Empowering the Modern Value Chain

February 3–5, 2014
Convention Center, San Jose, CA

Oracle Value Chain Execution (VCE)

Featured Speakers

Geoffrey Moore
Renowned author, speaker and advisor

Mark Hurd
President, Oracle Corporation

Jim Lebs
VP, Supply Chain, Sonic Drive-In

Jane Barrett
GVP, Gartner Supply Chain Research

Kevin Uhls
Dir, Supply Chain IT & ERP, GE Appliances

Brad Webb
Team Oracle USA Member

Are you taking a fresh look at your execution-related processes and searching for the right learning opportunity? Look no further! The Value Chain Summit held February 3-5, 2014 in San Jose, California, is the top Oracle supply chain event of the year, and the most effective way to build your team's knowledge, network, and excitement.

Value Chain Summit Overview

The Oracle Value Chain Summit brings together more than 1,000 business professionals to learn how smart companies are transforming their supply chains into information-driven value chains. This unparalleled experience will empower you with the knowledge to drive innovation and maximize revenue. Choose from more than 200 sessions covering nearly every aspect of the supply chain: Product Value Chain, Procurement, Maintenance, Manufacturing, Value Chain Execution, and Value Chain Planning. New this year is a Cross Value Chain track, an integrated view across all areas.

Value Chain Execution Solution Area

The Value Chain Execution Solution Area features four tracks of sessions covering industry trends, best practices, customer case studies, and product strategy insights for Oracle's Value Chain Execution products. Attendees will also have the opportunity to network with their peers, review complementary products and services from Oracle's partners, see product demonstrations, and talk to Oracle product experts to learn actions they can take to improve their operations today.

Track: Transportation Management

Learn how to reduce freight costs, increase on-time shipment delivery, increase asset utilization, and improve supply chain visibility with Oracle's transportation management solutions.

Track: Warehouse Management

Learn how to maximize warehouse resource producivity, reduce material handling costs, increase inventory accuracy, and improve customer service with Oracle's warehouse management solutions.

Track: Global Trade Management

Learn how to minimize trade complianc risk, decrease total landed costs, accelerate order cycle times, and improve supply chain visibility with Oracle's global trade management solutions.

Track: Order Management

Learn how to orchestrate omni-channel commerce, increase customer service, improve order fulfillment accuracy, and maximize revenue with Oracle's order management solutions.

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ORACLE VALUE CHAIN SUMMIT SIDE-BY-SIDE AGENDA

MONDAY FEBRUARY 3, 2014	
DAY & TIME	**TITLE & DESCRIPTION**
M 3:00 – 5:30p	Opening General Session featuring Jane Barrett, GVP, Supply Chain Research group of Gartner who will discuss how companies successfully differentiate using modern value chain techniques. Also featuring Ian Burns, member of Team Oracle USA, who will share his insights into what produced one of the greatest come-from-behind wins in sporting history.
M 5:30 – 7:00p	Welcome Reception featuring America's Cup Trophy

TUESDAY FEBRUARY 4, 2014	
DAY & TIME	**TITLE & DESCRIPTION**
T 7:00 – 8:00a	Breakfast
T 8:00 – 10:40a	General Session featuring Geoffrey Moore, renowned speaker and business advisor as well as author of the highly influential books *Crossing the Chasm* and *Escape Velocity*, and Oracle President Mark Hurd.
T 10:55 – 11:40a	Solution Area General Session: Value Chain Execution Solution Area Title: Oracle Value Chain Execution: Empowering the Modern Value Chain
T 11:40 – 12:25p	Solution Area General Session: Value Chain Execution Solution Area Title: Looking At the Cloud From Both Sides Now
T 12:25 – 1:25p	Lunch **Value Chain Execution Roundtables:** Opportunity to network with your peers and Value Chain Execution experts • Transportation Management • Warehouse Management • Global Trade Management • E-Business Suite Order Management **VCE Theater Demo** • 1:00-1:15p Logistics Simulation and What if Analysis w/ Oracle In-Memory Logistics Command Center

