4th Supply Chain Leaders Forum

3rd September, 2015

THEME:

BIG DATA ANALYTICS

- Achieving better visibility in the supply chain

CBS COPENHAGEN BUSINESS SCHOOL

HANDELSHØJSKOLEN

Copenhagen Business School, Porcelænshaven 20, Ovnhallerne, 2000 Frederiksberg

BIG DATA ANALYTICS: Supply chain leaders have long strived to enable their companies to foresee and react effectively to variations or shifts in demand, supply problems, increased risk or other obstacles for an effective supply chain. A key element is creating visibility and insight across the supply chain to support good decision-making on network design, supply and market risks, product portfolio management, and much more.

Creating visibility and insight is only achieved if the company possesses the right processes, tools and skills necessary for capturing and integrating data, and most importantly for analysing and creating the needed intelligence. However many companies struggle to obtain useful insight, as the insight is often buried in massive and ever-increasing amounts of data. And, at the same time the companies have difficulty adopting the right big data analytics skills and tools.

TODAY'S AGENDA	
	13.30 – 14.00 Registration, networking, exhibitors visits and chance to quiz to win an iPad

Please arrive in good time, visit the various booths for leading supply chain vendors and meet friends and colleagues within supply chain management. Also, participate in our supply chain quiz to win an iPad.

14.00 – 14.15 Opening of the conference, virtual voting and introduction to HD-SCM

by Aseem Kindra, Associate Professor, PhD, Program Director HD-SCM at CBS and Henrik Knak, conference chairman and Partner at SCOPTI Management Consultants

14.30 – 15.00 Big Data and Supply Chain Management

Research in Big Data and language technology has been progressing rapidly in recent years, and it promises to make important contributions to business productivity and innovation. So far, this progress has had only limited impact on Danish business and society. This keynote talk will provide an overview of the Big Data revolution, its connections to Artificial Intelligence and Machine Learning techniques, along with a reflection about how these techniques may be usefully exploited for better supply chain management.

- The Big Data Revolution
- Learning from Big Data: AI and Machine Learning
- Case: Using Big Data to Optimize Supply Chain
- Case: Using Data Analytics to Assess Logistic Challenges

by Daniel Hardt, Associate Professor IT Management at CBS

15.00-15.15 Award: Best HD-SCM Business Project 2015

Best CBS HD-SCM Business Project will be nominated based on achieved academic grade and relevance to business leaders. The students will present their key results from each thesis and the Best CBS HD-SCM Business Project award 2015 will be given to the HD-SCM student who best delivers a project that fulfils a number of predefined criteria, all focusing on relevant business viewpoints. GS1 is sponsor of the Best CBS HD-SCM Business Project award 2015 worth 5.000 kr.

by Lars Kyed, CEO at GS1 Denmark

15.15 - 15.45 Break, snacks and networking

15.45-16.15 Leveraging big data to streamline the product portfolio

Novozymes – a company acting in more than 16 unique B2B markets has embarked on a journey to battle complexity through leveraging big data analytics and connecting the supply chain end to end. In this presentation the rationale behind this holistic approach will be outlined and concrete examples will be presented on how big data sets can be used to create a common unbiased platform for cross industry product portfolio management and fuel for companywide strategic decisions.

by Jonas Andersson, Manager Product & Supply Coordination at Novozymes A/S

16.15-16.45 Transformational change through big data analytics

Working in a retail environment with more than a million different products flowing through Denmark's largest store on a daily basis makes big data and analytics evident for good business. Over the past years Magasin du Nord has transformed its business by combining an advanced intelligent patchwork of best of breed solutions with company wide data resulting in increased supply chain efficiency, less out of stock and reduced cost and capital. The future enfolds further elevations of performance.

by Peter Fabricius, CFO at Magasin du Nord

16.45-17.00 Award: Best HD-SCM Thesis 2015

Best CBS HD-SCM Thesis will be similarly nominated based on achieved academic grade and relevance to business leaders. The students will present their key results from each thesis and the Best CBS HD-SCM Thesis award 2015 will be given to the HD-SCM graduate who best delivers a thesis that fulfils a number of predefined criteria, all focusing on relevant business viewpoints. AAASCM is sponsor of the Best CBS HD-SCM Thesis award 2015 worth 10.000 kr.

by Kim Sundtoft Hald, Vice chairman of AAASCM, PhD and former Program Director HD-SCM at CBS

17:00- 17.45 Drinks, sandwiches and networking

After all the inspirational presentations and award show participants are invited for drinks and sandwiches while networking, discussing experiences and key takeaway points from the conference and visiting booths, before final departure approximately 18.00.

ABOUT SUPPLY CHAIN LEADERS FORUM - WHERE SUPPLY CHAIN PROFESSIONALS MEET

Danish supply chain leaders primary post-graduate education, HD-SCM at CBS (HD = Graduate Diploma in Business Administration) represented by Aseem Kindra together with *Association for Academic Awareness of Supply Chain Management* (AAASCM) represented by Henrik Knak, have in 2012 initiated the first Supply Chain Leaders Forum.

The purpose of the forum is:
1. Honor the best HD-SCM Thesis and best HD-SCM Business Project of the year.
2. Create a network environment for supply chain leaders to meet and receive both academic and business inspiration from the best academics, leaders and companies.