Save $425 before 14 June

The World’s Most Important Gathering of Supply Chain Leaders

Reimagine Supply Chain: Fast, Forward, Focus

GUEST KEYNOTES

Lim Chin Chye
Vice President,
Haier Home Appliance Group
Haier

Dhaval Buch
SVP, Supply Chain, Asia, Africa, Russia
Unilever

12 – 13 August 2013
Melbourne, Australia
gartner.com/ap/supplychain
Reimagine Supply Chain: 
*Fast, Forward, Focus*

It’s time to reimagine the very way supply chains work

Global forces are making one thing clear: Supply chain leaders must drive transformation without delay, and emerge with value networks that are more agile, efficient and cost-effective than ever before. Join us at Gartner Supply Chain Executive Conference 2013 for the objective guidance and expertise today’s supply chain proficiency demands.

**Fast** — Quickly implement tactics, tools and methodologies required for higher levels of supply chain network agility and efficiency

**Forward** — Proactively move your supply chain ahead of the competitive curve with innovative strategies that deliver greater cost savings and market advantage

**Focus** — Identify the critical few supply chain initiatives that will deliver the most impact and business value for your enterprise

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Reimagine Multichannel Customer Fulfillment

Gartner is observing e-commerce growth rates are currently double brick-and-mortar projections. What will happen to distribution channels by 2015?
What’s new for 2013?

- **New event location** — we’ve moved from Sydney to Melbourne
- **Three brand-new tracks**
- **More networking**, starting earlier
- **New research**, including key findings from the Gartner inaugural, comprehensive **Chief Supply Chain Officer Study** — Learn what leading CSCOs consider to be their top opportunities and challenges for the coming year
- **All-new** guest keynotes, case studies and panel speakers
- **Engaging new session formats** including hands-on peer workshops and Magic Quadrant Theaters on the Solution Showcase.
- **Gartner’s leading supply chain analysts** — 10 in total — available for more one-on-one sessions. See which analysts cover your focus areas so you can meet with them on-site — page 6 for details

Supply chain is a critical priority for each executive on the supply chain leadership team across multiple roles and industries. Our 2013 agenda has you covered.

Who should attend

- Chief Supply Chain Officers and Other Senior Operations Executives
- Supply and Demand Planning Executives
- Sourcing and Procurement Executives
- Distribution and Logistics Executives
- Supply Chain IT Executives
- Manufacturing Executives
- Supply Chain Strategy Executives
- Supply Chain Transformation and Innovation Executives
- Field Service Executives

Industries

- Retail and Wholesale
- Food and Beverage
- Consumer Goods
- Chemicals and other Process Manufacturers
- High-Tech
- Life Sciences
- Government

See which companies are planning to bring their leadership teams at gartner.com/ap/supplychain

Register before 14 June and save $425. gartner.com/ap/supplychain or +61 2 8569 7622
The power of a collective experience

Gartner Supply Chain Executive Conference is a rare opportunity to exchange ideas and share experiences with your industry peers. With over 200 supply chain executives in attendance, you’ll learn what others are doing and why — with a new ability to apply principles and practices that are relevant to your organization’s needs. Plus, hear from the following visionary guests.

Gartner keynote

MIKE BURKETT
Chief of Research, Gartner Supply Chain Research
Reimagine Supply Chain — Fast, Forward, Focus

It’s time to re-imagine your supply chain and push the boundaries of conventional thinking. Incremental improvement won’t suffice to capitalize on the next wave of global growth. New markets present opportunity and emphasize the need to move quickly and to focus amid rising competition. Future supply chain leaders must engage business partners to drive new market growth while continuing to improve service levels and profits in existing markets. Senior analysts present Gartner’s most current research addressing the changes ahead and the capabilities required for supply chain to be the critical differentiator for global corporations.

Guest keynotes

DHAVAL BUCH
SVP, Supply Chain, Asia, Africa, Russia, Unilever

Dhaval is based in Singapore and currently heads the Unilever Supply Chain for Asia, Africa and Russia which has ~44,000 people operating 130 factories and 220 Distribution Centres and serves ~4000 customers. He also heads up Unilever Engineering Services which is responsible for deploying Unilever’s capital expenditure (~€2 billion/year) globally. Prior to this, he spent a year in London as the Senior Vice President, Supply Chain Strategy working with Unilever’s Chief Supply Chain Officer.