TRACK SESSIONS

T 1:25 – 2:20p	**Transportation Management** Driving Additional Value in Transportation Management: Advances in Logistics Technology	**Warehouse Management** Warehouse Management: Strategy, Update and Roadmap	**Global Trade Management** Centralizing and Standardizing Global Classification at Cummins Featuring: Cummins	**Order Management** Global Fulfillment: Extend Order Management with Global Trade and Transportation Integrations

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T 2:25 – 3:20p	**Transportation Management** How to Create a Robust Fleet Management Solution using OTM as a Technology Enabler and the Lessons Learned when Upgrading OTM to 6.3.2 Featuring: Mutual Materials	**Warehouse Management** Endeca for WMS: Product Deep Dive	**Global Trade Management** Managing Customs Compliance in the U.S. and Beyond – Profiles of Oracle GTM Customers Worldwide	**Order Management** Achieve Business Success by Taking a Page from Consumer Ecommerce
T 3:20 – 4:05p	Networking Break **VCE Theater Demo** • 3:30-3:40p Mitigating Compliance Risk with Oracle Global Trade Management • 3:45-3:55p Optimizing Order Fulfillment with Oracle Endeca for Warehouse Management			
T 4:05 – 5:00p	**Transportation Management** Business Transformation: How OTM is Playing a Role in Transforming the World's Largest Startup Company Featuring: Dell	**Warehouse Management** Innovation in Warehouse Automation Featuring: Helen of Troy, Mod43	**Global Trade Management** Global Trade Management State of the Union: Industry Trends, GTM 6.3.3 Highlights and Future Development Roadmap Featuring: BPE Global	**Order Management** Achieving a Competitive Edge in Order Fulfillment: Case Studies
T 5:05 – 6:00p	**Transportation Management** Empowering Transformational Quote-to-Cash Methodologies in the Logistics Service Provider Industry Featuring: APL Logistics, Menlo Worldwide Logistics, Emerson, Schneider National	**Warehouse Management** Customer Panel: Warehousing Challenges & Best Practices Featuring: Snyder's-Lance, Boart Longyear, Garmin	**Global Trade Management** The Content Connection: World-Class Trade Data "Out of the Box" in Oracle GTM Featuring: CUSTOMSInfo	**Order Management** Oracle E-Business Suite Order Management: Strategy, Update, and Roadmap
T 6:00 – 7:30p	Reception **VCE Theater Demo** • 6:10-6:25p Delivering Products & Enabling the Supply Chain with Oracle Transportation Management • 6:30-6:45p Optimizing Customs Processes with Oracle Global Trade Management			
T 8:00p	Private Invitation-Only Value Chain Execution After Hours Reception Sponsored by Oracle and CSC			

WEDNESDAY FEBRUARY 5, 2014	
DAY & TIME	**TITLE & DESCRIPTION**
W 7:00 – 8:00a	Breakfast
W 8:00 – 10:40a	General Session featuring compelling customer insights on empowering the modern value chain from Kevin Uhls, Director, Supply Chain IT & ERP, GE Appliances and Jim Lebs, VP, Supply Chain, Sonic Drive-In

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W 10:40 – 10:55a	Networking Break
W 10:55 – 11:40a	Solution Area General Session: Value Chain Execution Solution Area Title: High-Fidelity Logistics Scenario Management: From Dream to Reality!
W 11:40a – 12:25p	Solution Area General Session: Value Chain Execution Solution Area Title: Start Customer Service at Order Selection with a Voice-enabled Warehouse | Featuring Belron
W 12:25 – 1:25p	Lunch **Value Chain Execution Roundtables:** Opportunity to network with your peers and Value Chain Execution experts • Transportation Management • Warehouse Management • Global Trade Management • E-Business Suite Order Management **VCE Theater Demo** • 1:00-1:15p Optimizing Order Fulfillment with Oracle Endeca for Warehouse Management

