

NEECOM Agenda
Annual Fall Conference with Vendor Exhibits

Thursday, October 12th, 2017

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 *What does a Data-Inspired Future Mean to e-Commerce?*

Rob Consoli, Chief Revenue Officer, Liaison Technologies

This is an exciting time to be in information technology. Our world is more connected than ever due to the growing number of devices, apps, and data sources. With e-commerce becoming an even stronger force in our economy, what technologies and strategies do you need to be aware of that will change the future of e-commerce forever? In this discussion, you'll learn about disruptive technologies such as Blockchain, IOT, and what's available in the cloud to give your organization a data-inspired future.

9:30 *Digital Catalogue is the New Merchandise – How Content Management is the New Key Enabler for OmniChannel*

Neel Sharma, Managing Partner, Spice Technology Group, Inc.

In the offline world, customers make purchasing decisions based on a set of direct, in-person encounters. Touching and trying on merchandise, sales staff interaction, online research are all methods used in concluding the buying process. In the omni channel world, digital product data drives the overall lead generation and conversion (buying) experience. Online merchants know that inspiring content is the key to a superior digital experience that ultimately drives sales. How are retailers and suppliers setting up to collaborate on product data, beyond EDI? How are marketplaces such as Amazon and Facebook driving what content is required and how content is shared & shaped for online experiences. How is the growth in Drop Shipping, Affiliate Marketing programs and Shopify driving the needs for massive content collaboration?

10:15 Vendor Exhibits, Networking and Refreshment Break

10:45 *Automate the Building of your Advanced Ship Notices/856's !*

Earl Wertheimer, President/Owner, Wertheimer Computer Works, Inc.

The talk will review how the ASN/856s can be automated from incoming Purchase Orders. It will focus on some of the unique problems in the Apparel Industry:
Pre-packs, Multi-Store POs (SDQ) and various incoming PO formats (SLNs).
Automating the process ultimately reduces errors and costly chargebacks.

11:30 *Make Brick and Mortar Retail Great Again!*

Dan Kazzaz, CEO, Secure Exchange Solutions

The American National Standard Institute (ANSI) Accredited Standards Committee (X12) was created not merely to *define* the messages needed for Application to Application (A2A) / Business to Business (B2B) electronic commerce – but to use them to help US industry survive and *thrive*. The messages which were developed helped the big retailers, the automotive companies and energy companies to name a few.

Many brick and mortar retail institutions are failing. Can they be saved? Should they be saved? How would you save them?

NEECOM is sending out a questionnaire about this – this talk will go over your responses and help devise an action plan. (Bring your favorite retailer or supplier to a retailer to NEECOM).

12:15 - 1:15 Lunch & Vendor Exhibits

Afternoon Program:

1:15 Keynote Address: *Silent Influencing – Rediscover the Power of Body*

Language to Lead Impacting Change

Michael Nir, Transformation Inspiration Expert & Author, Sapir Consulting US

Yes, our environment is digital, and yet our most important interactions rely on our skills to change perceptions and create agreement: getting a job, closing a deal, negotiating salary, leading a team through conflict, managing a project; Influencing the decision makers in our lives, all depends on our mastery of simple and powerful tools.

In this highly interactive and entertaining presentation Michael energizes the audience to increase awareness and embrace proven techniques to silently influence the stakeholders in their lives, business and personal.

Key takeaways

- Experience – how do I use the out, the body, to change the in, my thoughts and perceptions?
- Inspire – how do I use body language to change challenging environments and situations?
- Motivate – how do I influence and lead change by awareness to the flow of experience?

2:15 *Developing Your B2B Integration Program for Measurable Gains*

Greg Horton, Product Marketing Director, OpenText, Inc.

Your success is dependent on your entire business ecosystem running smoothly. That means having a supply chain network that maximizes automation, integration, and collaboration. To get there, you need a robust B2B integration strategy. In this session we'll present results from research that shows the business benefits of B2B integration and provides a model for maturing your B2B integration efforts.

3:00 Vendor Exhibits, Networking and Refreshment Break

3:15 *How Chatbots and AI are Changing the Face of E-Commerce*

Matt Kruczek, Director of Mobile/Web & Cognitive Services, Tallan, Inc.

With billions of active users across platforms like Facebook and Slack, and the emergence of “personal assistant” technology such as Alexa, it is even more essential for businesses to play in these spaces, where and when their customers and potential customers spend their busy, digital days. Given that fact, businesses have taken to social media as a way to reach and more personally engage with their customers. Queue the rise of the Chatbots.

Though the origin of today's Chatbot technology can be traced back as early as 1966, its re-emergence was driven by the widespread growth of mobile devices that allow users access to information

immediately and at any time. With consumption and need on the rise, the use of quick, yet insightful conversation-based technology fits nicely into our everyday activities.

Alongside benefits to consumers, Chatbot technology can empower customer service, giving consumers an easier and more enticing way to interact with their favorite brands. Transferring these activities to a Chatbot can save organizations up to 29% on customer care costs annually. The e-Commerce community as a whole has already been bolstered by the use of bots, especially among younger consumers, 2/3 of whom are likely to buy items and services from brands via chatbots. Join Tallan's Director of AI technologies, Matt Kruczek, in exploring some of the ways eCommerce thought leaders are utilizing this technology to bring their business to the next level.

4:00 Raffle & Refreshments/Exhibits/Adjourn