LIM CHIN CHYE
Vice President, Haier Home Appliance Group, Haier

Mr. Lim Chin Chye is currently Vice President of Haier Home Appliance group responsible for its supply chain. Prior to joining Haier in 2008, he had spent over 20 years in Hewlett-Packard Company Supply Chain and Manufacturing Operations. Currently, he heads Global Supply Chain for Haier Company’s Home Appliances Group in Shandong province of China. His responsibilities include supply chain strategy and networks; demand management; supply management; order management; factory operations and customer delivery.

Check back frequently for more guest speaker announcements at gartner.com/ap/supplychain

Why Gartner?

Gartner is the world leader in supply chain research and advice.
We deliver the insight supply chain executives need to transform their supply chains into demand-driven value networks.
Gartner provides insight supply chain professionals can’t get anywhere else on how to design, build and execute a demand-driven value network that maximizes productivity, minimizes risk and enables innovation.

Advance your initiatives through partnering with experts
- Get an unbiased, outside perspective on your supply chain key initiatives
- Leverage vertical-specific analysts to support the unique issues and complexities of your industry

Design and execute a road map for success
- Develop a strategy to transform a traditional, reactive supply chain into a demand-driven value network
- Build a sustainable and resilient supply chain

Run a world-class supply chain organization
- Utilize your resources more effectively by “extending” your team
- Use our research and toolkits to help educate the extended supply chain team
Reimagine your supply chain with the power of Gartner research, live — Plus, valuable networking opportunities

**Peer-to-peer**

Hot topic/industry networking and reception
To help you identify your peers who may be facing similar opportunities and challenges, we offer networking opportunities during session breaks, lunch, solution showcase receptions and analyst user roundtables.

**Analyst-facilitated sessions**

Gartner analyst one-on-one meetings
Schedule a private half-hour meeting with a Gartner analyst to consult about your opportunities and/or challenges. These complimentary consulting sessions fill up quickly — Reserve your meeting in advance using Agenda Builder at [ab.gartner.com/scc2a](http://ab.gartner.com/scc2a) or visit the one-on-one desk on-site at the conference.

Analyst-led roundtable discussions
Moderated by Gartner analysts, roundtables serve as ideal forums for exchanging ideas and best practices with your peers around a particular issue. Roundtables are reserved for end users only. Seating is limited and preregistration is required. See page 12 for topics and descriptions.

End-user case studies
Case studies bring practitioners’ valuable experiences to the audience and highlight best practices and lessons learned, as well as provide a description of strategy and approach, mistakes to avoid and how to measure success. Our 2013 agenda features case studies from leading supply chain executives.

**NEW! Workshops**
Small-scale, interactive, analyst-facilitated workshops drill down on specific topics with an actionable, how-to focus. Seating is limited and preregistration is required.
See page 12 for topics and descriptions.

**NEW! Magic Quadrant Theaters**
Attend theater-style presentations on various topics, including warehouse management systems, 3PLs, and supply chain planning tools.

**Solution providers**

Solution Showcase
Interact with leading solution providers to get answers to your questions and validate a shortlist of top vendors that best suit your organization’s needs across a variety of formats, including private face-to-face solution provider meetings that you can book in advance, evening drink receptions on the show floor and solution provider sessions with case studies.

Face-to-face sponsor meetings
Private, prearranged 30-minute meetings that will advance your projects and relationships, regardless of where you are in the buying cycle.

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Pre-event

Join more than 2,000 executives on our LinkedIn group and stay in touch year-round

#GartnerSCC
We’ve identified the analyst team by role, industry and focus area to help you plan in advance who to meet with at the conference this August.

Each year, Gartner supply chain analysts talk to and research the supply chains of thousands of companies. What we see, hear and write about runs the gamut from broad to specific. Our role is to provide you with the supply chain advice and expertise that is essential to drive your enterprise forward.

