

6th North American

CSCO Chief Supply Chain Officer Forum

Where 600+ Leading C-Level Supply Chain Executives come to learn, network, and build business success


June 16-18, 2015 - Radisson Blu Aqua, Chicago


Succeeding Now to be the Supply Chain of Tomorrow


THE CSCO FORUM GIVES YOU ESSENTIAL KNOWLEDGE ON THE KEY CAPABILITIES YOUR SUPPLY CHAIN MUST POSSESS IN ORDER TO CAPITALIZE ON THE FUTURE


The 2015 Chief Supply Chain Officer Forum aims to help the **Supply Chain Professional Succeed Now to realize the Supply Chain of Tomorrow.**

Supply chain is now faced with many areas of opportunity given advancements in technology, consumer demand and business models. But companies still need to make sure that they're doing the essentials well before they're able to take steps towards these opportunities. With this thinking, the bulk of the agenda is set up in pairs exploring one forward-looking topic with one traditional topic, aiding you to get from the now to the new. from the now to the new.

 **The 'New' eCommerce** - immediacy of delivery as a business model disrupter
A Segmented Supply Chain - boosting customer service levels and profitability through effective channel customization

 **The Internet Of Things** - the future of connected devices and how the internet of things will change the face of visibility
Visibility - safeguarding operations, gaining competitive advantage and a new era of clarity and profitability

 **Intelligent Analytics** - Innovation through modeling and analytics
S&OP - latest innovations, with a renewed focus on demand planning

 **CSR and Supply Chain Sustainability** - turning CSR from a 'nice to have' to a profit centre
Supplier Risk Management - achieving the balance between 'fat trimming' and managing supply chain risk

PLUS, EXPLORE ECOMMERCE, CONSUMER DELIVERY AND THE NEW LOGISTICS ECONOMY IN A DEDICATED HALF-DAY EVENT ON JUNE 16TH

You'll explore:

- ▶ Urban, Suburban and Rural Delivery - Keeping pace with the consumer, and the role retail, LSPs and third parties can play in increasing market share for their customers and driving the eCommerce revolution
- ▶ The dawn of a new logistics economy? - how crowdsourcing, the shared economy and tech-start-ups are set to challenge the established logistics industry
- ▶ eCommerce and the role of the 3PL - small and low-tech vs. large, hi-tech solutions
- ▶ Parcel and small package delivery - where is the market headed and what can LSPs gain from this marketplace?

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Complimentary VIP Passes Available

If you are:

- ✓ A Senior Supply Chain or Logistics Decision-Maker and...
- ✓ Working at a Manufacturer, Retailer or Other Shipper

Register by 1st May, to apply for a Complimentary VIP Pass worth \$2995.

Only 150 available - Register Today!

Learn from 60+ Industry Leaders

Supply Chain Speakers Include:

Reuben Slone SVP Supply Chain, Walgreens	
Don Hnatyshin SVP Chief Procurement Officer, Jabil	
Larry Hartley SVP Supply Chain, Office Depot	
Viju Menon SVP Supply Chain, Verizon	
Scott Spata VP Direct Fulfillment, Home Depot	
Gautam Grover VP, Logistics Services, US Foods	
Jim Hourigan COO, BuildDirect	
Neil Swartz VP and GM Parts Operations, Toyota North America	
Emmanuel Cambresy Global Supplier Performance & Innovation Manager, Novartis	
Pat Lalonde Former SVP Supply Chain, CareFusion	
Kurt Doelling VP Supply Chain, Oracle	
Chris Smith Director Device Supply Chain, US Cellular	
Joel Glende Category Manager, Abbott Strategic Sourcing, Abbott Laboratories	

Thought Leader Speakers

Bruce Rogers CCO, Forbes	
Greg Aimi Research Director, Gartner	
Tom Craig President, LTD Management	
Rich Sherman, CEO, Gold & Domas Research	
Chris Taylor GM Chicago, Uber	
Hervé Montjotin CEO, Norbert Dentressangle	
Brad Jacobs CEO, XPO Logistics	
James Welch CEO, YRCW	

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Welcome to the 6th Chief Supply Chain Officer Forum

We are in the midst of what has been coined The 4th Industrial Revolution, or Industry 4.0. In fact, the German translation for 'Internet of Things' is 'The 4th Industry'. What does that tell you? **Things are changing! And fast!**

Whatever you choose to call it, this is something for the supply chain industry to hold on to – the tools and technologies used to make the supply chain work are changing.

At its core, the potential for fundamental change in the way business is conducted is higher than ever. But, supply chain won't be reinvented overnight.

At this year's Chief Supply Chain Officer Forum, we will not only be exploring the overarching trends and game changers that are making their way into the business of supply chain, we will also be exploring the realistic steps companies are going to be required to tackle to remain competitive as Industry 4.0 accelerates.

Whether you're a first adopter or looking to implement incremental changes, the case studies and discussions that will be featured at the CSCO Forum are 'must hears' and will undoubtedly leave you with a clearer strategic view than you had previously.

Come and learn from those making the jump to industry 4.0 and those taking their time getting there, come network with your peers to see how they're adapting to change, and come add your perspective into the mix. We invite you to join us as physical meets digital, and the new age in supply chain and logistics dawns.

We hope you're as excited about the future as we are.



