

# Sales and Operations Planning

Powerful Process Enabling Successful Business Transformation

Berlin, Germany

25th & 26th February 2008

## Gain In-depth Knowledge of Key Issues:

- **Gain** detailed information from all levels of planning
- **Keep** up with the latest software tools
- **Install** and maintain efficient S&OP process
- **Incorporate** S&OP within the whole business process
- **Ensure** efficient process management through forecasting
- **Network** with world-renowned experts from leading global companies

## Attending this Premier **marcus evans** Conference Will Enable you to Hear:

- Valuable and effective collaborative forecasting techniques for continuous improvement from **Carlsberg Breweries**
- The impact of performance metrics on the supply chain from **UPS International**
- How collaboration works from **Heinz (UK)**
- Using S&OP to consolidate diverse sources of demand information to drive consensus forecasts and better decision-making from **Johnson Diversey**
- Establishing buy-in in the value stream when implementing S&OP from **TDC**

## Early Bird Special Offer:

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Things Change –  
Processes Evolve

# S&OP is Not

# Just a Meeting – It's a **Culture Change**

## In the Chair:

**Bill Bronsky**  
Managing Director OBA  
**The Office for Business  
Architecture**

## Your Distinguished Speaker Panel:

**Rainer Lehner**  
Marketing and Sales Services,  
Business Transparency  
**Infineon**

**Helmut Runschke**  
S&OP Director EMA  
**Johnson Diversey**

**Bernd Rehberg**  
Operations Supply Chain Planning  
**Nokia Siemens Networks GmbH  
and Co. KG**

**Nigel P. Bicknell**  
Demand Manager, Commercial and  
Business Excellence  
**Abbott**

**Andrew Purton**  
Regional President  
**OLIVER WIGHT EAME LLP**

**Steen Morch**  
Supply Chain Management Manager  
**TDC**

**Bill Bronsky**  
Managing Director OBA  
**The Office for Business  
Architecture**

**Boris Dobberstein**  
Director of Sales Operations  
**UPS International**

**Cecile Delestre**  
Demand and Supply Planning  
Optimisation Project Manager  
**Nestle**

**Henning Reihe**  
Supply Chain Planning Manager  
**Mars**

**Simon O'neill**  
European Supply Chain Planning  
Director  
**HJ Heinz**

**Dr. Christian Borel**  
Head of Supply Chain Integration  
Desk  
**Merck Serono**

**Lloyd Snowden**  
Partner  
**OLIVER WIGHT EAME LLP**

**Raimo Kosonen**  
DSP Strategy  
**Nokia Siemens Networks**

Day 1

25th February 2008

## Booking Line

Tel: +44 20 3002 3140

Fax: +44 20 3002 3016

www.marcusevans.com

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

**Bill Bronsky**

Managing Director OBA

**The Office for Business Architecture**

### ACHIEVING EFFECTIVE S&OP IMPLEMENTATION

09.15 **Case Study**

#### **Collaboration within S&OP**

- The 4 C's
- Internal and external dimensions
- Roles and responsibilities
- Key success criterias
- Benefits and continuous improvement

**Dr. Christian Borel**

Head of Supply Chain Integration Desk

**Merck Serono**

10.00 **Case Study**

#### **S&OP – Opportunities in High Asset Utilisation Environment**

- Overview of S&OP process at Mars
- How an end to end supply chain perspective is ensuring good service level to customers
- Why is S&OP a lean approach

**Henning Reihe**

Supply Chain Planning Manager

**Mars**

10.45 Morning Coffee and Networking

### S&OP IS EVOLUTIONARY NOT REVOLUTIONARY

11.15 **Case Study**

#### **Transition Sales and Operations Planning from Tactical Supply/Demand Volume Balancing to Rolling Integrated Business Management**

- Most companies have set too low an ambition for their Sales & Operations Planning Process
- Best practice companies position S&OP as the rolling business management process
- Independent research shows that those companies that deploy S&OP strategically consistently out-perform those companies whose approach is more tactical and less integrated
- This presentation will show delegates what a strategically focused, rolling business management process look like, and how to deploy

**Andrew Purton**

Regional President

**OLIVER WIGHT EAME LLP**

12.00 **Case Study**

#### **Aligning and Sustaining S&OP within the Business during a Time of Change**

- How to sustain S&OP when the business is going through continuous change
- Building a culture and governance model of continuous improvement
- Streamlining data to fit the new business formation

**Boris Dobberstein**

Director of Sales Operations

**UPS International**

12.45 Lunch

14.00 **Case Study**

#### **How to Establish Buy-in in the Value Stream when Establishing Sales and Operations Planning**

- Creating of value proposition around S&OP
- Experience with scoping implementations of the S&OP process
- Typical pitfalls in the S&OP implementation

**Steen Morch**

Supply Chain Management Manager

**TDC**

14.45 **Panel Discussion**

#### **Introducing S&OP into Your Business**

- Starting with S&OP
- Who should be involved in S&OP implementation?
- Outlining why S&OP is really important for companies
- Monitoring the implications of poor S&OP
- Examples of best practices for S&OP