TRACK SESSIONS

	Transportation Management	Warehouse Management	Global Trade Management	Order Management
W 1:25 – 2:20p	Enterprise Transformation, The Road to Logistics Mastery Featuring: Univar	Best Practices for Barcode Labeling from Oracle WMS Featuring: ATMI	Oracle Global Trade Management provides Export and Import Compliance and enhanced security screening for Abu Dhabi Aircraft Technologies and GE Power & Water	Agile Shipping in the Omni-Channel Era Featuring: Camelbak, OnTrac
W 2:25 – 3:20p	A Higher Intelligence: Simplifying the Complex with Better Transportation Analytics Featuring: Land O'Lakes	Staying Agile with Distributed Warehouse Management Featuring: UPMC (University of Pittsburgh Medical Center)	Global Trade Compliance: The Journey to a Better Solution Featuring: Beckman Coulter, Noble Energy	Order Management and Orchestration in the New Mobile Supply Chain
W 3:20 – 4:05p	Networking Break **VCE Theater Demo** • 3:30-3:45p Turning Your Transportation Data into Actionable Information			
W 4:05 – 5:00p	Managing Distribution Center - Outbound Fleets with OTM Featuring: Penske Logistics	Leveraging Metrics to Drive Logistics Performance Improvement Featuring: St. Onge	Introducing Oracle Global Trade Intelligence! The Newest Addition to the Oracle GTM Family	Managing Subscription Agreements in Oracle E-Business Suite Order Management
W 5:05 – 5:30p	Closing General Session			

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VALUE CHAIN EXECUTION TRACK SESSION DETAIL

GENERAL SESSIONS

TIME	TITLE	ABSTRACT	SPEAKERS
Tuesday 10:55 – 11:40a	Oracle Value Chain Execution: Empowering the Modern Value Chain	Oracle's Value Chain Execution products are used by organizations around the globe helping them deliver perfect order fulfillment while maintaining efficient logistics operations. Oracle's Value Chain Execution products are recognized market share leaders and this session will provide an overview of the business value delivered by these products in the areas of order fulfillment, transportation management, warehouse management, and global trade management. In addition, this session will review the market trends that are driving the product strategy and road map for Oracle Value Chain Execution.	Derek Gittoes, Vice President, VCE Product Strategy, **Oracle**
Tuesday 11:40 – 12:25p	Looking At the Cloud From Both Sides Now	Today's emphasis on cloud computing is the natural outgrowth of what the internet first enabled when it became commercially applicable in the 1980s. For supply chain management, cloud computing has now expanded into a variety of models and options, some offering exciting new opportunities and some offering extensions to what has already been proven over the past 20 years. This session will review successful cloud-based implementations by Oracle Value Chain Execution customers, explore new supply chain management opportunities enabled through cloud computing, and provide ideas for a successful cloud computing strategy.	Michael Lindsey, Director, Value Chain Solutions, **Oracle** Richard Toole, Executive Advisor, Innovative Strategies Group, **Oracle**
Wednesday 10:55 – 11:40a	High-Fidelity Logistics Scenario Management: From Dream to Reality!	Supply chains and their associated logistics networks are becoming increasingly complex with companies facing business challenges such as globalization, omni-channel commerce, supply chain risk mitigation as well as mergers and acquisitions. In this environment, strategic and operational scenario management is now central to creating a robust, resilient and profitable logistics network. Oracle In-Memory Logistics Command Center (LCC) is a breakthrough solution based on the market leading optimization capabilities of Oracle Transportation Management and the extreme performance of Oracle Engineered Systems. We provide an overview of LCC and show using specific use cases how it enables logistics scenario management with complete detail and accuracy.	Srini Rajagopal, Senior Director, Logistics Product Strategy, **Oracle**
Wednesday 11:40a – 12:25p	Start Customer Service at Order Selection with a Voice-Enabled Warehouse	Belron, the world's largest vehicle glass and repair company, has built a reputation for doing one thing really well. They dedicate their resources to superior customer service and highly skilled workers. This commitment to excellence makes efficient supply chain execution paramount. That's why Belron chose to implement Voxware VMS voice picking in their largest warehouse in Europe to complement their Oracle WMS. The result? A 20% increase in worker productivity, a 99.95% order accuracy rate, greater warehouse safety, and better visibility into the picking process. Attend this session to learn more about how Belron's top-end operation leverages Oracle and Voxware systems to remain the undisputed global leader on windshields.	John Cooper, Head of Logistics, **Belron** Gareth Giles Knopp, Vice President, Global Sales & Marketing Operations, **Voxware**