Sarah Reynolds
Research Director
CSCO Forum



"An excellent platform to meet with industry colleagues for benchmarking and potential suppliers for future business partnership. An established global forum that provides & shares leading edge initiatives in logistics & supply chain innovation & transformation, benefiting industry professionals of various sectors"
CK Tan, VP SCM, Huawei Technologies

"It was a great networking opportunity and the venue worked well for that."
Sheila Taylor, VP Finance & Logistics, Walmart Stores Inc.

"Fantastic opportunity to gain new insights from some of the best in the industry and stay ahead on emerging trends."
Neil Swartz, VP and General Manager, Toyota Motor Sales, USA

"I find the CSCO forum to be very informative and a great way to keep up with leading edge topics in the global supply chain marketplace."
Larry Duneske, VP Global Supply Chain, Drew Marine

"It was a great event in 3 areas - great networking opportunity, great presentations and great meeting with exhibitors."
Randy Williams, SVP Operations, Orgill

"The CSCO forum combines well organized and interesting tracks and speakers combined with a forum for meeting with logistics service providers and technology providers."
Charles Blevins, VP Supply Chain, Solo Cup

"A great event that brought together Supply Chain thought leaders from various industry verticals!"
Bill Seliger, Director of Supply Chain, RR Donnelley

"Great event for staying on top of supply chain trends impacting CSCOs, retailers and manufacturers alike."
Jonathan Biggert, Director of Supply Chain, Auto Anything

"A very good use of my time, learning from my peers and making excellent connections."
Rich Marshall, Director of Supply Chain Management, Highlights for Children

"The 5th CSCO Forum gave a valuable insight into industry developments and future opportunities."
Jonathan Matthews, Director of Logistics & Facilities, United Service Organizations (USO)

"A great venue to connect with SC peers and learn about common challenges while investigating emerging trends."
Steven Alsbro, Director of Global Logistics, Plexus

"The CSCO Forum is quickly becoming the premier event for 3PLs, carriers and shippers."
Mike Grayson, SVP Operations, Worldwide Express

"The eft team put together a great line-up of speakers and sessions, which in my opinion provided tremendous value and that needs to be recognized. It is one of my favorite trips of the year and I look forward to doing it again in 2015."
Jeff Berman, Group News Editor, Logistics Management

The CSCO Forum gives us the opportunity to connect with our current and prospective clients to get a better gauge on how we can provide more value as a CSCO partner as well as hear other industry professionals' perspective on current and future trends
Mike Mobley, SVP Operations, Echo Global Logistics

CSCO speakers at a Glance

With keynotes, plenaries, over 20 different sessions, workshops, and break-out discussions, you'll want to bring the whole team to ensure your company doesn't miss out!

SEE THE CSCO FORUM AT
 A GLANCE BY VISITING
WWW.CSCOFORUM.COM/AGENDA

Supply Chain Speakers:

Reuben Slone,
 SVP Supply Chain, **Walgreens**



Don Hnatyshin,
 SVP Chief Procurement Officer, **Jabil**



Larry Hartley,
 SVP Supply Chain, **Office Depot**



Viju Menon,
 SVP Supply Chain, **Verizon**



Scott Spata,
 VP Direct Fulfillment, **Home Depot**



Gautam Grover,
 VP, Logistics Services, **US Foods**



Kurt Doelling,
 VP Supply Chain, **Oracle**



Jim Hourigan,
 COO, **BuildDirect**



Neil Swartz,
 VP and GM Parts Operations, **Toyota North America**



Emmanuel Cambresy,
 Global Supplier Performance & Innovation
 Manager, **Novartis**



Pat Lalonde,
 Former SVP Supply Chain, **CareFusion**



Paul F Nehlen III,
 SVP Operations, **Neptune Benson**



Chris Smith,
 Director Device Supply Chain,
US Cellular



Nancy Marino,
 Partner, **Columbus Consulting**



Joel Glende,
 Category Manager, Abbott Strategic
 Sourcing, **Abbott Laboratories**



Thought Leader Speakers

Laurel Nelson-Rowe,
 Managing Director, **ASQ**



Bruce Rogers,
 CCO, **Forbes**



Greg Aimi,
 Research Director, **Gartner**



Tom Craig,
 President, **LTD Management**



Ben Gordon,
 Managing Director, **BGSA**



Rich Sherman,
 CEO, **Gold & Domas Research**



Sven Verstrepen,
 Business Development Director & Founding
 Partner, **TRI-VIZOR**



Ken Ackerman,
 CEO, **KB Ackerman**



Richard Sharpe,
 CEO, **Competitive Insights**



Tim Stratman, Former President of RRD
 Direct, **President of Stratman Partners**



Steve Banker, Service Director, Supply Chain
 Management, **ARC Advisory Group**



Bob Sabath, President, **Sabath Consulting**



June 16th Agenda

eCommerce, Consumer Delivery and the New Logistics Economy

Morning Session

ECOMMERCE AND THE ROLE OF THE 3PL – SMALL AND LOW-TECH VS. LARGE, HI-TECH SOLUTIONS

- Explore eCommerce fulfilment from the perspective of shippers and 3PLs - what are the advantages and disadvantages of small, large, low-tech, hi-tech eCommerce LSP solutions?
- Debate what it takes to be successful at eCommerce - reverse logistics, parcel management, multichannel visibility, etc.
- Understand the future distribution of eCommerce fulfilment - what role will urban delivery companies play vs. those of larger global 3PLs in eCommerce? how will eCommerce delivery rate changes affect the industry? How will technological advancements help solve eCommerce challenges?
- Learn from eCommerce retailers and understand what they're looking for from their LSP partners from visibility, collaboration to on-delivery value-added services

