

**NEECOM Agenda**  
**25<sup>th</sup> Annual Fall Conference with Vendor Exhibits**

**Thursday, October 15<sup>th</sup>, 2015**

**Morning Program:**

**8:00 Registration/Continental Breakfast Plus!**

**8:30 *Annual Meeting and Opening Remarks***

**Ira Keltz, NEECOM President, Partners HealthCare System, Inc.**

**8:45 *The Evolution of Forecasting***

**Pat Smith, Managing Director, ToolsGroup**

Big data and the rise of ecommerce has had a seismic shift in how organizations plan for and sell products. The ability to sell a wider variety of items online has both expanded sales opportunity and risk with a low barrier to entry for competition. Understanding how to adapt to increasingly more variable product demand and predict future demand has never been more important to deliver superior customer service.

In this session ToolsGroup General Manager Pat Smith will discuss how the practice of forecasting has evolved along with the changes in commerce and what best practices can be implemented to ensure that maximum value is derived from your supply chain.

**9:30 *Managing Growth in an Omni-Channel World***

**Marc Kalman, CEO, BizSlate**

The world of retail has changed dramatically in the past decade. New selling models have created more complex consumer habits and have led to consistently higher expectations of service. Technology “behind the buy button” has often lagged behind and stuck to increasingly outdated approaches. This session will explore a new perspective in managing critical inventory, order management and other supply chain operations which are often the source of inefficiency and constraint on business growth.

**10:15 Vendor Exhibits, Networking and Refreshment Break**

## NEECOM 25<sup>th</sup> Anniversary Fall Agenda (continued)

**Thursday, October 15th, 2015**

**10:45 *Omni-Channel and the Evolution of EDI and Catalogues***

**Tony D'Angelo, VP Sales and Marketing, Intertrade**

From the birth of VANs several decades ago to the current Omni-Channel requirements, this presentation will highlight the importance of sharing data within a supply chain and between trading partners through the use of EDI and Catalogues. Take a walk down memory lane for a discussion on past technology trends and cycles that brought us where we are today and conclude with a look into the future of our industry.

**11:30 *Successfully Connecting Your Supply Chain***

**Patrick Hall , Senior Director of Business Development, DiCentral**

Pat Hall, Senior Director of Business Development for DiCentral, will speak about supply chain connectivity and the findings associated with supply chain connections. Not only does an optimized supply chain create a smooth, efficient day-to-day data flow process, but it is essential to growth. Electronic Data Interchange is a strong, reliable piece of your supply chain connection.

**12:15 Lunch & Vendor Exhibits (until 1:15)**

## NEECOM 25<sup>th</sup> Anniversary Fall Agenda (continued)

**Thursday, October 15th, 2015**

**Afternoon Program:**

**1:15 *Seven Steps to Omni-Channel Success***

**Phil Vogel, Program Director, Offer Management at IBM**

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**2:15 You Do It, but...The Difference Between a Swing & a Miss AND a Home Run – Utilizing Retail Intelligence via EDI and Related Tools.**

**David Matsil, President of Business Development, Enhanced Retail Solutions**

Retail battles are won as much by intelligence as they are by quality of product. Did you know 41% of retail initiatives are not executed in the intended fashion? The overwhelming conventional wisdom we hear is : “I do it already” or “We have a pretty good handle on our business”. And yet...You do not know what you don't know.

**3:00 Vendor Exhibits, Networking and Refreshment Break**

**3:15 *Item Level RFID Tagging- Requirements and Technology***

**Ray Roach, Account Manager, eServices, Mockingbird Systems RFID**

This discussion will outline the Retailer requirements, the technology behind those requirements, and how to leverage the investment in compliance so that everyone wins and not just the Retailers. We will also take a quick look at how RFID can integrate with EDI systems, to provide a simple shipment validation process.

**4:00 *EDI Alternatives – a Case Study of how one company expanded e-business with PDF***

**Robert Raida, Director of Business Development, Foundational e-Business**

**Kevin Quirk, MIS Manager, Admiral Metals**

EDI, and especially e-business mean a lot of different things to different organizations. This session will explore alternatives to traditional EDI, focusing on one company's implementation of “PDF to EDI” as a means to capture transactional data from trading partners that cannot support traditional EDI.

We'll explore the business reasons for pursuing this project, the technical side including data capture and flow into the ERP system, and the results of the project.

**4:45 Raffle & Refreshments/Exhibits/Adjourn**