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TRANSPORTATION MANAGEMENT

TIME	TITLE	ABSTRACT	SPEAKERS
Tuesday 1:25 – 2:20p	Driving Additional Value in Transportation Management: Advances in Logistics Technology	Transportation management systems (TMS) have been helping companies control and reduce freight costs for the last 20 years, but many logistics organizations are being pressured to deliver additional supply chain cost reduction. This session will review the latest advances to the market leading TMS, and provide a roadmap for opportunities to reduce transportation expense while increasing service.	Srini Rajagopal, Senior Director, Logistics Product Strategy, **Oracle** Karl Baker, Vice President, Logistics Product Management, **Oracle**
Tuesday 2:25 – 3:20p	How to Create a Robust Fleet Management Solution using Oracle Transportation Management as a Technology Enabler and the Lessons Learned when Upgrading to OTM 6.3.2	OTM's Fleet Management capabilities enable the use of the internal fleet along with common carriers for efficiently managing transportation and minimizing costs. We discuss the complexities involved and our approach to defining business processes and configuring Fleet Management. Topics include setting up Hours of Service, multi-equipment configuration (equipment kits in 6.3.x), driver calendars (work, vacation, training etc), maintaining the inventory of fleet, fleet driver and equipment assignments etc. Additionally, we discuss the changes in OTM's 6.3.2 platform architecture, the do's and don'ts of upgrade and our lessons learned during the upgrade.	Guy DeFlorio, CIO, **Mutual Materials** Manoj Tirulapti, Director of Consulting Services, Americas, **MavenWire**
Tuesday 4:05 – 5:00p	Business Transformation: How Oracle Transportation Management is Playing a Role in Transforming the World's Largest Startup Company	Segmented Supply Chain? Outsourced Fulfillment? Business Model Transforming? Regional Architecture and Processes? Hear how OTM is helping Dell's Global Fulfillment & Logistics team make all of these transitions come together to help transform the company and deliver value to our customers and the bottom line.	Timothy Riley, Fulfillment Management, **Dell** Chris Peckham, Principal Product Strategy Manager, **Oracle** Gavin Lindsay, Project Leader, Product Management, **Oracle**
Tuesday 5:05p – 6:00p	Empowering Transformational Quote-to-Cash Methodologies in the Logistics Service Provider Industry	Leaders in the LSP industry are investing in information technology to automate and optimize critical enterprise processes so they can speed time to market, grow their service portfolio, increase operational efficiency, and have industry leading TMS platforms to power their logistics offerings. Oracle's Transportation, Global Trade and Warehouse Management platforms give LSPs scalable, configurable platforms to meet their complex operational needs. Oracle's Sales, Rating and Operations industry solution gives LSPs an integrated solution to address the quote-to-cash process. Get a quick overview of Oracle's solutions for the LSP industry, hear from leading LSPs about their use of solutions from Oracle, and get their insights on the challenges and opportunities for LSPs through an engaging panel discussion.	May Chew, Vice President, Technology Services, **APL Logistics** Steve Roche, Director, Transportation Products, **Menlo Worldwide Logistics** Don Sorg, Director of Logistics Solutions, **Emerson** Pat Krah, Director – Application Development and ESS, **Schneider National** Chris Peckham, Principal Product Strategy Manager, **Oracle** Sundar Swaminathan, Director, Travel & Transportation, Industry Solutions Marketing, **Oracle**