URBAN, SUBURBAN AND RURAL DELIVERY – KEEPING PACE WITH THE CONSUMER, AND THE ROLE RETAIL, LSPS AND THIRD PARTIES CAN PLAY IN INCREASING MARKET SHARE FOR THEIR CUSTOMERS AND DRIVING THE ECOMMERCE REVOLUTION

- Learn about how LSPs can help you access more consumers in Urban, Suburban and Rural environments
- Find out what consumers are seeking from their home deliveries and learn key ways of achieving this
- Debate the stigmatization of 'delivery charges' for the consumer, and what shippers and 3PLs can do to show consumers value in paying for delivery
- Explore innovation in eCommerce - how retailers and LSPs alike are working to gain market share - click + collect, 2 hour delivery, collection lockers, shared-loads, etc.

THE DAWN OF A NEW LOGISTICS ECONOMY? – HOW CROWDSOURCING, THE SHARED ECONOMY AND TECH-START-UPS ARE SET TO CHALLENGE THE ESTABLISHED LOGISTICS INDUSTRY

- Hear from 3 innovators using the shared economy, crowdsourcing and technology to change the way logistics is done. Hear as Uber, uShip and Flexe explain their business models, and challenge traditional logistics
- Explore different business models in logistics, and determine where profitability lies, and how these models are shifting given current industry environments
- Debate how technology, the shared economy and crowdsourcing can play a role in transforming global 3PLs, claw back commoditization, and create fertile ground for new innovation within the business
- Learn how crowdsourcing, the shared economy and tech-enabled start-ups are helping change the relationship between retailers and logistics providers through integration, demand-driven services, dynamic pricing, cut costs, etc.

PARCEL AND SMALL PACKAGE DELIVERY – WHERE IS THE MARKET HEADED AND WHAT CAN BE GAINED FROM THIS MARKETPLACE?

- Find out what your shipper peers are looking for when it comes to handling small parcel delivery and what makes some providers stand apart
- Explore the 150lb + last mile delivery sector - what can companies do to improve this area of delivery, including the in-home experience and managing returns and repairs
- Discuss the maintenance of margins in this space, and look at packaging, delivery mechanisms and pricing to learn how to take control over diminishing returns

John Costanzo, *President*, **Purolator**

Chris Taylor, *GM Chicago*, **Uber**

Steve Howard, *President*, **Esquire Express, Inc. / Esquire Logistics Company**

Chuck Moyer, *CEO*, **Express Courier, Inc.**

Tom Jowers, *Vice President and COO*, **ADL Delivery**

Jeff Thomas, *President & CEO*, **Priority Logistics**

Mike Stark, *COO*, **Home Delivery Link**

Add Karl, *Siebrecht*, **CEO, FLEXE**

Executive Workshop Afternoon

WORKSHOP A

The Contracting Trap

- ▶ Few things in logistics services are as poorly understood as the role of the contract. Until a few years ago, long term contracts for logistics were rarely used. As the use of third parties became more common and the jobs grew larger, the providers needed an agreement to finance the project and the buyers wanted a contract to provide stability and continuity. This workshop uses a management case to illustrate the challenges of creating a workable agreement for warehousing services. The program is highly interactive, with copies of the two page case distributed to everyone in the session. After a role play to illustrate the negotiation process, members of the audience are urged to contribute their ideas about the ideal contract.

Run by: Kenneth B. Ackerman, CEO, KB Ackerman

WORKSHOP B

Using SCOR® For Supply Chain Design, Metrics, & Process Improvement

- ▶ The goal of this workshop is to develop an understanding of how to use process frameworks for defining/designing, measuring, analyzing, improving, and controlling (DMAIC) supply chain process performance improvement and management initiatives based on Lean Six Sigma, SCOR®, Demand Management, and other process improvement principles. In addition, the workshop will introduce performance management processes that look beyond the supply chain with application across the entire enterprise and extended supply chain using process frameworks to facilitate collaboration.

You will learn:

- ▶ What a supply chain framework is
- ▶ How and why using a Demand Management framework was developed
- ▶ Understanding the key components and scope of the SCOR® process standards within the context of Demand Management analysis
- ▶ Describing the scope of a supply chain and Demand Creation, Fulfillment, & Performance organization structures
- ▶ The different levels of process framework components, metrics and best practices

Presented by: **Rich Sherman**, *Founder & CEO*, Gold & Domas Research (Author of Supply Chain Transformation: A Practical Roadmap to Best Practice Results, Wiley, 2012)

Bob Sabath, *President*, Sabath Supply Chain Consultants Inc.

June 17th and 18th Agenda

SUPPLY CHAIN EXCELLENCE IN THE DIGITAL AGE: MERGING THE "SCIENCE" OF SUPPLY CHAIN TECHNOLOGY WITH THE "ART" OF PROCESS AND PEOPLE LEADERSHIP

Running a successful Supply Chain requires focus on the traditional outcomes of product availability, inventory productivity and cost productivity. As customer demands shift and industries evolve, Supply Chain leaders must also adapt and broaden their focus to look both inward to their people and outward to their customers.

