers, design agencies, co-developers and co-packers. See a demo of key SAP Recipe Development features and functions to understand how it integrates with your overall SAP PLM implementation and strategy.

**Deploying document management effectively across your enterprise***Eric Stajda, LeverX*

Review your user interface options for managing critical product development documents in SAP, and learn how to migrate from a SAP GUI-based document management system to the more user-friendly and intuitive SAP Easy Document Management application. Examine key functions of out-of-the-box SAP Easy Document Management — a part of SAP ERP — such as enhanced public and private folder structures, drag-and-drop, and "send document" capabilities. Find out how to customize layouts and display screens, and add additional functions to SAP Easy Document Management that support your business requirements. Get tips on how to install SAP Easy Document Management and review relevant registry entries that control key functions of the tool. Learn what to watch out for when dealing with document classification, specifically object dependencies and check tables. View a live demo of key interfaces to SAP DMS, including SAP PLM 7.01 and SAP Easy Document Management. Come away with an understanding of the visualization capabilities offered in SAP DMS, including Right Hemisphere's visual enterprise technology.

**Expert guidelines to leverage substance volume tracking functionality to achieve integrated compliance control for SAP logistics***Dave Wong, Linx/AS*

Understand the SAP Environment, Health, and Safety Management (SAP EHS Management) substance volume tracking (SVT) functionality (often associated with the Registration, Evaluation, Authorization, and Restriction of Chemical substances [REACH] regulation), and see how it can be applied across other key control scenarios. Look at how SVT's baseline functionality (tracking substances and monitoring thresholds) can also be leveraged when implementing checks and controls over purchase orders and sales orders. Learn the technical framework required for SVT deployment. View a demo that illustrates the SAP specification database and its critical relationship to the SAP ERP integration points from production (production and process orders), to purchasing (purchase requisitions, orders, stock transfers), to sales and delivery. Look at the ways SVT can be used to mitigate other regulatory risks for export notification, controlled substances, and more.

*Track 11 continued on next page*

### Empower product development teams with integration to CAD and other authoring tools by SAP

Dr. Stephan Kohlhoff, SAP AG

This session provides a comprehensive look at SAP's CAD Desktop user interface. Learn how this solution allows you to edit document-based structures using a CAD interface, both in the CAD system and from your SAP system. Understand how CAD Desktop enhances process integration, increases collaboration, improves access to relevant information, and lowers costs by enabling a single source of truth for product engineering. See how SAP integrates multiple CAD systems in the engineering process, enabling you to manage CAD files and leverage design information directly in SAP. Understand how to utilize authoring tools like Mechanical CAD to provide an important source of product information like drawings, 3-D-models and BOMs. Get tips for tightly integrating disparate CAD sources into an overall product development or change process. Come away from this session with a solid understanding of SAP's current CAD Desktop roadmap and its strategy for future CAD integration.

### A new way to synchronize engineering with manufacturing

Dr. Stephan Kohlhoff, SAP AG

This session provides insight into a new, differentiating application designed to close the gap between product development and manufacturing. Examine how Product Structure Synchronization (PSS) links the engineering bill of materials (eBOM) to the manufacturing bill of materials (mBOM), providing a critical interface between plant-independent and production-specific structures, eliminating time-consuming function vs. assembly sequence conflicts and production validity concerns. Find out how PSS enables both parties to maintain independence, allowing engineers and production planners a way to generate changes in real time, integrating the release and change process without impacting each other. View a demo that shows the way PSS compares both BOMs and allows the user to discern what changes to synchronize, using SAP PLM Web-based user interface as the front-end, role-based display. Get details about the new Rapid Deployment Solution (RDS) for product structure synchronization you can leverage to reduce implementation time and cost.

### What you need to know before you implement SAP Product Lifecycle Management (SAP PLM) 7.01 — Lessons from early adopters

Eric Stajda, LeverX

Based on real-life implementations, this session offers tips and lessons learned to help you plan for an SAP Product Lifecycle Management (SAP PLM) 7.01 implementation. Learn how to prepare your existing SAP landscape for SAP PLM 7.01, including the necessary service pack, enhancement pack, and infrastructure requirements. Review the pros and cons of the various options for accessing SAP PLM 7.01, including SAP NetWeaver Business Client, SAP NetWeaver Portal, and Internet Explorer. Compare and contrast SAP PLM 7.01 and SAP ERP 6.0 PLM features and come away with an understanding of the differences between the new Right Hemisphere viewer and the ECL viewer. Understand the skill sets you'll need to implement SAP PLM 7.01, including Web Dynpro for ABAP™ and SAP Workflow, to leverage the new Process Route capabilities. Learn how and when SAP ERP 6.0 is integrated with SAP PLM 7.01 and get tips for setting up the Universal Work List (UWL) for workflow execution.