**Supply Chain Top 25**

- **Stan Aronow**
  Research Director
  FOCUS AREAS: High-tech and semiconductor, supply chain business and IT strategy, cost management

- **Mike Burkett**
  Research Vice President
  FOCUS AREAS: New product introduction, product life cycle management, new product innovation

**Logistics and Distribution**

- **Greg Aimi**
  Director
  FOCUS AREAS: Transportation management systems, warehouse management systems, supply chain visibility, logistics outsourcing

- **James Lisica**
  Research Director
  FOCUS AREAS: Transportation and distribution, global logistics, APAC 3PLs

**Supply Chain Innovation**

- **Matthew Davis**
  Research Director
  FOCUS AREAS: Consumer electronics, digital supply chain, supply chain segmentation, demand sensing and shaping

**Strategy and Leadership**

- **Steven Steutermann**
  Research Vice President and Conference Chair
  FOCUS AREAS: Consumer products, supply chain strategy, demand and trade promotion management, downstream data

**Supply Chain Planning**

- **Jane Barrett**
  Group Vice President
  FOCUS AREAS: Industrial and automotive, supply chain strategy and organization design, sales and operations planning

**Supply Management and Manufacturing**

- **Simon F. Jacobson**
  Research Vice President
  FOCUS AREAS: Manufacturing strategy and architecture, aligning manufacturing and supply chain performance, quality management, environmental, health and safety

Engage with the analysts at the conference during:

- Open and interactive presentations and conference sessions
- Analyst-led roundtables — See page 12
- A complimentary, private one-on-one session with the analyst of your choice to consult about your opportunities and/or challenges.
- Workshops — See page 12
### Monday 12 August 2013

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<tr>
<th>Time</th>
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<tr>
<td>07:30</td>
<td>Registration, Information and Refreshments</td>
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<tr>
<td>09:00</td>
<td><strong>Gartner Keynote:</strong> Reimagine Supply Chain — Fast, Forward, Focus</td>
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<tr>
<td></td>
<td>Mike Burkett, Chief of Research, Gartner Supply Chain Research</td>
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<tr>
<td>09:45</td>
<td><strong>Premier Sponsor Plenary</strong></td>
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<td>10:15</td>
<td>Refreshment Break in the Solution Showcase</td>
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<td><strong>Guest Keynote:</strong> Dhaval Buch, SVP, Supply Chain, Asia, Africa, Russia, Unilever</td>
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<td>The Future of Supply Chain, and the Five Imperatives for Getting There</td>
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<td>Matt Davis</td>
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<td>11:45</td>
<td>Moving Your Demand-Driven Journey Forward — Lessons from Gartner’s Retail Demand-Driven Study</td>
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<td>Mike Griswold</td>
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<tr>
<td>12:45</td>
<td>Attendee Lunch and Solution Showcase Dessert Reception</td>
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<tr>
<td>13:00</td>
<td><strong>Key Findings from the Gartner Chief Supply Chain Officer Study</strong></td>
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<td>Mike Burkett</td>
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<td>14:15</td>
<td>Jumpstart Your Supply Chain Risk Management Initiatives, Even on a Budget</td>
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<td></td>
<td>Stan Aronow</td>
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<td><strong>Roundtable:</strong> How to Build a Customer Profit and Loss</td>
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<td>Matt Davis</td>
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<tr>
<td>16:30</td>
<td><strong>Value Chain Transformation Revisited</strong></td>
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<td>Steve Steutermann</td>
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<tr>
<td>16:30</td>
<td>The “Yes, But . . .” Value Chain: The Path to Profitable Trade Outs</td>
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<td>Matt Davis</td>
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<td>17:30</td>
<td>Networking Reception in the Solution Showcase</td>
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<td>17:45</td>
<td><strong>Roundtable:</strong> Winning With Supplier Collaboration</td>
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<td></td>
<td>Kevin Sterneckert</td>
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<td>One Size Does Not Fit All When Developing Manufacturing Strategies for Emerging Markets</td>
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<td>Simon Jacobson</td>
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<tr>
<td>14:00</td>
<td>Multi-Tier Visibility is Now Table Stakes: Making Smart Bets on Upstream Supplier Visibility</td>
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<td>Greg Aim, James Lisica</td>
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<td></td>
<td>Mike Burkett</td>
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<td>16:30</td>
<td>Conference Close</td>
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Total supply chain transformation starts here

Three new agenda tracks with new research, speakers and objective advice to help you reimagine your supply chain in 2013:

A  Strategy and Planning
Reimagining supply chains starts at the top and requires a visionary but realistic strategy and informed planning. We’ll look at what it takes to advance your planning capability, transform your supply chain, and prepare for the supply chain of the future, drawing from several new global Gartner studies. We’ll look at risk management best practices and how planning excellence can drive improved demand insights, more successful product launches and optimized product portfolios.

