



ITxpo: CRM, ERP II, and Supply Chain Marketplace

ITxpo Marketplaces



— Joe Galvin, Research Director,
Marketplace Chair and GVP, Gartner

Leading Gartner Analysts:

Kimberly Collins	Yvonne Genovese	Derek Prior	Jeff Woods
Jeff Comport	James Holincheck	John Radcliffe	Brian Zrimsek
Joe Galvin	Michael Maoz	Adam Sarner	
Lee Geishecker	Scott Nelson	Andrew White	

Conference Content Aligned with Marketplace

Track: CRM: Refocused on Growth and Service Excellence (CRM)

Organizations worldwide will reassess their CRM priorities to take advantage of an economy poised for upturn through 2005. Three years of CRM initiatives focused on reducing the cost of sales, marketing, operations, e-commerce and customer service have generated remarkable efficiencies. In today's positive climate, the time is right to exploit and build on these gains. This track examines competitive strategies that will accelerate customer acquisition, develop loyalty, ROI, and on raising customer satisfaction levels as well as business performance. CRM program managers will see how top organizations focus on enterprise-wide CRM processes rather than siloed processes. With the drive to implement ROI-delivering CRM programs, this track will assist you to develop the right CRM strategy and then match that successful strategy with ROI-driving decisions in economics, staffing, vendor/service provider evaluation metrics. With the right roadmap, CRM programs succeed.

Lead Presentation:

CRM Scenario: The Current and Future State of Customer Relationship Management

Sessions:

- Customer Data Integration: Enabling a Single Customer View
- Customer Service for the Customer-Centric Enterprise.
- Marketing Powers the Customer-Centric Enterprise
- Moving Past CRM Failure Rates to Customer Centric Success
- Sales Analytics: Measuring, Predicting and Increasing Sales Performance
- Tutorial: Making Business to Consumer Websites work

Track: Enterprise Applications: Using Applications to Drive Growth (ESCM)

Business Applications, particularly those built around an ERP backbone are evolving fast. Traditional ERP and SCM thinking is no longer the right way to seize the opportunity of deploying readily integrated end-to-end business processes. This track will outline the evolution of such applications and give real world advice on how to benefit from this.

Lead Presentation:

Managing the Applications Portfolio: Goodbye ERP, Hello Portfolio Applications

Sessions:

- Corporate Performance Management: Information Driver for Successful Enterprises
- Enabling End-to-End Business Processes: The Vision and the Reality
- HR and Finance: New Requirements, New Technology
- Sensory Supply Chains: The Role of RFID in the Evolution of Sensing Across the Supply Chain
- Supply Chains: The Shift to Real-Time Demand Driven Operations
- Tutorial: Application Life-Cycle best practices: Avoiding the Pitfalls of Implementation and Upgrades

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Sample List of Attendees at CRM, ERP II and Supply Chain Sessions

IT Adv. Design Specialist3M	VP Strategy BI & Information ManagementMEAD JOHNSON NUTRIONALS
Director - Corporate and Retail SystemsAGRIBANK	Senior Manager of Information SystemsNISSAN
Systems DirectorALLSTATE INSURANCE	Director of Application DevelopmentONSTAR
ManagerBEARINGPOINT	Director - Network ServicesPALM BEACH COUNTY
Sr. Manager Information ManagementBRISTOL-MYERS SQUIBB COMPANY	Sr. VP of ITPENGUIN PUTNAM INC.
Business AnalystCARNEGIE-MELLON UNIVERSITY	Assistant Director - ITPRINCIPAL FINANCIAL GROUP
VP- Technical DirectorCHASE MANHATTAN BANK	CIORSA SECURITY
Director ITCRANE & COMPANY	COO/CIOSARA LEE
CTODEFENSE INTELLIGENCE AGENCY	VP SalesSTRATEGIC MANAGEMENT GROUP
SVP Business SolutionsEQUIFAX	IT ManagerTOM'S OF MAINE
Director - ISGENERAL MILLS	CIOUPS
SVPHARTE-HANKS	Manager of Marketing and CommunicationsVOLVO CORPORATE COMMUNICATONS
Director of E-BusinessIMPERIAL SUGAR COMPANY	Vice-President - Information SystemsYANKEE CANDLE COMPANY
Director of Information TechnologyJELLY BELLY CANDY COMPANY	
Director - ITLIFE CARE SERVICES	
VP Information TechnologyLOJACK	

Marketplace Theater Presentations:

Monday 6:50 pm

Marketplace Theater Presentation: Creating the Single Customer View with CDI: The Short Version

Surveys indicate one of the top CIO priorities is providing the business with a single view of the customer across multiple channels and business lines, harnessing multiple sources of operational and analytical customer data in multiple application systems and databases. This short presentation will introduce some of the technologies, architectures, processes and services that enterprises need to master and deploy to succeed in customer information management.

- John Radcliffe

Wednesday 1:15 pm

Marketplace Theater Presentation: Marketing Resource Management: Optimizing Operations and Resources

- Kimberly Collins

Wednesday 3:20 pm

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- John Radcliffe

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(as of 10/5/04)



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