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Reimagine Supply Chain: *Fast, Forward, Focus*

Five new agenda tracks to help you reimagine your supply chain in 2013

A Track A: Strategy and Leadership

Reimagining supply chains starts at the top and requires a visionary but realistic strategy — and savvy leadership. We look at what it takes to understand your maturity level, transform your supply chain and plan for the supply chain of the future, drawing from several new global Gartner studies. The sessions 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.

B Track B: Supply Chain Innovation

Innovation will be key to the reimagination of your supply chain. We help you home in on the few breakthrough innovations that can propel you forward, including supply chain segmentation and cost to serve, and provide a view on the most mature levels of orchestration across the entire value network. Exciting new content also helps you innovate in some of more difficult challenge areas for supply chains, including product and portfolio complexity and risk management.

C Track C: Supply Chain Planning

The maturity of your organization when it comes to end-to-end supply chain planning will pave the way to a reimagined supply chain. We help organizations determine where they sit on the updated five-stage Gartner S&OP Maturity Model, and how to move along it toward integrated business planning. We also show how planning excellence can drive more successful demand insights, product launches, optimized product portfolios and reduced inventory.

D Track D: Customer Service and Logistics

A reimagined supply chain will require global logistics rethinking and novel approaches to customer service. We reveal a new framework for global logistics strategies, show how to build a control tower for better visibility, and help you manage increasingly outsourced logistics networks. On the customer service side, we look at how to leverage the nexus of forces — social, mobile, cloud and information — for optimal customer service, as well as delve into multichannel fulfillment.

E Track E: Supply Management and Manufacturing

For some, a reimagined supply chain will irreversibly alter how we design our global and local supply footprint. We help you understand and prepare for these changes to mature your manufacturing operations and supply management functions. We look at how manufacturing and sourcing executives can balance global orchestration with local execution, and reveal best practices for contract-manufacturing management.

Virtual Track: Supply Chain IT

This collection of conference sessions and programs has a strong IT orientation and is well-suited both for supply chain IT executives as well as supply chain and operations executives who want a stronger understanding of the IT underpinning their supply chain initiatives and processes.

Team Attendance Program: Bring four or more, and save.

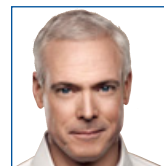
Your team will enjoy special benefits, including complimentary registrations and a private team consultation with a Gartner analyst.

Discount pricing details at gartner.com/us/supplychain

“The conference helps me step back from the day-to-day operations and think strategically about our supply chain. The keynote speakers and Gartner analysts are excellent.”

Director of Supply Chain

Guest Keynote Speaker



JIM COLLINS

Author and
Management Educator

Supply Chain Top 25 Celebration Dinner

Help us celebrate world-class supply chain achievement at a gala dinner in recognition of this year's **Top 25 winners** — and take away valuable how-to's that you can apply to your own supply chain challenges.

See what's new for 2013!

- New research, including key findings from the Gartner inaugural, comprehensive Chief Supply Chain Officer Study
- All-new guest keynotes, case studies and panels
- Engaging new session formats:

Workshops*

Participate in a more intimate, hands-on peer format, moderated by a Gartner analyst.

Five Magic Quadrant Theaters at Solution Showcase

Attend theater-style presentations on topics, including: warehouse management systems; transportation management systems; 3PLs; field service and supply chain planning tools; identifying and using supply chain metrics.

For workshop and Magic Quadrant topics, view the enclosed agenda snapshot.

Plus:

Analyst One-on-Ones*

Sit down with a Gartner analyst specialized in your supply chain discipline for up to two private 30-minute meetings on the topic of your choice — your chance to drill down on issues that are top-of-mind.

14 Analyst-User Roundtables*

Learn how your colleagues have tackled issues similar to yours in small-group discussions facilitated by a Gartner analyst.

For AUR topics, visit gartner.com/us/supplychain

There's never been a more important time to join the Gartner supply chain analyst team and more than 1,000 of your senior executive peers. **View the organizations that are attending as a team, at gartner.com/us/supplychain**

*Preregistration is required. End users only.

AGENDA AT A GLANCE

Visit gartner.com/us/supplychain for agenda updates and to register

Track A
Strategy and Leadership

Track B
Supply Chain Innovation

Track C
Supply Chain Planning

Track D
Customer Service and Logistics

Track E
Supply Management
and Manufacturing

MONDAY, MAY 20

2:00 p.m. Registration

TUESDAY, MAY 21

7:30 a.m. Registration and Attendee Breakfast

8:30 a.m. **K1. Gartner Keynote** Reimagine Supply Chain: Fast, Forward, Focus

9:15 a.m. **K2. Guest Keynote**

10:00 a.m. **Networking Break**

10:30 a.m. **A1.** Key Findings From the Gartner Chief Supply Chain Officer Study *Mike Burkett*

B1. Is There Life After Demand-Driven Value Networks? *Noha Tohamy*

C1. Supply Chain Performance Management *Debra Hofman*

D1. A New Framework for Global Logistics Strategies *James Lisica*

E1. Balancing Global Orchestration and Local Execution for Manufacturing Excellence *Simon F. Jacobson*

11:30 a.m. **Attendee Lunch and Solution Showcase Dessert Reception**

11:45 a.m. **Magic Quadrant Theater: Third-Party Logistics Providers (3PLs)** *Greg Aimi* (11:45 a.m. – 1:15 p.m.)

1:00 p.m. **W1.** Workshop: Imagine an Outcome-Focused Supply Chain — The New Frontier in Healthcare *Eric O'Daffer* (1:00 – 2:30 p.m.)