B  Leadership and Innovation
Innovation will be key to the reimagination of your supply chain. We’ll focus on the breakthrough innovations that can propel you forward, including supply chain segmentation and cost-to-serve. We’ll also help you address key organizational and leadership challenges, including how best to leverage centers of excellence and how to tackle the continuing talent management crisis.

C  Supply Chain Management
For some, a reimagined supply chain will irreversibly alter how we design our global and local supply footprint. We’ll help you understand and prepare for these changes to advance the maturity of your manufacturing operations and supply management functions. We’ll also rethink global logistics strategies with an eye toward greater efficiency and higher systemwide visibility.

IT Virtual Track: Supply Chain IT
This collection of conference sessions and programs has a stronger IT orientation to them, and are well-suited both for supply chain IT executives as well as supply chain executives who want a stronger understanding of the IT underpinning their supply chain initiatives and processes.

What’s on gartner.com/ap/supplychain?

Agenda Builder: Personalize and organize your conference experience

Time is a critical resource, and managing it well throughout the event is essential. So it makes sense to schedule and coordinate all your sessions and activities with Agenda Builder — your online conference organizer. Use it to create and customize a curriculum aligned with your needs and interests, based on these criteria:

- Date and time
- Track
- Analyst and speaker profiles
- Session descriptions
- Session types
- Key initiatives
- Vertical industries

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The Future of Supply Chain, and the Five Imperatives for Getting There

We delve into the five imperatives for a supply chain transformation framework: 1) form a foundation; 2) focus on three imperatives; 3) fix the gap; 4) formalize the architecture; and 5) fund and follow. And we provide you details on how to implement these five best practices.

Matt Davis

Key Findings from the Gartner Chief Supply Chain Officer Study

We’ll review the key findings from Gartner’s inaugural, comprehensive study of chief supply chain officers (CSCOs), including what leading CSCOs consider to be their top opportunities and challenges for the coming year.

Mike Burkett

Value Chain Transformation Revisited

Developing the next level of capabilities for supply chain transformation requires a vision and then a journey. We’ll help you understand the transformation others have taken to improve their organizations’ capabilities, including talent development.

Steve Steutermann

Supply Chain Performance Management

We help you focus on the supply chain metrics that matter, and use those metrics to manage trade-offs across the end-to-end supply chain and deliver a profitable perfect order.

Jane Barrett

Demand Management Best Practices

We’ll look across ANZ and APAC at the best practices leading organizations are using when it comes to demand management and increasing the maturity of this discipline within their supply chains.

Debashis Tarafdar

Linking New Product Introduction and S&OP for Improved Product Launches

We’ll look at how successful supply chain organizations are strengthening the link between new product introduction and S&OP, resulting in improved trade-off decisions and more-successful product launches.

Jane Barrett, Debashis Tarafdar

Fast. Gartner predicts that by 2016 more than 40% of new logistics application purchases will be delivered through the cloud.
Moving Your Demand-Driven Journey Forward — Lessons from Gartner’s Retail Demand-Driven Study

Gartner’s study of 200 global retailers reveals how those retailers identify demand-driven opportunities, overcome challenges, and prioritize their activities as they move their demand-driven journey forward.

Kevin Sterneckert

Jumpstart Your Supply Chain Risk Management Initiatives, Even on a Budget

Does your management view improving resiliency and managing the risks across your supply chain as important, but doesn’t offer a large budget in support? We’ll describe how companies can take advantage of existing people, processes and technologies to move their supply chain risk management capabilities up the maturity curve.

Stan Aronow

Downstream Data: The Catalyst to Collaboration Among Trading Partners

Maturing your downstream data capabilities creates opportunities to better manage inventory, cost and service among trading partners. It also increases your opportunity to establish collaborative platforms and improve the bottom line.