#### Case study

### A look at how Colgate-Palmolive integrates portfolio and project management to align IT and business

Christopher Bardi, Colgate-Palmolive

Get an insider's view on how Colgate-Palmolive leverages the SAP solution for portfolio and project management, SAP Portfolio and Project Management 5.0. Understand how Colgate-Palmolive's IT project portfolio planning and resource management processes are a key contributor in ensuring business and IT goal alignment. Learn about Colgate-Palmolive's implementation of a global PPM process which resulted in an end-to-end solution helping to drive and support standardization. Understand how Colgate-Palmolive integrates SAP BW, SAP BusinessObjects Explorer™, and SAP Portfolio and Project Management to analyze projects and resources.

### How to enable better communication and collaboration with embedded visualization in SAP PLM, Manufacturing and Service

Dr. Stephan Kohlhoff, SAP AG

Learn how SAP is integrating 3-D model-based visualization and communications technologies from Right Hemisphere to enable visual navigation and interrogation of an entire product or asset in a single environment. Learn how to leverage visual design navigation solutions to provide up-to-date, real-time walk-throughs on any size product model. Understand how visual manufacturing solutions that provide easy to understand, step-by-step manufacturing procedures can be integrated with manufacturing execution systems. Find out how to utilize visual service and support applications to efficiently generate and update technical publications and training materials. Learn how visual sales and marketing solutions can be used to provide 3-D or illustrated parts catalogs, as well as the generation of hyper real product imagery. Come away from this session with an understanding of how SAP's visual enterprise solutions can potentially reduce time to market, increase productivity, and improve information quality.

### Accelerate new product design and development, and streamline service orders using cloud and mobile technologies

Alan Mendel, LeverX

Learn how to leverage cloud computing and mobile access technologies together to achieve improved supplier and customer communication throughout the new product design and development process. Find out how to integrate Google Enterprise, as well as iPad and iPhone applications, with your SAP system. See different process-based scenarios that illustrate how to publish the bill of materials (BOMs) to suppliers via Google Enterprise. See how to acknowledge supplier requests for creating new material masters in SAP, or negotiate the delivery of components. See how to access a product's bill of materials via iPad. Learn how to capture service issues via a mobile photo using the iPhone, and check into the SAP Easy Document Management application on-the-go to quickly initiate service orders. Also, learn how to manage approvals and change requests and authorizations via Adobe Forms.

# Implementations, upgrades, and technology updates

*Special sessions to help guide your technology decisions and implementation and upgrade projects*

## SCM

- An up-to-date look at SAP's vision for mobility in supply chain management Page 14
- Should you, could you, and why would you upgrade to SAP SCM 7.1 Page 15
- New deployment offerings to get your supply chain management solutions up and running fast Page 15
- Leveraging Duet Enterprise to integrate demand planning with Microsoft Office and SharePoint Page 15
- Case study: The top lessons learned from Hallmark Cards' SAP APO implementation Page 16
- Case study: The road to SCM for buyers – Lessons learned from Intel's implementation of SAP SCM for raw material planning Page 16
- What's new in SAP APO and SAP Supply Network Collaboration (SAP SNC) enhancement package 1 Page 17
- A first look at the new SAP SNC rapid deployment solution for customer collaboration Page 21
- What's new in SAP Extended Warehouse Management (SAP EWM) 7.0 enhancement package 2 Page 25
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## Transportation Management

- Lessons from early adopters of SAP Transportation Management 8.0 — What you need to know before you implement Page 31
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## PLM

- A guide to the latest SAP tools to improve quality and compliance Page 33
- What's new with SAP PLM 7.01 engineering change management in SAP enhancement package 5 Page 39
- A best practice project approach to implementing SAP Recipe Management Page 40
- What you need to know before you implement SAP Product Lifecycle Management (SAP PLM) 7.01 – Lessons from early adopters Page 41