*Panel Moderator:*

**Lloyd Snowden**

Partner

**OLIVER WIGHT EAME LLP**

*Panelists:*

**Jennifer Reidenbach**

Demand Planning Manager

**Reckitt Benckiser Germany**

15.45 Afternoon Tea and Networking

16.15 **The Application of S&OP in Different Types of Complex Organisations**

- Initial step from shifting S&OP from smaller to larger business units and pitfalls to avoid
- The challenges of regionalisation and globalisation – How to develop the process and behaviours in a multi national environment
- Letting the decision-making needs of the business shape the forecasting process on a larger scale

**Simon O'neill**

European Supply Chain Planning Director

**HJ Heinz**

17.00 Closing Remarks from the Chair

17.15 End of Day One

Day 2

26th February 2008

## Booking Line

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08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

**Bill Bronsky**

Managing Director OBA

**The Office for Business Architecture**

SALES AND OPERATIONS PLANNING IS ALL ABOUT  
CONSENSUS

09.15 Case Study

### Controlling Company's Data Using S&OP Processes

- Using S&OP to consolidate diverse sources of demand information to drive consensus forecasts and make better decisions
- Ensuring market information is consolidated at the right level at the right time
- Achieving integration and collaboration of different people and processes

**Helmut Runschke**

S&OP Director EMA

**Johnson Diversey**

10.00 Case Study

### S&OP – Why Is It Still Broken?

- Results from 300 hundred multi-national companies from 16 different industry sectors
- Find out the biggest challenges organisations face with S&OP - And the 6 critical success factors for implementation.
- What are the key characteristics of organisations that perform S&OP best
- Can these learning's be translated cross-industry and how?

**Bill Bronsky**

Managing Director OBA

**The Office for Business Architecture**

10.45 Morning Coffee and Networking

11.15 Case Study

### Managing S&OP Data in a Global Company

- One set of numbers – Consolidating demand information from over 100 sources
- Making sure all demand sources provide data at the right time
- Achieving integration and collaboration of different people and legacy system platforms

**Nigel P. Bicknell**

Demand Manager, Commercial and Business Excellence

**Abbott**

12.00 Panel Discussion

### Globalisation of Business Adds Complexity

- Managing complexity in a large rollout
- Cultural and change management issues across different countries
- Maintaining the momentum and enthusiasm for new working methods

*Panel Moderator:*

**Andrew Purton**

Regional President

**OLIVER WIGHT EAME LLP**

*Panelists:*

**Jennifer Reidenbach**

Demand Planning Manager

**Reckitt Benckiser Germany**

13.00 Lunch

14.15 Case Study

### Improvement of Planning Efficiency and Accuracy by Segmented Planning and Optimised Organisational Setup

- Planning model definition and implementation
- Gaining speed and visibility
- How to get sales on board
- Customer incentivation

**Bernd Rehberg**

Operations Supply Chain Planning

**Nokia Siemens Networks GmbH and Co. KG**

**Raimo Kosonen**

DSP Strategy

**Nokia Siemens Networks**

EXTENDING S&OP BEYOND THE ORGANISATION

15.00 Case Study

### Creation of a Model for Optimisation of Sales and Marketing Forecast

- Improving the quality of sales and marketing forecast
- Reduction of efforts spent for the generation of this forecast
- Utilisation of statistical forecasting methods for certain product segments/groups
- Respective received results

**Rainer Lehner**

Marketing and Sales Services, Business Transparency

**Infineon**

15.45 Closing Remarks from the Chair

16.00 End of Conference

### Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**James Driscoll**, Sponsorship Director

marcus evans Stockholm

Tel: +46 8 407 2934, Fax: +46 8 678 3934

E-mail: JamesD@marcusevansse.com

# Sales and Operations Planning

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Berlin, Germany

25th & 26th February 2008

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2. Fax bookings direct on +44(0)20 3002 3016

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1. Fees are inclusive of programme materials and refreshments.
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3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
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6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

## Why You Must Attend:

In today's competitive and turbulent business environment, it is more important than ever to make sure that your company has the ability to quickly respond to market shifts. In an ideal world, sales and operations would collaborate and integrate and all departments would create one forecast for the whole organisation. However, in the real world, this scenario is much more complex and extremely difficult to achieve.

This premium **marcus evans** conference will examine different issues and challenges that organisations face with S&OP in the current business environment. It will showcase a series of case studies dealing with the increasingly crucial requirements industries have to face in connection to S&OP processes and will provide insights and strategies that will help businesses to plan more efficiently.

## Who Should Attend:

### Presidents, Vice Presidents, Directors, Heads/Managers of:

- Sales and Operations Planning (S&OP)
- Supply Chain Management
- Operations
- Demand Planning and Forecasting
- Inventory Planning and Purchasing
- Material Planning
- Sales and Marketing
- Logistics
- Production
- Manufacturing
- Distribution

If you would like further information about the event or information about how to book, please contact:

**Jana Juskova**, Marketing Executive,  
**marcus evans** London  
Tel: +44 20 3002 3140  
E-mail: [JanaJ@marcusevanscz.com](mailto:JanaJ@marcusevanscz.com)

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