Steve Steutermann, Kevin Sterneckert

Maximize Profitability: How to Integrate Cost-to-Serve and Supply Chain Segmentation

Demand-driven leaders profitably manage trade-offs that create differentiated value for customers. Some companies are segmenting supply chains to enable these trade-offs and integrating cost-to-serve analysis to manage profitability. We share an emerging innovation – “the menu of supply chain services” – used by several leading organizations as the connection for how to set differentiated cost/service goals and optimize complexity for maximum profitability.

Stan Aronow, Matt Davis

The “Yes, But ...” Value Chain: The Path to Profitable Trade Offs

Gartner’s five-stage Demand-Driven Value Network Maturity Model reflects the necessary journey through standardization to value-added differentiation and profitability. Segmentation has emerged as a critical stop along that journey. We show when to consider supply chain segmentation, how to assess readiness, the risks of implementation, and how to avoid reverting back to Stages 1 and 2.

Matt Davis

One Size Does Not Fit All When Developing Manufacturing Strategies for Emerging Markets

New demand opportunities have ignited the emerging markets frenzy and, by 2017, the emerging markets will have emerged. These markets — Asia, Eastern Europe, India and Latin America — offer more than the next low-cost destination. We’ll explore how strategies and tactics must morph for sustained capabilities and market longevity.

Simon Jacobson

Reimagine Supply Chain:

In Korea, Tesco enables consumers to buy groceries via pictures of virtual shelves from their mobile phones on the way to work and receive their entire order at home when they return in the evening.
The Five-Step Path to Supply Management Maturity: Transforming Sourcing & Procurement

Increase your team’s supply management maturity and multiply the value of sourcing and procurement to your company. Learn the five-step path to supply management functional maturity, and gain clarity on the key initiatives that define this step-by-step transformation journey.

Jane Barrett

A New Framework for Global Logistics Strategies

We reveal a new framework for designing, building and managing a global logistics strategy that matches the world’s macroeconomic, geographic and geopolitical realities today and into the future.

James Lisica

Scaling Production Systems to Drive Manufacturing Excellence

Consistency and reliability drive the need for common business processes across manufacturing operations. As companies revamp their production systems, the tradeoffs between enterprise standardization and local execution must be defined and managed.

Simon Jacobson

Managing Product Complexity: Path to Success

We’ll show concrete steps supply chain leaders can take to overcome process and organizational barriers to product complexity management.

Mike Burkett

Multi-Tier Visibility is Now Table Stakes: Making Smart Bets on Upstream Supplier Visibility

For many companies, significant chain execution risk is contained in multiple tiers of the upstream supply chain. Multi-tier supplier visibility and supplier collaboration have become critical to mitigating risk when upstream events don’t go to plan. Learn why and how to build visibility and enable supplier collaboration to create stakeholder value.

Greg Aimi, James Lisica

How to Build a Logistics Control Tower for Supply Chain Visibility

Building on last year’s discussion of supply chain visibility at a higher level, this year we’ll talk about two approaches to building a logistics control tower to achieve supply chain visibility.

Greg Aimi

Focus. Gartner predicts that, by 2016, less than 20% of companies will be able to provide end-to-end supply chain visibility.
Roundtables

Each analyst-led roundtable is an analyst-moderated, participatory session. An interactive sharing of best practices, attendees should arrive prepared to share at least one best practice or success story. This is the ideal forum for exchanging ideas with your supply chain peers. Roundtables are available to end users only, and capped at 12 participants. Preregistration is required.

Moving Your S&OP Performance From Stage 2 to Stage 3
With an analyst moderating, participants will share best practices in identifying their position on the S&OP maturity curve, and initiatives they’ve undertaken to move up the curve. This is an interactive sharing of best practices, and attendees should come prepared to share at least one best practice or success story.
Debashis Tarafdar

Maturing Your Demand Management Process
With an analyst moderating, participants will discuss demand management maturity and the process, people and technology steps required to improve demand management capabilities. This is an interactive sharing of best practices, and attendees should come prepared to share at least one best practice or success story.
Debashis Tarafdar

Workshops

These interactive workshops are presented by Gartner experts and provide an opportunity to drill down on specific how-to topics in an extended, small group environment. Workshops are available to end users only, and capped at 30 participants. Pre-registration is required.