In light of this, we created our Walgreens Supply Chain vision, to become the number one patient and customer driven supply chain in the world through segmentation and agility. To achieve that, we're transforming to an omni-channel supply chain: giving customers and patients what they want, when and how they want it. Every day, understanding our customers and uncovering our peoples' potential are helping us achieve our vision. In this session, participants will hear how Supply Chain can push past traditional boundaries and forge new partnerships to unlock supply chain excellence.

Reuben Slone, *SVP Supply Chain, Walgreens*

BEYOND SUPPLY CHAIN MANAGEMENT: THE SMART SUPPLY NETWORK 3.0

What if everyone in the supply network was connected in real-time? Each person shares their local expert knowledge while change at any time would be communicated across the supply network. Each person would be notified of how conditions at other locations will or might directly affect them, and what operational adjustments need to be made. Everyone is guided by a measurable plan to keep the supply network on track and synchronized to demand to achieve strategic business goals. Customers and suppliers participate directly in a collaborative decision-making process to extend the effectiveness of the enterprise and improve service while reducing uncertainty. Schedules, resources and capacity including labor, materials, machines, distribution, and capital are synchronized to meet demand with maximum agility and effectiveness across the enterprise leading to optimal response and maximum value creation for all the participants in the channel.

Fast forward to today and the Smart Supply Network 3.0! The Internet of Things and the Internet of People are converging into Web 3.0, the Internet of Everything. Mobility, GPS, Cloud Computing, and Business Intelligence are providing cognitive, predictive, and prescriptive analytics that are transforming traditional supply chain notions to smart and collaborative supply network management initiatives. You will transform your organization or succumb to competitive initiatives? Rich Sherman shares his insights on becoming a supply chain innovator.

Rich Sherman, *CEO, Gold & Domas Research*

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Supply chain now is faced with many areas of opportunity given advancements in technology, consumer demand and business models. But companies still need to make sure that they're doing the essentials well before they're able to take steps towards these opportunities. With this thinking, the bulk of the agenda is set up in pairs exploring one forward-looking topic with one traditional topic, aiding you to get from the now to the new.



THE 'NEW' ECOMMERCE - immediacy of delivery as a business model disrupter

A SEGMENTED SUPPLY CHAIN – boosting customer service levels and profitability through effective channel customization

The new immediacy of delivery demanded by consumers today is changing the face of eCommerce retailing and delivery. To get there, you need to make sure that you are segmenting your product offering in the best way possible – by product type or by customer

This coupled session will explore new eCommerce drivers like last mile delivery, click and collect and the sharing economy and will also explore the best way that you can segment your supply chain – a 'must have' before you can tackle omni-channel

THE 'NEW' ECOMMERCE - IMMEDIACY OF DELIVERY AS A BUSINESS MODEL DISRUPTER

Online shoppers in the U.S. are expected to generate sales of \$327 billion by 2016. With so much potential revenue coming from these consumers, doesn't it make sense to lead a customer-driven omni-channel supply chain strategy?

This session will detail how to:

- Start viewing ecommerce as the competitive disruptor that it could be for your business, as opposed to purely another 'must-do' another sales channel
- Explore the future of omni-channel supply and delivery, different payment platforms and the impact of Bitcoin, mCommerce and the sharing economy in order to begin thinking from the point of view of the end customer
- Get the most out of your last-mile delivery network strategy, optimizing routes and partnerships to create the omni-channel solution that customers demand and truly set yourself apart from the competition
- Explore omni-channel from a cross-platform point of view with relation to visibility and returns and work out the best way to re-imagine your omni-channel supply chain

A SEGMENTED SUPPLY CHAIN – BOOSTING CUSTOMER SERVICE LEVELS AND PROFITABILITY THROUGH EFFECTIVE CHANNEL CUSTOMIZATION

During this session, understand the best way for your company to segment its supply chain, the means of doing so and explore the gains it could deliver to your bottom line

- Identify the criteria you should base your segmentation on: (product characteristics, market characteristics, customer service drivers, supplier availability, risk assessment, financial performance) and how this plays into eCommerce and new ways of selling products
- Explore the key steps and metrics that you should be taking and mapping in order to effectively segment your supply chain
- Apply segmentation strategies to inventory policies for huge cost savings – evaluate which inventories to carry, where, in what form, and in what quantities
- Understand how to effectively analyse and map your supply chains based on multiple end-to-end metrics such as:
 - Cost to serve
 - Expected service levels
 - Manufacturing & final delivery locations

Scott Spata, *VP Direct Fulfillment, Home Depot*

Jim Hourigan, *COO, BuildDirect*

Tom Craig, *President, LTD Management*

June 17th and 18th Agenda



CSR AND SUPPLY CHAIN SUSTAINABILITY - turning CSR from a 'nice to have' to a profit centre

SUPPLIER RISK MANAGEMENT - achieving the balance between 'fat trimming' and managing supply chain risk

This session will explore the importance of a watertight CSR agenda on your company's profitability and brand respect. It will also explore the importance of supplier risk management, sharing tips on how to ensure that a thinking of sustainability is bred right through your company to your customer and your customer's customers.

