



# Integrated Planning & Optimisation Summit 2012 (IPOS'12)

27th—28th February 2012 | Adelaide Convention Centre

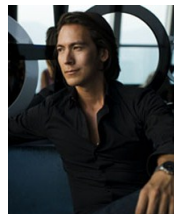
*Maximising* Value Chain Performance



Speakers include:



**Dr John Gattorna**  
Supply Chain “thought leader” and author of “Dynamic Supply Chains”



**Mr Mike Walsh**  
Best selling author of “FUTURETAINMENT” and CEO of innovation research lab Tomorrow, Mike Walsh is a leading authority on the digital future.



**Mr John Ansley**  
Linfox, Chief Information Officer & President, Supply Chain Solutions



**Mr Rohan Davison**  
Rio Tinto Iron Ore, Chief Information Officer

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# Summit Overview

The 2012 Integrated Planning & Optimisation Summit (IPOS'12) is the premier event on the emerging topic of enterprise-wide decision support, and will attract some 300 delegates from various business sectors. The Summit is divided into a *Technical* and *Business* stream, covering critical topics on integrated planning and optimisation, with keynote presentations that will challenge your thinking about what's possible and what the future will look like. The two streams examine the components that enable "integrated planning" and "optimisation", supported by case studies from companies such as Xstrata, Incitec Pivot, OneSteel, and Rio Tinto Iron Ore. The keynote presentations are by world-class experts, including Dr John Gattorna, Mike Walsh, John Ansley, and others, who are working on the cutting edge of business effectiveness. We invite you to hear from business leaders who have made the leap to adopt integrated planning and optimisation in their businesses, and what this journey means for your business.



The 2012 Integrated Planning & Optimisation Summit (IPOS'12) will focus on how businesses are re-designing themselves, their IT solutions, and their operating paradigms to address market volatility, global competition, and, above all, the internal obstacles that affect decision making and performance.

The shift to integrated planning, not only within a single business silo, but across an entire enterprise, represents the future of decision support, and optimisation technologies will be a significant enabler of this emerging area.

**Zbigniew Michalewicz**  
Chairman of the Board and Chief Scientist



The world is becoming more dynamic and more interconnected each year. Managers and Executives are finding that changes in supply and demand can be sudden and unexpected, and that the complexity of doing business is increasing at a rapid rate. It is becoming hard to anticipate events, interpret their potential impact, and understand the implication of various decisions at both an operational and strategic level.

Against this backdrop, managers and executives across countless business sectors are realising that better decision support tools, processes, and paradigms are required to manage the increasing complexity and change occurring in the world. This has created intense market interest around terms such as "Integrated Planning" and "Optimisation", both of which hold the promise of increased visibility, transparency, and most importantly, *decision making capability* within a business.

**Scott Wooldridge**  
Vice President—Industry Business

## *Maximising* Value Chain Performance

Market volatility and increasing global competition requires more effective enterprise-wide decision making. Unless your organisation has reliable, accurate and comprehensive visibility of all your silo activities, your organisation's performance will be sub-optimal.



# Integrated Planning & Optimisation Summit 2012

# Day One: Monday 27 Feb

## Technical Track

## Business Track

**10:00 - 11:30** Registration

**11:30 - 12:00** Summit Welcome and Introduction

**12:00 - 12:45** Lunch

**12:45 - 13:45** Keynote: Dynamic Supply Chains



Dr John Gattorna

Conventional ways of designing and operating supply chains are flawed at best, and obsolete at worst; they cannot cope with the 'new' normal of unexpected disruption and volatility. One emerging model is based on the notion that people and their behaviour drive supply chains, called 'dynamic alignment'. This model takes a multi-disciplinary approach to organising enterprise resources, and requires a dual organisation structure, one that is better equipped to 'align' with customers and suppliers alike. John's presentation will explain how the model works in concept and practice, and will describe the successes achieved with its application over the last two decades.

**13:50 - 14:55** Simulation vs. Optimisation: An Introduction

The words "optimisation" and "simulation" are readily thrown about, but poorly understood. What is "simulation" and how is it applied to decision support? What is pure "optimisation" and how does it differ from "rule-based planning" or "supply chain simulation". Experts in the field will shed light on these core topics.

**Integrated Planning: Defining Best Practice**

What is "true integrated planning", and how can enterprise integration improve performance? Experts in the field will shed light on current and future best practice.

**15:00 - 15:20** Afternoon Tea

**15:25 - 16:30** Simulation & Optimisation: Advanced Topics

What technologies are available today for simulating and optimising complex problems? How do they differ from traditional methods? How can "simulation" be "optimised"? How simulation and optimisation be used for Greenfield sites that lack data?

**Setting the Right Measurements and KPIs**

Selecting the "right" KPIs is a significant challenge, especially when holistic optimisation can drive sub-performance in certain parts of the business to achieve optimised "whole of business" outcomes.

**16:35 - 17:30** Keynote: Unleashing the Future on Your Company and Competition



Mr Mike Walsh

What does it take to not only be the best, but to also change the rules of the game? Mike Walsh's presentation is a fast paced global tour of the disruptive technologies and new consumer behaviours that will directly impact you and your industry. It will equip you with the insights, motivation and tools to transform the way you do business. From social gaming in China to radical new low cost business models from India, next generation mobile banking in Africa and experiential brand platforms in Latin America - the best unorthodox thinking is taking place far from the traditional centres of innovation. The secret to seeing what's coming next is to pay close attention to the spaces where all the rules are being broken. The future is already here, you just need to know where to look.

