

# M | MICHIGAN ROSS TECHNOLOGY AND BUSINESS INNOVATION FORUM

## Digital Supply Chains

Agenda - April 17, 2015 - Ross Room R2240

Time	Topic	Speaker	Message
8:00-8:30	Continental Breakfast		Registration will take place by R2240
8:30-9:00am	Overview and Introductions	<b>M.S. Krishnan and Ravi Anupindi</b> , -Michigan Ross-TBIF Co-Directors	Brief introduction to the agenda for day and the company representatives in the room
9:00-9:45am	Software is Eating the Value Chain	<b>Haim Mendelson</b> , -Stanford- Kleiner Perkins Caufield & Byers Professor of Electronic Business and Commerce	As software permeates every aspect of the value chain transforming products and processes across industries, businesses cannot afford to ignore this trend. It is important for business executives to deeply understand this change and its implications on their business models, supplier, customer and employee engagements. This presentation will delve deeper into this trend and discuss the challenges and opportunities from this emerging new value chain.
9:45-10:15am	Digital Supply Network: The Engine for Growth	<b>Roderick Martin</b> -Accenture- Manufacturing, Operations, and Supply Chain Transformation Thought Leader	Every high-performing supply chain is now a digital supply network: connected, intelligent, scalable and rapid.
10:15-10:45am	Break		refreshments and networking
10:45-11:15am	Internet of Things (IoT) for Supply Chain Visibility	<b>Jeff Tazelaar</b> -Dow Chemical- Global Leader, RFID, GPS, AutoID, Telemetry Expertise Center	High level overview of how Dow utilizes AutoID, RFID, GPS and Telemetry to manage its vast supply chain network for real-time visibility and insight.
11:15-11:45am	Siemens business strategy that impact the supply chain	<b>Don Vossler</b> -Siemens- VP Portfolio/ Principle Expert	Two distinct PLM customer vectors and the "human in the loop" issues with the supply chain that has to interface many silo functions.
11:45am-12:05pm	Technology related disruptions in Supply Chains	<b>M.S. Krishnan and Ravi Anupindi</b> , -Michigan Ross-TBIF Co-Directors	Content and assignments for small group breakouts
12:05-1:30pm	Lunch + Small Group Breakouts	(R2246, R2248, R1128, R1248, R1238, R1236)	
1:30-2:00pm	Report out	<b>All Groups</b>	
2:00-2:15	TBIF MAP Project Report Out	<b>MAP Students</b>	Student experience of TBIF MAP projects and updates
2:15-2:35pm	Ecommerce supply chains: challenges and insights	<b>Amitabh Sinha</b> -Michigan Ross- Associate Professor of Technology and Operations	This talk will be based on a recent research project consisting of an in-depth investigation of ecommerce distribution models in the grocery/ CPG sector.
2:35-2:55pm	Break		refreshments and networking
2:55-4:10pm	Member Round Table (Forum members will describe an digitization in supply chains in their companies)	<b>Chris Chapin</b> -Hewlett Packard- Senior Services Account Manager	"Generation C" are building new market demands for innovation: Demanding anywhere and anytime access, mobile and ubiquitous connections, and a new style of customer service.
		<b>Ian Watson-Jones</b> -IBM- Associate Partner for Supply Chain Strategy and Analytics	Empowered by creative new analytics, many business functions are unlocking previously untapped financial value.
		<b>Michael Osment</b> -Taubman- CIO/CTO	Deliv, the crowdsourced, same day delivery service that the big mall operators support and its future in retail supply chain.
4:10-4:25pm	Debrief of the meeting and discussion of opportunities for MBA projects for the 2015-2016 academic year.	<b>M.S. Krishnan and Ravi Anupindi</b> , -Michigan Ross-TBIF Co-Directors	What was most attractive about today's meeting; how might we adjust the format? Process for developing a student team project proposal if desired by a member.