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Time	Title	Abstract	Speakers
Wednesday 1:25 – 2:20p	Enterprise Transformation, The Road to Logistics Mastery	Understand how to take full command of your logistics operation to truly transform your enterprise. Learn how to evolve from laggard to leader across all areas of your transportation management processes. Leverage integrated systems and data to drive continuous improvement in all functions of your transportation organization. Masters have flexible networks, underpinned by centralized transport planning and targeted investment in established technology.	Rick DeVore, Director - Transportation & Logistics, **Univar** Kathy Moore, CEO, **Eminent Group**
Wednesday 2:25 – 3:20p	A Higher Intelligence: Simplifying the Complex with Better Transportation Analytics	It is difficult to improve processes that you cannot monitor and measure. Given today's complexities in the supply chain, organizations are looking for better ways to analyze the abundant data they have at their fingertips. This session will focus on how Land O' Lakes has implemented a seamless and dynamic approach to navigating through their operational data and how transportation-focused business intelligence improves strategic logistics planning.	Adam Cloues, Professional Logistics Specialist, **Land O' Lakes** Gregg Lanyard, Senior Principal Product Manager, **Oracle**
Wednesday 4:05 – 5:00p	Managing Distribution Center-Outbound fleets with Oracle Transportation Management	OTM's Fleet Management capabilities can be used to manage a variety of different types of fleets - from over-the-road, long-haul fleets to regional to outbound local fleets. Come learn about the latest enhancements in OTM to specifically address issues pertaining to local, outbound fleet management. We will cover topics such as planning and executing static and dynamic routes, street-level planning and visualization of routes, stringing multiple shipments to form efficient driver/equipment routes, managing backhauls, etc. Also, hear first-hand from Penske Logistics on how they use the power of OTM and Fleet Management to efficiently manage dedicated contract carriage operations of varying degrees of complexity.	Chirag Patel, OTM Program Manager, **Penske Logistics** Dan Filetti, Manager, Logistics Product Management, **Oracle**

WAREHOUSE MANAGEMENT

TIME	TITLE	ABSTRACT	SPEAKERS
Tuesday 1:25 – 2:20p	Warehouse Management: Strategy, Update and Road Map	Logistics is quite literally where rubber meets the road in business. The rapid clip of change in recent years of market conditions, customer expectations, and business models have required logistics organizations to constantly innovate. This session presents Oracle's vision, recently released capabilities and roadmap for Oracle Warehouse Management including an overview of our newly released product - Oracle Warehouse Management Extensions for Oracle Endeca. If your organization cares about warehouse operations, optimizing performance and flawless execution, don't miss this session.	Susan Flierl, Product Strategy Director, **Oracle** Vidyesh Mishra, Sr. Director, Development, **Oracle**
Tuesday 2:25 – 3:20p	Endeca for WMS: Product Deep Dive	Learn how to improve your on-time shipping rates, reduce your warehousing costs, and increase your warehouse's labor productivity – whether sitting at a desk or working on the warehouse floor with a mobile tablet. This session on Oracle Warehouse Management Extensions for Oracle Endeca will demonstrate how in-memory access to real-time operational data can be used to improve planning and tracking your entire day's outbound work. Additional topics covered will include how information discovery can improve your warehouse storage capacity, slotting, and labor productivity.	Nitesh Arora, Sr. Principal Product Manager, **Oracle**