CSR AND SUPPLY CHAIN SUSTAINABILITY - TURNING CSR INTO A PROFITABLE OPPORTUNITY

- Factors such as the growth of the global population, carbon taxation, shortages of natural resources and mineral fuels mean that a sustainability agenda is no longer a 'nice to have' - it's a necessity. But how do you go about it? Hear from supply chain leaders on what they've done at their company in order to promote sustainable thinking and embed it in their culture
- Explore the growing importance of a sustainable and responsible supply chain management strategy – not purely as an addition to your business, but as a core component of it. Hear how to turn sustainable thinking into a business strategy - satisfy governments and consumers as well as improving profitability
- Work out how to on-board suppliers with sustainability programs and embed it right through procurement into your whole supply chain. Hear strategies on overcoming the difficulty of aligning your core values with suppliers in order to create an end-to-end ethical supply chain
- Explore the viability of horizontal collaboration update in the North American market. Understand how building collaborative logistics networks and clusters can aid you in setting up a profitable, repeatable and scalable business

SUPPLIER RISK MANAGEMENT - ACHIEVING THE BALANCE BETWEEN 'FAT TRIMMING' AND MANAGING SUPPLY CHAIN RISK

Explore risk management in terms of both managing suppliers and ensuring that you have a robust risk management strategy in place to cope with external disasters. As increased outsourcing processes leave you exposed to more risk, explore how to weigh up a supplier-light supply chain with risk management, creating an anticipatory supply chain

- Build stronger extended value chain relationships with your suppliers in order to mitigate supply chain risk – learn why the leading supply chain professionals build personal relationships with suppliers to enhance service and boost agility throughout the entire value chain. Understand how these leaders have been able to truly change the business practice of their suppliers by starting with a relationship
- Evaluate your sourcing strategy – look at single sourcing vs. clustering of specialist suppliers, local vs. global and multisourcing. Review cost effective ways of sourcing globally vs. locally – examining exchange rate and risk for a smart sourcing strategy
- Map a supplier recovery strategy - determine how best to reallocate inventory and obtain alternatives and predict financial impact should you encounter supply shortage due to quality issues or supplier bankruptcy
- Explore new supplier mapping techniques, ensuring that you track and gather the right information such as manufacturing facility locations of suppliers and their suppliers, disruptions, labor strikes and quality issues

Neil Swartz, *VP and GM Parts Operations, Toyota North America*

Paul F Nehlen III, *SVP Operations, Neptune Benson*

Sven Verstrepen, *Business Development Director & Founding Partner,*

TRI-VIZOR



INTELLIGENT ANALYTICS - Innovation through modeling and analytics

S&OP – latest innovations, with a renewed focus on demand planning

This session will explore the future of intelligent analytics towards making gains in supply chain efficiency, maximizing productivity through big data and taking advantage of this game-changing phenomenon for competitive advantage. It will also explore the importance of setting up a robust S&OP strategy

INTELLIGENT ANALYTICS - INNOVATION THROUGH MODELING AND ANALYTICS

In a world where everyone has the capability to leverage machine potential and Can it deliver the value it promises? How can you use it to positively impact your balance sheet?

This session will focus on specific building block enhancements used in today's supply chain related processes (e.g. S&OP, demand planning, etc.) and will then move to the applied use of intelligent analytics to drive sustained business value.

This will be followed by a panel discussion with Executives of well-known companies who will provide insights with regard to the lessons they have learned in their use of intelligent analytics.

Explore:

- Fundamental building blocks – now vs. future
- Keys To Achieving Meaningful Success
- Intelligent Analytics Overview – Hype vs. Reality
- Applied Applications – Successes and Failures

S&OP – LATEST INNOVATIONS, WITH A RENEWED FOCUS ON DEMAND PLANNING

S&OP is the never-ending discussion for supply chain. It's been around for years, but what's new and why are companies not succeeding? What are the real gains that have been made recently?

- In this session, discuss the tangible benefits that you have seen from your supply chain planning processes, evaluate what you're still struggling with - and pick up a few valuable tips - and decipher how you can continue to make better decisions with a working and robust S&OP process
- Shift your S&OP strategy to incorporate a renewed focus on demand sensing and move into the next generation of forecasting - provide the agility to capture growth by responding to unexpected sales opportunities, free cash flow by cutting inventory and lower cost to serve
- Learn tried & tested tips to sync your internal organizations with your S&OP structure – how to better communicate cross functionally with production, procurement, sales and finance. Explore the frequency of meetings discussing S&OP processes - is once a month sufficient? What's the role of corporate management in supply chain planning projects - should your CEO be fully engaged?

Gautam Grover, *VP, Logistics Services, US Foods*

Chris Smith, *Director Device Supply Chain, US Cellular*

Richard Sharpe, *CEO, Competitive Insights*



THE INTERNET OF THINGS – the future of connected devices and how the internet of things will change the face of visibility

VISIBILITY – safeguarding operations, gaining competitive advantage and a new era of clarity and profitability

This session will explore the potential gains that the internet of things and M2M could have on your supply chain, while balancing those potential gains with making sure that your current visibility capabilities are up to scratch

IOT – THE FUTURE OF CONNECTED DEVICES AND HOW THE INTERNET OF THINGS WILL CHANGE THE FACE OF VISIBILITY

Harness the increased connectivity of devices brought about by the internet of things to enable you to be more connected to your products - gain the competitive advantage that IOT can bring to your visibility capabilities, by being able to track a product right from manufacturer to retailer and even to the consumer