## Manufacturing

- An up-to-date guide to the latest production planning and detailed scheduling (PP/DS) functionality and deployment options Page 35
- An introduction to the latest mobility solutions for manufacturing Page 37
- Assess a new deployment package to get SAP MII solutions for batch manufacturing up and running fast Page 38

## Procurement and Supplier Management

- Live demo: SAP's solution to achieve data enrichment and cleansing on demand Page 28
- Live demo: A first look at SAP Supplier Lifecycle Management Page 30

## Valuable take-home resources and demos

The Logistics and Supply Chain Management 2012 event is co-located with CRM 2012, PLM 2012, Procurement and Supplier Management 2012, and Manufacturing 2012. As an event attendee, you will receive take-home materials and online access to every conference presentation, and expert guidelines and recommendations that will expedite your activities throughout 2012 and into 2013.

All conference attendees will receive instructions prior to the event for joining Insider Learning Network. **Membership is free.** By joining, you can access, download, or print all the conference presentations and take-home resources.

ADDED BONUS! Join Insider Learning Network today and get free access to *SAPinsider* and *insiderPROFILES*, as well as hundreds of independent articles, blogs, podcasts, and conference groups where you can start networking with other conference attendees prior to arriving in Orlando.

This list is just a sample of some of the invaluable take-home resources available to conference participants:

- A white paper outlining the steps necessary for creating a comprehensive spend management strategy
- A matrix mapping the components of the spend management framework to SAP applications
- A list of standard SAP transactions and analytical reports you need to know in order to reduce supply chain costs and manage improved service levels
- An S&OP handbook that contains examples of best practices and documents you can use in your organization
- A document outlining SAP NetWeaver BW data modeling guidelines
- An example of a process chain for loading purchase order and receipt data into SAP NetWeaver BW
- Technical SAP SCM deployment prioritization configuration and development project documentation
- Detailed configuration documents containing the steps required to create and utilize capacity evaluation profiles
- An undocumented collection of error messages common to data transfers with CIF, along with hard-learned fix-it techniques that will save you time and effort
- Step-by-step documentation and screenshots of the transactions used in production supply area processes
- A list of transaction codes and reports to assist in controlling and reporting on your systems sales order entry process and to consistently measure improvement
- A decision matrix to help you map your requirements against both storage unit management and handling unit management options
- A checklist of questions you can use to evaluate software-as-a-service providers
- A list of preconfigured SAP Event Management business process scenarios
- Templates that you can apply to your own environment to help control scope and streamline your SAP PLM deployment

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# Logistics and Supply Chain Management 2012

Strategies • Best practices • SAP updates • Skills development

Conference rates	Full Event (Conference and Jumpstart Day) March 18-22, 2012	Conference Only March 19-22, 2012	Jumpstart Day Only March 18, 2012
Pay by January 20, 2012 (save \$300)	\$2199	\$1899	\$699
Pay by February 17, 2012 (save \$200)	\$2299	\$1999	\$699
Pay by March 17, 2012 (save \$100)	\$2399	\$2099	\$699
Pay On-site	\$2499	\$2199	\$799

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## Educational and networking opportunities



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Expand your skills and knowledge by learning from the top experts at SAP, independent consultants, and your industry counterparts.

### Jumpstart Day

Take advantage of comprehensive sessions to build skills and increase your logistics and supply chain management IQ. Obtain best practices and hear the latest product updates. Attend introductory sessions if you are new to the SCM functionality in SAP.



### Ask-the-Experts

Sit down one-on-one with the leading experts to ask questions and get detailed, authoritative answers.



### Live logistics and supply chain management solution demonstrations

See demonstrations and hear directly from SAP and leading vendors about SCM innovations and their impact on SAP applications you want to extend, develop, or introduce to your employees and customers.

### Customer-led case studies

Take away best practices and methodologies taught by the companies that practice them. Learn from highly experienced SAP customers to solidify your own strategies and tactics.



### Exhibit hall receptions

Interact with the best and the brightest minds working with SAP software. Build a lasting network of peers and meet with leading product and service vendors.



### SCMeXPERT LIVE

This popular forum offers attendees the opportunity to meet leading authors from SCM Expert and discuss topics from recent articles. Follow the framework of the article as the author guides you through the most important parts. You're not just a reader — you're a participant.

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