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Tuesday 4:05 – 5:00p	Innovation in Warehouse Automation	Targeted warehouse automation, such as automatic storage & retrieval systems, carousels, conveyors, pick-to-light, voice, and robotics is a growing area of warehouse innovation. New and more flexible solutions are emerging based on technical advances and market demand. Learn about Oracle Warehouse Management's ability to support warehouses with automation systems. Come hear how customers are applying a variety of automation technologies in their facilities running Oracle Warehouse Management.	Anil Johnson, Director of Enterprise Applications, **Helen of Troy** Nitesh Arora, Senior Principal Product Manager, **Oracle** John McKeehan, CEO, **Mod43**
Tuesday 5:05p – 6:00p	Customer Panel: Warehousing Challenges & Best Practices	With a single product, Oracle Warehouse Management meets the needs of customers with discrete manufacturing, process manufacturing, and distribution operations. Each of the customers in this panel will share the business challenges of their industry, the warehouse capabilities they required, and the benefits they achieved with Oracle Warehouse Management and Oracle Mobile Supply Chain Applications products.	John Greenwood, IT Business Manager for Supply Chain, **Snyder's-Lance** Craig Pinegar, Global Oracle Supply Chain Applications Manager, **Boart Longyear** Tim O'Donnell, ERP Manager, Order Fulfillment & Logistics, **Garmin** Mike Rudolph, Solution Architect – Warehouse Management, **Oracle**
Wednesday 1:25 – 2:20p	Best Practices for Barcode Labeling from Oracle WMS	More than ever, barcode labeling is becoming an essential component of your supply chain. Attend this session to learn how a Loftware customer has implemented an enterprise labeling solution with Oracle WMS to accelerate supply chain efficiency and cut costs. Attendees will take away lessons learned from this organization with regard to the value of business logic combined with labeling best practices and the impact it can have in maximizing your investment in Oracle WMS.	Babu Kosanam, Senior Manager – IT, **ATMI** Josh Roffman, Vice President, Marketing and Product Development, **Loftware**
Wednesday 2:25 – 3:20p	Staying Agile with Distributed Warehouse Management	In the world of increasingly complex IT environments, the concept of a global single instance, while it may provide the lowest total cost of ownership, may no longer be feasible for the growing global enterprise. The UPMC (University of Pittsburgh Medical Center) is one of the first PeopleSoft customers live on Oracle Warehouse Management! This session will bring together a comprehensive panel to discuss the new opportunities created with distributed Oracle Warehouse Management including: • The range of use cases for distributed warehouse management • The business drivers and business case • What's involved from an IT and an implementation perspective	James Huff, Manager, Supply Chain Systems & Solutions, **University of Pittsburgh Medical Center (UPMC)** Ken Coup, Oracle Functional Analyst, **UPMC** Rich Couchenour, Senior Architect, **UPMC** Bill Reilly Product Management Director, **Oracle** Larry Hoffman, VCE Sales Representative, **Oracle**
Wednesday 4:05 – 5:00p	Leveraging Metrics to Drive Logistics Performance Improvement	Continuous performance measurement is fundamental to sustaining fulfillment and delivery excellence. The challenge is in definition of the metrics that will accurately characterize performance in those areas that will differentiate your company from the competition. This presentation will provide attendees with a step by step approach for analysis of current metrics to: • Provide a basis for setting performance improvement targets • Identify the technology and systems that will facilitate improvement • Establish criteria for equipment and system investment justification • Build a framework for regular fine-tuning of logistics operations	John Hill, Director, **St. Onge** Mark Lewis, Director, Value Chain Execution, **Oracle**

