



## 2023 CONFERENCE AGENDA

May 17<sup>th</sup> – 18<sup>th</sup>

The Starling | Atlanta, GA

### Wednesday | May 17<sup>th</sup>

3:00 pm – 6:00 pm	<b>Registration   Lobby, The Starling</b> Event registration is conveniently located in the Starling Hotel Lobby, next to their check-in desk. Grab your badge as you check-in, drop your bags in your room and then head over to the Welcome Reception across the street. You can also get your badge in front of the General Session on Thursday.
6:00 pm – 10:00 pm	<b>Welcome Reception   Pour Taproom</b> We encourage you to arrive on Wednesday, get settled in, and join us for cocktails, 40+ regional craft beers on tap, and tasty bites at Pour Taproom (1180 Peachtree Rd), just across the street from The Starling Hotel.

### Thursday | May 18<sup>th</sup>

#### Morning Breakout Sessions | Hub Rooms

Attendance limited to (1) breakout per track; register in advance to ensure a seat at your session of choice.

8:30 am – 9:15 am	<p><b>M1: Leveraging the RELEX Community &amp; Skills Academy (Customer Only)</b>  <b>Moderators: Ilona Vainio, User Engagement &amp; Community Manager   James Daniels, Digital Learning Lead</b>            RELEX Community and Skills Academy are powerful tools for improving users' capabilities within the RELEX system. With RELEX Community, you can connect with other users and RELEX experts, access valuable resources, share feedback and collaborate on best practices. Meanwhile, the RELEX Skills Academy offers training material and learning plans to help you enhance your skills and achieve greater success with RELEX. Don't miss this chance to leverage these powerful tools and see why they are "even better together"!</p> <p><b>M2. Revolutionizing User Experience: A First Look at the New Interface for RELEX Solutions Platform</b>  <b>Moderator: Tero Jantunen, Head of Product Management, SCM Application</b>            Join us as we preview the new RELEX User Interface going live in the upcoming 10.0 release in October 2023. With a newly designed visual style, the new UI is packed with efficiency, usability, and accessibility improvements that are sure to enhance your experience. Join us for an interactive session and get a sneak peek at what's to come!</p> <p><b>M3. From Farm to Shelf: Maximizing the End-to-End Value Chain in Fresh</b>  <b>Moderators: Marc Koehler, Director of Product   Alexa Sandoval, Director of Business and Solution Consulting</b>            Join us for a discussion on best practices for maximizing the end-to-end value chain in fresh item replenishment. From farm to shelf, learn how to optimize product shelf life, minimize waste, and acknowledge customer shopping preferences.</p> <p><b>M4. Conversations with Michael Falck, Co-Founder, RELEX Solutions</b>            Are you a new customer or attending RELEX LIVE for the first time? Join us for an exclusive breakout session where you will meet Michael Falck, one of our company's co-founders. During this informal meet and greet session, you'll learn more about our company's history, values, and vision for the future, as well as have the chance to ask questions, share ideas, and connect with other new attendees. Don't miss this opportunity to meet Michael and start building meaningful connections with others in the RELEX community.</p>
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## RELEX Live Conference Agenda Cont.

9:15 am – 9:30 am	<b>Networking Break</b>
<b>Opening General Sessions   Sequoia 1</b>	
<b>9:30 am – 12:10pm</b>	
	<b>Welcome &amp; Keynote Address</b>
9:30 am – 10:00 am	<p><b>Perfecting the Value Chain: Managing Demand, Profit and Costs in 2023</b>  <i>Michael Falck, Co-Founder, RELEX Solutions</i></p> <p>Michael will share his insights on how businesses can optimize their value chain to maximize profitability, minimize costs, and satisfy customer demand. He will provide valuable perspectives on the latest trends, challenges, and opportunities in supply chain management and offer actionable advice for achieving success in today's hyper-competitive market.</p> <p>Whether you're a business leader, supply chain professional, or simply interested in the latest trends and best practices in supply chain management.</p>
10:15 am – 10:50 am	<p><b>Customer Success: Insights on Key Market Trends and RELEX Innovations</b>  <i>Moderators: Laurence Brenig-Jones, VP Product Strategy &amp; Marketing   Greg Wilson, VP Field Strategy</i></p> <p>In this sure-to-be informative session, join us as we discuss the RELEX Roadmap and its alignment with key trends and big bets in the industry. Discover how the roadmap's recently released features have made a significant impact on our customers' businesses and get a sneak peek into upcoming enhancements and features that are on the horizon for RELEX.</p>
10:50 am – 11:25 am	<b>Networking Break</b>
11:25 am – 11:45 am	<p><b>Beyond the Numbers: Industry Trends Disrupting Today's Workforce</b>  <i>Moderator: Martin Reynolds, Chief Revenue Officer, delaPlex</i></p> <p>Scheduling has never been more difficult than today, with businesses facing many complex workforce management challenges. In this session, you'll hear real-world examples of how companies like yours optimize scheduling processes to improve efficiency, reduce labor costs, and ensure compliance with legal requirements.</p>
11:45 am – 12:10 pm	<p><b>Maximizing Your Space and Sales: The Art of Integrating Promotions into Space Planning</b>  <i>Moderator: Flora Delaney, Delaney Consulting &amp; author of "Retail: The Second Oldest Profession"</i></p> <p>Join us for a session on maximizing your retail space and sales by integrating promotions into space planning. Flora Delaney, author of "Retail, the Second Oldest Profession," will present the importance of strategically planning your retail space and promotions to increase customer engagement, drive sales, and optimize your store layout.</p>
12:10 pm – 1:05 pm	<b>Lunch, Networking Break   Sequoia 2</b>
<b>Afternoon General Sessions – Customer Insights   Sequoia 1</b>	
<b>1:05 pm – 3:05pm</b>	
1:05 pm – 1:30 pm	<p><b>Giant Tiger - What Came First: The People or the Tech?</b>  <i>Tara Diamond, Head of Forecasting and Replenishment</i></p> <p>Tara Diamond shares her insights on change management through their digital transformation. She takes us on a journey discussing the period leading up to, during and the continuous improvement needed to meet the ever-changing supply chain demands of a Canadian Retailer.</p>
1:30 pm – 1:55 pm	<p><b>C&amp;S's Digital Transformation Journey</b>  <i>Sudhakar Lingineni, Chief Information Officer   Andrew Connell, Senior Vice President, Procurement</i></p> <p>Sudhakar Lingineni and Andrew Connell discuss their supply chain journey, and why the selection of RELEX as part of their roadmap for application modernization will help in advancing C&amp;S's digital transformation strategy.</p>

