

SCF TRACK: SESSION 1

Monday, September 27, 3:30 pm to 5:00 pm

Amphitheater One

Chair: Amy Thorn

Title: Innovative Order Management Technologies to Deliver the Perfect Order

Session Objectives:

- Learn how order hubs are providing a single face to the customer from capture to fulfillment
- Learn how innovative technologies like intelligent mobile apps expand eCommerce capabilities

Education Level: Intermediate

Abstract:

As companies are coming out of the recession, their focus is returning to growth. They must also deal with increasingly demanding customers and a relentless focus on operational excellence. In this session, learn how order capture and management technologies such as order hubs and mobility solutions are simplifying complex selling and fulfillment channel.

Speakers:

- William Carson, VP of Technology, **Archbrook Laguna**
- Brent Dawkins, Industry Marketing Manager, **Sterling Commerce**
- James Glazer, Sr. Product Specialist, **Sterling Commerce**
- Bob McAdoo, Vice President, **Parker Hannifin**

Key words:

Order Processing, eCommerce