

## **TRACK 3: BREAKING THROUGH BARRIERS: WINNING THE SC CHALLENGE TOGETHER**

**Monday, September 27, 10:00 am to 11:30 am**  
**Amphitheater Two**

**Chair:** Tim Fischer

**Title:** Collaborative Practices to Maximize Mutual Chain Value

**Session Objectives:**

- Learn how shippers and logistics providers are jointly reducing costs and optimizing cash flow through use of collaborative processes and technologies
- Understand practical approaches for improving financial and supply chain visibility

**Education Level:** Intermediate

**Abstract:**

In today's economic environment, it is crucial for shippers and logistics providers to have an end-to-end view of supply chain and financial chain activities. This session will use a case study to illustrate how companies are collaborating to reduce total delivered costs, minimize disruptions, ensure compliance and optimize cash flow.

**Speakers:**

- Richard Douglass, Global Industry Executive – Manufacturing, **Sterling Commerce**
- Robin Lecuyer, Vice President, **U.S. Bank Transportation Solutions**
- Meredith Powers, Sr. Manager, Manufacturing Industry Solutions, Mobility, **AT&T**

**Key words:**

- Finance, Supply Chain Management