- Learn the potential uses of the internet of things - from being able to solve product issues in a more time-efficient manner, to being able to more accurately manage inventory and therefore improve customer service levels
- Understand the true nature of the internet of things and the wealth of data that you will be able to access and use such as weather conditions and data garnered from your driver right through to gaining real insight into how a customer uses a product

VISIBILITY – SAFEGUARDING OPERATIONS, GAINING COMPETITIVE ADVANTAGE AND A NEW ERA OF CLARITY AND PROFITABILITY

- What's the next level for visibility tools & technologies? In this session, learn how others have leveraged technology and process developments to improve visibility in their supply chain. How big have your cost savings been?
- Hear how to offset challenges such as rising customer service requirements, increased logistics costs, and increased supply chain risk with a watertight visibility strategy designed to safeguard your operation - how have your peers tackled this?
- Overcome the obstacles put in place by lack of trust with partners – hear from peers who have successfully shared data in order to increase visibility, gain a vested relationship, improve efficiency and build an information-enriched supply chain
- Learn how to make more accurate decisions, reduce uncertainty and the need for safety stock and drive overall profitability by improving the efficiency of your visibility strategy

Viju Menon, *SVP Supply Chain, Verizon*

Nancy Marino, *Partner, Columbus Consulting*

RE-THINKING THE NORM OF LOGISTICS PARTNERSHIPS – EXPLORING THE LATEST IN VESTED OUTSOURCING

This session will bring both sides of the 3PL Summit and CSCO Forum together, exploring how both sides of the industry can collaborate on logistics outsourcing relationships

- Hear how you can create advanced business relationships with your Tier 1 strategic logistics suppliers, through the move from traditional supplier relationship management to highly collaborative relationships
- As shippers face tough times in managing transportation cost in current climates, explore what can be done from a tools and technologies standpoint to minimize your spend. What are the latest and best tools on the market?

- Might competitive threats in the form of commoditization facing both 3PLs and shippers affect the way that these parties work together in the future? Explore what can be done from a collaborative standpoint to transform the way shippers and 3PLs operate
- Hear shared presentations by both 3PLs and shippers looking into the challenges and successes they've experienced in fostering successful logistics-customer relationships

Emmanuel Cambresy, *Global Supplier Performance & Innovation Manager, Novartis*

Joel Glende, *Category Manager, Abbott Strategic Sourcing, Abbott Laboratories*

SUPPLY CHAIN & YOU – CAREER PATHS, TALENT MANAGEMENT AND RISING UP THE RANKS

- Gain insights into how you can accelerate your professional growth with insight from those who have climbed the supply chain ranks
- What does it take to be a supply chain leader? Explore the key capabilities and attributes that supply chain leaders possess and discuss how to harness them on a personal, team and company level

Then, in this interactive session, discuss in groups:

- How much does your company really value supply chain management & you?
- What are the supply chain director's responsibilities and is the influence in corporate strategy?
- What skills do supply chain professionals require now and in the future?
- What are the rewards and recognitions for the supply chain professional?
- In which industries are supply chain professionals better rewarded more influential?
- Are you better off staying within your industry or moving away from it in order to progress up the career ladder?
- Should marrying the roles of IT and supply chain be the new normal? Explore the relationship between supply chain and IT for application support, development and deployment

SOCIAL MEDIA & MARKETING THE SUPPLY CHAIN – HARNESSING THE POWER OF SOCIAL MEDIA FOR YOUR SUPPLY CHAIN BRAND

- As social media moves from something younger people use to a business tool, understand its role in business and how it can help you with your brand
- Find out how social media literacy can help you gain exposure in the supply chain community, drive visibility for your brand and set you apart on a personal leadership level
- Debate the merits of social media for business decisions, controlling your brand image and driving customers your way

Bobby Harris, *CEO, BlueGrace Logistics*

Judy McReynolds, *CEO, ArcBest Corporation*

James Welch, *CEO, YRCW*

Tim Stratman, *Former President of RRD Direct, President of Stratman Partners*

Judy Clark, *Senior Vice President, Food Away From Home Sales & Marketing*

Shorten Your Business Development Cycle and Gain New Customers in Supply Chain

If your company provides a supply chain service or solution to the supply chain industry, then the CSCO Forum is your number one business development opportunity for 2015.

At the CSCO Forum you'll gain **targeted exposure** to senior supply chain executives from the world's leading manufacturers & retailers. It's a **proven business development opportunity** for supply chain service & solution providers, which is why **many of our sponsors return every year!**

"We were the Premier Sponsors for this year's eyefortransport Chief Supply Chain Officer Forum, and it was a wonderful experience for us. We had a very full agenda and we met a lot of great people from our industry and we look forward to seeing you back here next year. Thank you!"

Peter Yost, MercuryGate [Sponsor & Exhibitor, 12 years running]

If Senior Supply Chain Executives are Your Target, Contact us today and discuss how you can build new business through:

- ▶ **Unrivalled Industry Exposure** – Get your brand and your company's solutions in front of the seniormost supply chain executives from leading Fortune 500 Companies
- ▶ **Guaranteed one2one meetings** - Meet one on one with executives of your choice who are specifically seeking your solutions
- ▶ **Industry Thought Leadership** – Secure your place as a thought leader for the supply chain industry by addressing an audience of the key movers and shakers
- ▶ **Unparalleled Networking** – With over 15 hours of dedicated networking time, you'll have ample time to make real connections with your key targets
- ▶ **Premium Branding** – Cement your company's position as a leader in supply chain solutions by putting your brand in front of a targeted audience

Sponsorship is first-come, first-served, and it will sell out for 2015. Speak to Toby, Ross or Arjun today to discuss the best involvement for your business development goals.

