



NEECOM Agenda for Day 1 - Wednesday, May 6th, 2015

Morning Program:

8:00 **Registration/Continental Breakfast**

8:30 ***Annual Meeting and Opening Remarks***
NEECOM President, Ira Keltz, Partners HealthCare System, Inc.

8:45 ***International EDI Vendor Management - Do you “Manage” or “Partner” with your Asian vendors and factories? A case study sharing best practices and lessons learned from Lamps Plus, Inc.***
Eric Linxwiler. Vice President, Business Development Americas at CBX Software

International vendor management goes well beyond EDI technology and transactions. On-boarding models that work for domestic vendors do not necessarily work for vendor communities in low cost sourcing countries. Strong arm tactics to meet compliance requirements are less effective than nurturing and working with suppliers to support them in achieving compliance. Improved supplier collaboration has a direct impact on a retailer’s ability to deliver the best possible product offering, on time consistently. In addition to requirements on vendors in the order, production, shipping and invoicing process, retailers need to manage compliance of product quality, customs requirements and social issues such as worker conditions. As standards rise, the complexity of tracking and need to ensure targets are achieved also increases. In this session we understand how effectively managing a large number of geographically dispersed vendors requires consistent processes that support regular communications and enable collaborative relationships for the long haul.

9:30 ***The NEW Healthcare Communication Protocol – Real World Examples of How Doctors, Hospitals, Insurance Companies, and Patients are Communicating Securely With Direct (AS1) Standards.***
Dan Kazzaz CEO, Secure Exchange Solutions

Some time back, a physician from the greater Boston area said to the national HIT committee “I should be able email a medical record to another physician”. This statement began the movement towards the adoption of *Direct* (an expansion of AS1) in the entire healthcare community. This talk will cover the short history of *Direct*, how it innovates on top of AS1, the infrastructure supporting it, how it is being used and implications for the future.

10:15 Networking and Refreshment Break

10:30 *Bar Codes, RFID, Mobile Commerce and the Obligatory Internet of Everything(IoE)*

Paula Giovannetti - Vice President, AIDC 100

This session is about *Automatic Identification and Data Capture*, a term for data capture technologies that never really caught on. We will cover old fashioned bar codes and new applications for them including mobile commerce. Then a little bit about RFID and sensor technology, aka the *Internet of Things*, which IS a very popular term, just not a very good one because it is really about people, places, events and maybe a couple of things. But the dialogue before, during and after will be the best part of the session.

11:15 *Creating Synergies to Connect to the Connected Consumer*

**Melanie Nuce, VP, Industry Engagement | Retail Apparel & General Merchandise
GS1 US**

To ensure complete Omni-Channel preparedness to meet the limitless expectations of the consumer, retailers and their trading partners need to communicate synergistically to effectively manage the entire supply chain. For more than 40 years, GS1 Standards have served as the global language of business for identifying, capturing and sharing information about products, locations and more to facilitate the highest levels of trading partner collaboration. This session will cover the operational best practices that facilitate a seamless, always-on and always-open customer experience, as well as provide the four ways the retail industry can create data synergies to ensure Omni-Channel success.

12:00 Lunch

Afternoon Program:

1:00 *Strategies for Building a Successful E-Commerce Business*

Ross Beyeler – Founder, Growth Spark

Building a successful e-commerce business takes more than just a nice website. With the emergence of omni-channel sales and marketing, a vast ecosystem of cloud-based technology infrastructure and slew of devices customers can use to interact with your brand, your e-commerce business requires a broader perspective. This presentation discusses the E-Commerce Customers Lifecycle, a framework for developing e-commerce businesses that looks at five pivotal aspects of the business and interaction with your customers:

- Acquisition: How do you get people to your website?

- Conversion: How do you get them to buy once they're there?
- Fulfillment: How do you get them the product once they've purchased it?
- Retention: How do you get them to come back and buy again?
- Measurement: How do you measure all of these activities to ensure they're profitable?

You'll walk away from this presentation with both a sound understanding of the e-commerce eco-system as well as a multitude of tools and tactics to improve your e-commerce performance.

1:45 *Leverage Your EDI Infrastructure for Non-EDI Critical Business Initiatives*

Joe Dupree – Vice President of Marketing, CLEO

Companies everywhere are trying to do more with less. You can help your company do this by stretching your EDI Infrastructure to take on delivery of critical IT capabilities that your business desperately needs to pursue new business initiatives. Will you get promoted over it? Well, we're not sure. But you'll be saving your company big bucks, making your team more relevant, and receiving some of the spotlight for making it all happen. It sure sounds good! Learn how you can help your company take on secure file sharing, moving big data, application integration, data collaboration, high speed transfers, advanced data transformation, business visibility, and more!

2:30 [Networking and Refreshment Break](#)

2:45 *Drivers and Outcomes to Modernizing your Integration*

Barry Sponsler, Solutions Consultant, Extol

Many companies are hard pressed to keep their B2B integration infrastructure current in today's fast paced, constantly changing business environment. New demands from customers, limitations of the legacy IT environment, and extended implementation associated with bringing on new partners are but a few of the challenges that must be overcome.

Find out how your company can respond to these demands quickly and easily, while reducing risk and keeping costs under control.

3:30 [Raffle/Refreshments/Networking/Adjourn](#)