**18:00 - 19:00** Pre-Dinner Drinks

**19:00** Gala Dinner



# Day One: 7pm Gala Dinner & Show



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We invite all participants and guests to enjoy an evening of world class food, wine, and entertainment. Drinks will be served at the Adelaide Convention Centre from 6pm, followed by dinner at 7pm. You'll be inspired by Tim Cope's epic journey across Asia and Europe that earned him the honour of becoming the National Geographic Adventurer of the Year, followed by a breath-taking performance by European sensation Crazeehorse, flown in from London especially for the Summit.

## Integrated Planning & Optimisation Summit 2012

# Day Two: Tuesday 28 Feb

## Technical Track

## Business Track

7:00 - 8:00

Breakfast

8:00 - 9:00

S&OP: Dynamically Linking Supply and Demand



Mr Scott Githens

Many organisations have tried to implement an S&OP process to align supply and demand, but many of these efforts haven't paid off...why? Listen to the critical success factors for this vital business planning process. Presented by Mr Scott Githens, Supply Chain Effectiveness Manager, OneSteel.

9:05 - 10:05

Data, data, data...

Confidence in your business data is key, as all decision support systems - whether they be a spreadsheet, whiteboard or sophisticated optimisation applications - are driven by data.

Poor processes...poor performances

Mr John Ansley, CIO and President of Supply Chain Solutions at Linfox, will discuss process standardisation and how to integrate improvement initiatives into standards.

10:10 - 10:30

Morning Tea

10:35 - 11:35

Source Systems

Most businesses have a number of systems for executing transactions and capturing real-time process information. How do these systems fit into the integrated planning & optimisation paradigm?

Case Study:  
Supply Chain Complexity at Incitec Pivot

Incitec Pivot's Phosphate Hill Operations is one of the most complex value chains imaginable. Learn about the journey they have taken to tackle complexity through integrated planning and optimisation technology.

11:40 - 12:40

Integration

Integrated planning requires system integration and interfacing. From traditional methods to next generation SOA standards, integration is a key part of the integrated planning & optimization journey.

Change Management

Learn how to prepare your organisation for the necessary and inevitable changes in process, decision making and operational execution that comes with implementing integrated planning.



# Day Two: Tuesday 28 Feb (cont.)

## Technical Track

## Business Track

12:40 - 13:25

Lunch

13:25 - 14:25

Case Study: Rio Tinto Integrated Planning

14:30 - 15:30

Case Study: Applied Optimisation at CBH Group

Mr Mathew Regan, Grain Quality Manager at CBH Group, will share a case study about the introduction of blending optimisation technology to their growers and the benefits realised.

Planning for Integration:  
Breaking Down Business Silos

Several companies will offer their experiences handling entrenched silo thinking and transitioning to end-to-end collaboration. An intimate portrait of organisational change leadership.

15:35 - 15:45

Afternoon Tea

15:50 - 16:50

Case Study: Creating a Vision and Roadmap for Integrated Planning & Optimisation at Xstrata



Mr Peter Bates

Xstrata Copper's CIO, Mr Peter Bates, will offer a perspective on how to create (and get buy in) on an IT Vision for the enterprise, and how they are moving towards integrated planning & optimisation.

16:55 - 17:55

Closing Keynote: Problem Solving from Another Perspective



Dr Zbigniew Michalewicz

Enabling integrated decision support within an enterprise involves solving problems of varying complexity, which might be technical, operational, or cultural in nature. Most problem solving approaches concentrate on formulas and structured approaches, which are often difficult to apply to unstructured (i.e. messy, real-world) problems. Puzzle-based Learning provides a new critical-thinking paradigm for solving unstructured problems, through the application of puzzles and scientific terminology, such as modelling, constraints, probability, and optimisation.

17:55 - 18:15

A Final Word and Closing

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# Registration



27-28 February 2012 | Adelaide Convention Centre

### 3 EASY WAYS TO REGISTER



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www.ipos2012.com



**Telephone**  
+61 8 8221 5533



**Email**  
jc@solveitsoftware.com

*“The Adelaide Convention Centre is leading the nation with its commitment to sustainability with a host of awards recognising its effort. The first centre in Australia to achieve EarthCheck Silver Certification and bestowed with Climate Action Innovator status.”*

### Summit Venue:

Adelaide Convention Centre  
North Terrace, Adelaide, SA 5000

### Registration Details

	Early Bird Rate	STANDARD RATE
<b>REGISTER EARLY &amp; SAVE up to \$800</b>	Book & pay on or before 15 December 2011 Partner's Gala Dinner ticket: \$50 extra	Book & Pay after 15 December 2011 Partner's Gala Dinner ticket: \$50 extra
2 Day Package (includes Gala Dinner)	\$1,600 (GST inc)	\$2,400 (GST inc)

### Registration Fees Include:

Entrance to the conference - all workshops and workshop materials, refreshments, lunch, Gala Dinner, wine tour, a copy of "Puzzle Based Learning" and Dr John Gattorna's "Dynamic Supply Chain". Please note travel and accommodation is not included.

### Accommodation & Travel:

Please visit [www.IPOS2012.com](http://www.IPOS2012.com) for more information

### Cancellation Policy & Substitutions:

Cancellations must be advised in writing at least 10 working days prior to the event. An administration fee of \$550 (inc 10% GST) will be incurred for cancellations. Substitution can be made 24 hours before the event without penalty.

### Dress Code:

Smart casual wear is suggested along with a sweater or jacket in case the conference room is cool.

### Payment Terms:

Payment must be made prior to the event or admittance will not be permitted. Payment may be made by EFT, cheque or credit card.



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