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GLOBAL TRADE MANAGEMENT

TIME	TITLE	ABSTRACT	SPEAKERS
Tuesday 1:25 – 2:20p	Centralizing and Standardizing Global Classification at Cummins	By sharing the Item Classification implementation experience in Cummins, this session will explore and discuss best practice of strategizing Item Classification in a global organization, by controlling centrally and adapting locally in order to maximize the automation of Item Classification with minimal user intervention.	Kim Baumann, Corporate Functions IT - Enterprise Planning & Logistics , **Cummins** Dante Monroy, Functional Excellence Leader – Trade Compliance, **Cummins** Andrew Shang, Senior Consultant, **Oracle**
Tuesday 2:25 – 3:20p	Managing Customs Compliance in the U.S. and Beyond – Profiles of Oracle Global Trade Management Customers Worldwide	Learn how Oracle Global Trade Management (GTM) supports global companies in different industries and scales. Case studies will highlight different aspects of each implementation. For example, SAP ERP users in Europe and Brazil, Aerospace users in the U.S. & Middle East, Life Sciences companies in Europe and Japan, and Oil & Gas companies in the U.S. & Dubai.	Asli Yimenicioglu, Principal Product Strategy Manager, **Oracle** Lina Velasquez, Product Management Director, **Oracle**
Tuesday 4:05 – 5:00p	Global Trade Management State of the Union: Industry Trends, GTM 6.3.3 Highlights and Future Development Roadmap	Attend this session for a "state of the union" update from industry expert Beth Peterson on the latest trends in global trade business practices. Next, get a "sneak peek" and highlights of the newest GTM release 6.3.3, and a view into our strategic product roadmap focused on addressing competitive market needs.	Beth Peterson, President, **BPE Global** Rosalie Cmelak, Director, GTM Product Strategy, **Oracle**
Tuesday 5:05p – 6:00p	The Content Connection: World-Class Trade Data "Out of the Box" in Oracle Global Trade Management	This session will detail how Oracle Global Trade Management (GTM) enables users with "out of the box" content from our strategic content partner, CUSTOMSInfo. Emphasis will be on regulatory controls, restricted party and sanction lists, country tariff data, and documentation required for global shipments. With world-class content embedded seamlessly in GTM, your organization can streamline processes, reduce the need for manual research and entry, and make more strategic business decisions.	Ron Lackey, **CUSTOMSInfo** Shane Kemp, **CUSTOMSInfo** Asli Yimenicioglu, Principal Product Strategy Manager, **Oracle** Daniel Schoerner, Senior Product Strategy Manager, **Oracle** Carol Ann Roke, Principal Product Manager, **Oracle**
Wednesday 1:25 – 2:20p	Oracle Global Trade Management provides Export and Import Compliance and enhanced security screening for Abu Dhabi Aircraft Technologies and GE Power & Water	Join this session to learn how Abu Dhabi Aircraft Technologies (ADAT) and General Electric (GE) partnered with KPIT to implement Oracle Global Trade Management (GTM). KPIT managed the implementation for the 4.5 month project enabling ADAT to resolve challenges arising from a huge inventory of over 500,000 components which needed to be classified, monitored and managed. During the GE GTM project, KPIT was responsible for configuring the item classification process based on HTS code and CID (Customs Information Database) classification. Other GE GTM features include military compliance and embargo rules on specific countries, as well as the configuration of complex GTM screening agents. Learn how KPIT eliminated manual processes and helped ADAT and GE to optimize, automate, and monitor transactions. Attend this session to learn best practices for implementing Oracle GTM.	Phil Grgurich, VCE Practice Manager, **KPIT** Nikhil Gupta, **KPIT**

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| Wednesday 2:25 – 3:20p | Global Trade Compliance: The Journey to a Better Solution | CSC brings together a comprehensive panel of companies in a post implementation stage to discuss their Oracle GTM experience.
• The Importance of Global Trade Compliance
• Why The Oracle GTM Solution Was Selected
• Big Bang vs. Phased Approach – Two Companies Discuss Their Experience Post Go-Live | Carl Sandvik, Senior Manager IT, **Beckman Coulter**
Kelly Derden, **Noble Energy**
Vijay Chitiyala, **Noble Energy**
Tom Foerster, **CSC**
Dana Smalley, **CSC** |
| Wednesday 4:05 – 5:00p | Oracle Global Trade Intelligence! The Newest Addition to the Oracle Global Trade Management Family | Introducing the newest Oracle Global Trade Management (GTM) module, focused on providing embedded business analytics and customized intelligence to help companies make more strategic business decisions. Oracle Global Trade Intelligence is planned to debut with the release of GTM 6.3.3. See detailed examples of GTI in action for different scenarios. | Daniel Schoerner, Senior Product Strategy Manager, **Oracle** |