Outstanding event packed with the latest information on the key developments in the supply chain industry. Great networking with senior executives too.

David Porter, EVP Supply Chain, Unyson Logistics

Get a jump on your competitors by learning not about what's happening now, but about what's happening next in logistics, and meet your potential future business partners as well at this unparalleled event.

David Sparkman, Editor, ACWI & Material Handling & Logistics Magazine

How will the Forum Generate New Business for My Company?

- ▶ **The Summit Has Proven Success at Generating New Business for the Service and Solution Providers That Serve This Market.** Dozens of our sponsors return every year, many of them re-signing for next year before the event even takes place!
- ▶ **Attendees are Looking for the Next Solution - They Come Here to Find It.** Our attendee surveys show that manufacturers and retailers come to the forum looking for innovative technology applications, equipment and management tools
- ▶ **The Supply Chain & Logistics Market Nets Nearly \$1 Trillion in Revenue Each Year – Make Sure Your Company Gets a Piece.** The Forum brings together a concentrated buying audience that controls purchasing budgets and decides how contracts are awarded. Make sure your company is there to maximize opportunities for 2015.

one2one Meetings Explained

- ✓ **Guaranteed one2one meetings with Supply Chain Prospects** – The most effective way that you can gain new business from the Chief Supply Chain Officer Forum is through the pre-arranged, guaranteed one2one meetings with supply chain decision-makers
- ✓ **Cost-Effective Business Development** – For far less than the cost of individual business meetings, you can have personal meetings with senior decision-makers, who are pre-screened, and pre-qualified to match your services & solutions.
- ✓ **We invite top supply chain executives:** If you want to meet a specific executive or target a particular company, just let us know! We will personally invite these executives to attend.
- ✓ **We profile all attendees:** When they register, all of the attendees tell us their level of purchasing power, which specific solutions they're currently seeking, and where they're currently investing.
- ✓ **You select who to meet with:** 3 weeks before the event, we give you a list of the confirmed attendees and you tell us who you want to meet!
- ✓ **We personally match you with executives who are seeking your solutions:** Once we know who you want to meet, and which end users want to meet you, we create your personalised, meetings schedule. We believe that a personal touch is always better than a computer algorithm, so we individually tailor your meeting schedule until it's the perfect blend of your top targets and companies who have asked for you and your solutions.
- ✓ **We introduce you on the day:** We guarantee every meeting, and we mean it. On the day we personally introduce you to your prospects, and go above-and-beyond to make sure that you get every one of your targeted meetings!



6th North American

CSCO Chief Supply Chain Officer Forum

Where 600+ Leading C-Level Supply Chain Executives come to learn, network, and build business success

June 16-18, 2015 – Radisson Blu Aqua, Chicago

Complimentary Passes Available

Until May 1st

For qualified senior supply chain executives – see below for details!

Register Today to Save Your Complimentary VIP Pass

If you are a Senior Supply Chain or Logistics Executive at a leading Manufacturer, Retailer or other Shipper, you can get a Complimentary VIP Pass if you register before 1st May, 2015.

Your Complimentary VIP Pass Includes:

- ✓ Full Access to the CSCO Forum Speaking Sessions (June 17-18)
- ✓ Full Access to the 3PL Summit Speaking Sessions (June 17-18)
- ✓ 1 x Ticket to the Charity Event, 3PL Awards and Boat Cruise (June 17th)
- ✓ 1x Ticket to the Networking Reception (June 16th)
- ✓ Prior Arranged Meetings with up to 5 of the Thought Leading Solution Providers
- ✓ All Event Documentation & Presentation Slides
- ✓ Networking Tool Access (to connect before the event)
- ✓ Continental Breakfasts, Gourmet Lunches and Coffee Breaks

Bring your team!

With multiple sessions, workshops, break-out sessions and much more – you'll want to bring the whole team to get maximum benefit. Register your team before May 1st, and up to 4 qualified executives from your company can get a Complimentary VIP Pass.

PASS TYPE	HOW TO REGISTER	PRICE
<p>Complimentary Pass – All Conference Sessions (June 17-18)</p> <p>Worth \$2995. Available to senior supply chain executives working for manufacturers and retailers.*</p> <p>Requirement to attend up to 5 solution provider meetings to qualify for pass.</p>	<p>Register online or call Sarah directly Deadline: May 1st, 2015 Online: www.CSCOForum.com/register Call: 1-800-814-3459 ext. 7243 Canada Toll Free: 1 866 996 1235 ext. 7243 International: + 44 207 375 7243</p>	<p>Free First 150 only</p>
<p>Complimentary Pass With Executive Workshops (June 17-18)</p> <p>+ full day session on June 16th</p> <p>Worth \$2995. Available to senior supply chain executives working for manufacturers and retailers.</p> <p>Requirement to attend up to 5 solution provider meetings to qualify for pass.</p>	<p>Register online or call Sarah directly Deadline: May 1st, 2015 Online: www.CSCOForum.com/register Call: 1-800-814-3459 ext. 7243 Canada Toll Free: 1 866 996 1235 ext. 7243 International: + 44 207 375 7243</p>	<p>\$995</p>
<p>VIP Pass</p> <p>Full Access to the 2-day Conference</p> <p>No Required Solution Provider Meetings.</p>	<p>Register online or call Sarah directly Online: www.CSCOForum.com/register Call: 1-800-814-3459 ext. 7243 Canada Toll Free: 1 866 996 1235 ext. 7243 International: + 44 207 375 7243</p>	<p>\$1995</p>
<p>Solution Providers to the Industry</p> <p>Click here for options</p>	<p>Register online or call Sarah directly Online: www.CSCOForum.com/register Call: 1-800-814-3459 ext. 7243 Canada Toll Free: 1 866 996 1235 ext. 7243 International: + 44 207 375 7243</p>	<p>Various Options Available</p>

* Subject to approval by eft. See website or call for more details.