Aligning Retail and Supply Chain Performance – The Retail Supply Chain Hierarchy of Metrics
By linking retail and supply chain metrics, companies can have a cross-functional approach to measuring end-to-end business performance. We’ll take workshop participants through the steps needed to align retail and supply chain performance, using the retail supply chain hierarchy of metrics as a guide.
Kevin Sterneckert

Best Practices of the Gartner Supply Chain Top 25
Leveraging learnings from the Gartner Supply Chain Top 25, participants will learn how to recognize and implement best practices of supply chain leaders to elevate the performance and role of the supply chain within their organization.
Stan Aronow
Special Offer:
Attend this August and gain exclusive access to supply chain insights all year!
Your paid conference registration includes Gartner Events on Demand — complimentary streaming access to recorded Gartner keynote and analyst presentations from our North American supply chain event that took place 21 – 23 May, in Phoenix, Arizona. Watch these global sessions from any Web-connected device! Visit gartnereventsondemand.com

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Reimagine the Healthcare Chain:
By 2017, smart buildings will apply behavioral analytics to correctly perceive health emergencies and request care virtually.

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View the supply chain video series
Matthew Davis, Director, Supply Chain Research, elaborates on what’s new and notable as well as this year’s conference theme, Reimagine Supply Chain: Fast, Forward, Focus

Behind the Scenes of Gartner Supply Chain Top 25 with Debra Hofman, Managing Vice President, Supply Chain Research

Industry Outlooks with Ken Ruggles, Managing Vice President, Supply Chain Research.
Visit gartner.com/ap/supplychain and click on Media Center.
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[Images of event participants]
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Phone: +61 2 8569 7622

Supply Chain Team Attendance Program:
Leverage more value across your organization

Knowledge creates the capacity for effective action. Imagine the impact on your organization when knowledge multiplies: common vision, faster responses, smarter decisions. That’s the Gartner Team Attendance effect. You’ll realize it in full when you attend a Gartner event as a group.

Team benefits

• Team meeting with a Gartner analyst (end users only)
• On-site team support: Work with a single point of contact for on-site team deliverables

Complimentary registrations

• 1 for every 3 paid registrations
• 2 for every 5 paid registrations
• 3 for every 7 paid registrations

For more information, email apac.teamsend@gartner.com or contact your Gartner account manager. Details at gartner.com/ap/supplychain.

Gartner event tickets

We accept one supply chain conference ticket as full payment. Please note that neither Gartner summit, Catalyst or Symposium tickets can be used. If you are a client with questions about tickets, please contact your Gartner account manager or call +61 2 8569 7622.

Interested in becoming a Gartner client?

Contact Alex Dawson
Phone: +61 02 9459 4636
Email: alex.dawson@gartner.com

Event Approval Tools

For use pre-event, on-site and post-event, our Event Approval Tools make it easy to demonstrate the substantial value of your Gartner event experience to your manager. They include a customizable letter, cost-benefit analysis, top reasons to attend and more.

Visit gartner.com/ap/supplychain for details

Venue and Hotel

Grand Hyatt Melbourne
123 Collins Street
Melbourne VIC 3000
Phone: +61 3 9657 1234
Fax: +61 3 9650 3491

Please visit gartner.com/ap/supplychain for details on special rates for hotel room booking.
Gartner
Supply Chain Executive Conference

12 – 13 August I Melbourne, Australia
gartner.com/ap/supplychain

See Inside:

New and notable in 2013 — page 3
Unparalleled networking opportunities — page 5
Meet 10 analysts — page 6

Alumni: Did you attend last year?
Scan for alumni benefits

Early-bird discount!
Register by 14 June 2013 to save $425 off the standard delegate rate! (see page 15 for details)

Gartner Supply Chain Executive Conference 2013 worldwide — gartner.com/events/supplychain

Phoenix, AZ
May 21 – 23

Melbourne, Australia
August 12 – 13

London, U.K.
September 23 – 24

The World’s Most Important Gathering of Supply Chain Leaders