

TRACK 11: SALES & OPERATIONS PLANNING

Monday, September 27, 1:30 pm to 3:00 pm

Amphitheater Two

Chair: Mary Adamy

Title: How to Enforce Strategic Decisions at an Operational Level

Session Objectives:

- Learn how leading companies are using modeling technology to enable Sales & Operations Planning
- Hear how organizations are migrating strategic plans into “actionable” operational decision-making
- Compare and contrast the benefits between a best-in-breed solution and an integrated enterprise system

Education Level: Basic

Abstract:

Sales & Operations planning can require an organization to extend its planning horizon months into the future to help balance capacity against forecasted demand. The best firms combine strategic planning with sales and operations planning to ensure that the financial goals of the firm are feasible and that they will be supported by operations. This presentation will provide case studies of how companies are extending sales & operations planning to create winning strategic plans that can be effectively executed and monitored to achieve strategic corporate goals.

Speakers:

- Paul Homchick, Sr. Director-Value Chain Planning Applications Marketing, **Oracle Corporation**
- Donald Hicks, President & CEO, **LLamasoft, Inc.**

Key words:

Forecasting/Planning, Supply Chain Management