1:30 p.m. **A2.** The Future of Supply Chain and the Five Imperatives for Getting There *Matthew Davis, Stephen Stokes*

B2. Optimizing Product and Portfolio Complexity *Stan Aronow, Jan Kohler*

C2. Case Study: Deconstructing Integrated Business Planning *Noha Tohamy*

D2. The State of Supply Chain Management Technology *C. Dwight Klappich*

E2. Managing the Outsourced Supply Chain *Michael Dominy, Todd Applebaum*

2:30 p.m. **Break**

2:45 p.m. **Solution Provider Sessions**

3:45 p.m. **Break**

4:00 p.m. **A3.** Value Chain Transformation Revisited *Steven Steutermann*

B3. Supply Chain Segmentation: The Must-See Destination on the Demand-Driven Journey *Matthew Davis*

C3. Linking New Product Introduction and S&OP for Improved Product Launches *Jan Kohler, Jane Barrett*

D3. How to Build a Logistics Control Tower for Supply Chain Visibility *William McNeill, Christian Titze*

E3. The Five-Step Path to Supply Management Maturity: Transforming Sourcing and Procurement *Ray Barger Jr., Richard Adams*

5:00 p.m. **Solution Showcase Reception**

5:00 p.m. **Magic Quadrant Theater: Supply Chain Planning** *Tim Payne* (5:00 – 6:30 p.m.)

5:15 p.m. **Magic Quadrant Theater: Field Service Management** *William McNeill* (5:15 – 6:45 p.m.)

7:00 p.m. **Gartner Supply Chain Networking Reception**

WEDNESDAY, MAY 22

7:00 a.m. Registration and Birds of a Feather Networking Breakfast

8:00 a.m. **K3. Guest Keynote** *Jim Collins, Author and Management Educator*

9:30 a.m. **Networking Break**

10:00 a.m. **K4. Guest Keynote**

10:45 a.m. **Networking Break**

11:15 a.m. **Solution Provider Sessions**

12:15 p.m. **Attendee Lunch and Solution Showcase Dessert Reception**

1:05 p.m. **Magic Quadrant Theater: Transportation Management Systems** *C. Dwight Klappich* (1:05 – 2:35 p.m.)

1:30 p.m. **W2. Workshop: How Supply Chains Can Capitalize on Emerging Markets** *Mike Burkett* (1:30 – 3:00 p.m.)

2:00 p.m. **A4.** Establishing an Attractive and Effective Supply Chain Career Path Architecture *Dana E. Stiffler*

B4. Maximize Profitability: How to Integrate Cost to Serve and Supply Chain Segmentation *Stan Aronow, Matthew Davis*

C4. How to Do Integrated Business Planning *Tim Payne, Amber Sailey*

D4. Panel: The Nexus of Forces in Service Life Cycle Management *William McNeill*

E4. Managing Operational Risk and Compliance *Leif Eriksen, Simon F. Jacobson*

3:00 p.m. **Break**

3:15 p.m. **Solution Provider Sessions**

4:15 p.m. **Break**

4:30 p.m. **A5.** Driving Change With Supply Chain Centers of Excellence *Ken Chadwick, Ken Ruggles*

B5. A Five-Year Plan to Avoid the Obsolescence of Today's Manufacturing Network *Simon F. Jacobson, Michael Dominy*

C5. Top Strategies for Reducing Inventory *Paul Lord*

D5. A Surge in Outsourcing Requires Transformation in Logistics Management *Greg Aimi*

E5. Leveraging Pull Replenishment for Flexible Supply Response *Jan Kohler, Steven Steutermann*

5:30 p.m. **Solution Showcase Reception**

5:45 p.m. **Magic Quadrant Theater: Warehouse Management Systems** *C. Dwight Klappich* (5:45 – 7:15 p.m.)

7:00 p.m. **Gartner Supply Chain Top 25 Celebration Dinner**

THURSDAY, MAY 23

8:00 a.m. Registration and Birds of a Feather Networking Breakfast

9:00 a.m. **K5. Guest Keynote**

9:45 a.m. **K6. Guest Keynote**

10:30 a.m. **Networking Break**

11:00 a.m. **A6.** Moving Your Demand-Driven Journey Forward: Lessons From Gartner's Retail Demand-Driven Study *Michael Griswold, Kevin Sternecker*

B6. Big Data = Big Supply Chain Analytics *Noha Tohamy, Matthew Davis*

C6. Managing Product Complexity: Path to Success *Mike Burkett*

D6. Case Study: Using BPM to Achieve Transformation Through Functional Process Excellence *Paul Lord*

E6. Multitier Visibility Is Now Table Stakes: Making Smart Bets on Upstream Supplier Visibility *Ray Barger Jr., Greg Aimi*

12:00 p.m. **Attendee Lunch and Solution Showcase Dessert Reception**

1:30 p.m. **W3. Workshop: Aligning Retail and Supply Chain Performance — The Retail Supply Chain Hierarchy of Metrics** *Mike Griswold* (1:30 – 3:00 p.m.)

2:00 p.m. **A7.** Case Study: Designing and Executing a Supply Chain Improvement Road Map *Paul Lord*

B7. Jump-Start Your Supply Chain Risk Management Initiatives, Even on a Budget *Stan Aronow*

C7. Assessing Your Supply Chain Planning Process Maturity *Tim Payne*

D7. Global Logistics Talent Management: A Crisis in the Making *C. Dwight Klappich*

E7. Five Steps to Quickly Linking and Aligning Supply Chain Segmentation and Supply Management *Ray Barger Jr., Richard Adams*

3:00 p.m. **Break**

3:15 p.m. **K7. Gartner Closing Keynote**

4:15 p.m. Conference Adjourns