TERMS & CONDITIONS: If you have to cancel it is possible to transfer your place to a colleague, but you must inform the eft team member with whom you have been working with in writing of this change prior to the event. In the event that eft cancels an event, delegate payments at the date of cancellation will be refunded in full. In the event that eft postpones an event, delegate payments at the postponement date will be refunded or credited towards the rescheduled date. CANCELLATION OF PAID PASSES: eft will provide a full refund for cancellations received in writing 28 days before the event. For cancellations received after this date you will receive a 100% credit to be used at another eft conference for up to one year from the date of issuance. CANCELLATION OF COMPLIMENTARY PASSES: eft will provide a full refund for deposits post-event if delegates attend the event and attend all requested one2one meetings with event partners. If a cancellation is received 28 days before the event, deposits will be refunded. Cancellations received after this date will not have a deposit returned. Design by The Creative Tree www.TheCreativeTree.co.uk

To get your complimentary pass, visit: www.cscoforum.com/register

6th North American

CSCCO Chief Supply Chain Officer Forum

Where 600+ Leading C-Level Supply Chain Executives come to learn, network, and build business success

June 16-18, 2015 - Radisson Blu Aqua, Chicago

TOP 5 REASONS TO ATTEND:

- 1 SENIOR LEVEL DECISION MAKERS IN ATTENDANCE.** Meet and do business with 600+ leading executive supply chain and logistics executives at North America's largest and most dynamic supply chain and logistics event to give your commercial enterprise a truly global perspective.
- 2 UNRIVALLED NETWORKING.** Claim your place amongst the supply chain elite and ensure you leave Chicago with your briefcase full of valuable contacts. Plus benefit from 4 months' use of our online networking center to ensure you secure one-to-one meetings with hard-to-reach executives.
- 3 EXPERT SPEAKERS.** 60+ thought leaders and pioneers from across the supply chain space have been carefully hand-picked to share their vision and insight at the CSCCO Forum. Profit from this knowledge and create powerful new strategies to overcome your supply chain challenges.
- 4 GET THE LATEST INTELLIGENCE AND ANALYSIS AT YOUR FINGERTIPS.** With access to exclusive keynote sessions and 3 focussed conference tracks, you'll gain more knowledge in just 2 days than from weeks of market research. Your business will SAVE money and see immediate results from participating in the forum where the future of supply chain is shaped.
- 5 HUNDREDS OF SHIPPER PEERS IN ATTENDANCE** Attendees already confirmed this year year: Abbott Laboratories, Avery Products Corporation, BuildDirect, CareFusion, Claires Stores, Direct Supply, Gordon Food Service, Home Depot, Jabil, Neptune Benson, Novartis, Oracle, Sanjel Corporation, Sears Holding Corporation, Toyota North America, US Cellular, US Foods, VSP Global, Wahl Clipper Corporation, Walgreens

Complimentary VIP Passes Available

If you are:

A Senior Supply Chain or Logistics Decision-Maker and...

Working at a Manufacturer, Retailer or Other Shipper

Register by 1st May, to apply for a Complimentary VIP Pass worth \$2000.

Only 150 available - Register Today!

Gold Sponsors



Silver Sponsors



Bronze Sponsors



Exhibition & Meeting Sponsors



Flanders Investment & Trade
Government of Flanders - Belgium



Key Card Sponsor



NETWORK

The CSCCO Forum brings together over **600 senior decision-makers** from across the supply chain and logistics industry, including over **200 senior executives from retailers and manufacturers**. With more than **16 hours of dedicated networking time** and **interactive sessions** designed specifically to promote networking, you'll have ample time to connect with the **key decision-makers in your industry**. There's even the option to have **one2one meetings with other attendees** - just ask EFT for details!

AWARDS & CHARITY

The CSCCO Forum is set to kick-off with a bang, launching its welcome reception networking drinks complete with cocktails and gourmet food. The party is also set to feature the 2015 3PL Awards and our 3rd 'The Supply Chain and Logistics Industry Gives Back' charity silent auction, in aid of **Aspire of Illinois** and the **Serious Fun Network**.



EXHIBITION AND SOLUTIONS

The CSCCO Forum is not your average show.

Instead, we bring together a select group of exhibitors who deliver the highest-level solutions to the industry. Explore the exhibition hall to discover the latest solutions and benchmark your current providers against the competition. Also benefit from one2one meetings with solution providers to find-out in-depth how you might benefit.

Learn from 60+ Industry Leaders

These Supply Chain Visionaries:



These Thought Leader Speakers:



These Logistics Leaders:



Open Now to view the full conference program

Visit www.cscforum.com