ORDER MANAGEMENT

TIME	TITLE	ABSTRACT	SPEAKERS
Tuesday 1:25 – 2:20p	Global Fulfillment: Extend Order Management with Global Trade and Transportation Integrations	Come learn how you can leverage Oracle's best-in-class logistics applications, Oracle Transportation Management (OTM) and Oracle Global Trade Management (GTM) to enrich your order capture and order fulfillment processes. This session will review the order-shipping-billing lifecycle and show you how you can incorporate the advanced capabilities of OTM and GTM through available packaged integrations.	Gregg Lanyard, Senior Principal Product Manager, **Oracle** Dan Schoerner, Senior Product Strategy Manager, **Oracle**
Tuesday 2:25 – 3:20p	Achieve Business Success by Taking a Page from Consumer Ecommerce	When it comes to ecommerce, customers have come to expect that the ordering experience is the same whether they are ordering for their business or for themselves. Businesses have also realized that they can lower selling costs by adding an ecommerce channel. This session will explore the similarities between consumer and business ecommerce and provide an overview of Oracle supply chain applications that provide key capabilities needed for any commerce solution.	Mark Carson, Director, Product Strategy, **Oracle**
Tuesday 4:05 – 5:00p	Achieving a Competitive Edge in Order Fulfillment: Case Studies	Companies worldwide are evolving their order fulfillment practices to better serve their customers. Retailers want to offer buy-anywhere/fulfill-anywhere omni-channel commerce to their shoppers. Manufacturers want to collaborate on customer demand through delivery across multiple company divisions and regions. Implementing new fulfillment processes like these used to mean customizing multiple applications and building point-to-point integration, making it even more difficult to adapt to future needs. Fusion DOO and GOP can support complex B2C and B2B order flows in a more flexible way. Through case study examples, we will show how these products can lower long-term costs and enhance competitive agility.	Matt Johnson, Senior Director, Product Strategy, **Oracle** Rajat Bhargav, Product Strategy Director, **Oracle**

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Tuesday 5:05p – 6:00p	Oracle E-Business Suite Order Management: Strategy, Update, and Roadmap	Join us in this session and learn about the latest advances, vision, strategy and direction for Oracle E-Business Suite Order Management. Discover how new innovative capabilities in Oracle E-Business Suite Order Management can help manage and improve visibility into order fulfillment to achieve flawless execution to meet revenue goals. Learn what solutions are on the roadmap for Oracle E-Business Suite Order Management that will enable its customers to drive competitive advantage through flexible fulfillment models.	Steve Tonas, Vice President, E-Business Suite Development, **Oracle** Maria Matheny, Product Strategy Director, **Oracle**
Wednesday 1:25 – 2:20p	Agile Shipping in the Omni-Channel Era	Omnichannel – The future of shipping. In 2014, there is much to be said for Omnichannel Shipping. What is it you asked? Well that's why you attended this interactive Order Management and Orchestration Track Session. We will cover: • Omnichannel – just what is it? Where did it come from? Why is it the next big thing? How can your company leverage the Omnichannel? • Omnichannel in practice (trying to confirm our current client) – How have customers benefitted from Agile with their knowledge of Omnichannel? What best practices can be attained/adapted from what Agile is doing with customers? • Omnichannel with a carrier – How does FedEx react to the Omnichannel? What do carriers offer their clients to improve and optimize their offerings?	Jeannine Sarragossa, Director of IT, **Camelbak** Mark Magill, Director of Business Development, **OnTrac** Noah Ostanik, **Owner**, Agile Networks
Wednesday 2:25 – 3:20p	Order Management and Orchestration in the New Mobile Supply Chain	Even in today's connected world many businesses are still struggling with a lack of real-time, accurate information. Siloed and inefficient processes have prevented companies from realizing the full potential of their ERP implementation. Problems are exacerbated as products leave your facility resulting in increasingly complex order management and orchestration requirements. Complete visibility from shop floor to end customer is harder to achieve without the right solution. Join this session to learn how mobility integrated into your existing enterprise software systems can help you optimize order management and fulfillment processes. You will hear a real-life example of how one innovative organization has utilized the power of mobility to transform their supply chain.	Jon Duncan, Mobile Enterprise Management Strategist, **DSI**
Wednesday 4:05 – 5:00p	Managing Subscription Agreements in Oracle E-Business Suite Order Management	Subscription agreements are an effective way to sell your services and products. Oracle's solution for managing subscription contracts supports subscription sells for both tangible and intangible items. Tangible items include magazines, collateral or any physical item that can be shipped through Oracle E-Business Suite Order Management. Intangible items can be collateral sent via e-mail or permission to access a web site for a defined period of time. Attend this session to learn best practices for managing the various types of subscription contracts in Oracle E-Business Suite.	Barbara Fox, Senior Director Product Strategy, **Oracle**

Register today!

Visit www.oracle.com/goto/OVCS to register and for more information.

CONTACT US

Send questions about the Value Chain Execution Solution Area at the Oracle Value Chain Summit to john.x.murphy@oracle.com

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