1:55 pm – 2:20 pm	<p><b>AutoZone: Success through Partnerships and Collaboration</b></p> <p><b>Annie Hook, Vice President, Replenishment</b></p> <p>Hear from Annie Hook, VP of Replenishment, on how the flexibility, configurability, and ease of use with the RELEX platform has given AutoZone more opportunities to collaborate internally and share valuable data with internal and external partners.</p>
2:20 pm – 2:45 pm	<p><b>From POC to Enhancement: The Evolution of Tractor Supply's Supply Chain System</b></p> <p><b>Brandon Meredith, IT Manager, Merchandising Systems   David Shear, Inventory Manager</b></p> <p>Learn how Tractor Supply continues to evolve and enhance its supply chain system with RELEX, from the initial proof-of-concept (POC) phase to customization and enhancements. Discover how their system evolved to meet its business needs, including dynamic coordination limits, ordering for new distribution centers, and open-to-spend data on ordering screens.</p>
2:45 pm – 3:05 pm	<p><b>Translating Insights into Action: The Crucial Role of Learning from Industry Peers and Leading Retail &amp; Consumer Markets</b></p> <p><b>Kelly Pedersen, Partner, PwC   Brian Houck, Partner, PwC</b></p>
3:05 pm – 3:35 pm	<p><b>Networking Break</b></p>
<p><b>Afternoon Breakout Sessions #1   Hub Rooms</b></p>	
<p><b>Attendance limited to (1) breakout per track; register in advance to ensure a seat at your session of choice.</b></p>	
3:35 pm – 4:05 pm	<p><b>AA1: Techniques for Optimizing Replenishment for Non-Fast-Moving Items</b></p> <p><b>Moderators: Tom Charlton, Vice President Product, Forecasting &amp; Replenishment   Patrick O'Mara, Senior Solution Principal</b></p> <p>Join us for an informative session on replenishment strategies for non-fast-moving items. We'll start by defining what constitutes a non-fast mover and move on to discuss forecasting techniques for slow-moving items. You'll learn how to optimize safety stock to ensure you have enough inventory to meet demand without overstocking, and we'll cover different approaches to setting safety stock levels. We'll also explore effective replenishment techniques such as order frequency, order quantity, and lead time management. Finally, we'll discuss the importance of conducting root cause analysis and tracking KPIs to improve your replenishment strategy for non-fast-moving items continually.</p> <p><b>AA2. Supplier - Retailer Collaboration; Resilience in the Supply Chain During Uncertain Times</b></p> <p><b>Moderators: Greg Wilson, VP Field Strategy   Omar Louzir, Lead Business Consultant</b></p> <p>In this session, we'll discuss the hurdles many organizations face regarding collaboration between suppliers and retailers, including limited data, staffing constraints, and communication gaps around promotions.</p> <p>We'll explore the benefits of collaboration, such as improved supply chain planning, optimized product portfolios, and more effective pricing strategies. We'll also share examples of successful collaboration, including a pet wholesaler in the UK that uses the RELEX system for vendor collaboration and a vendor-managed inventory approach.</p> <p><b>AA3. Workload Optimization - Exploring Foundational Trends in Forecasting &amp; Capacity Management</b></p> <p><b>Moderators: Max Mononen, Director of Product, Workforce   Martin Reynolds, CRO, delaPlex</b></p> <p>Let's discuss Workload Optimization, where we'll explore foundational trends in forecasting and capacity management. Discover how to mitigate the limitations of today's tight labor market and unify your supply chain planning with DC picking and store replenishment labor to reduce operational costs.</p> <p>Further, we will discuss how to ensure alignment and efficient processes between store, DC operations, and central replenishment and avoid partial optimization. Plus, get insights into what RELEX is working on to balance workload within DCs, reduce capacity breaches, and strip out operative costs.</p>

## RELEX Live Conference Agenda Cont.

	<p><b>AA4. Boost Profit and Customer Satisfaction with Planogram Optimization</b>  <b>Moderators:</b> <i>Eric Bachrach, Field Strategist, Space   Anna Tiffany, Manager of Business Consulting</i></p> <p>Join this session to discover how planogram optimization can drive retail success by increasing sales, improving customer experience, and reducing labor costs. Further, with RELEX, retailers can respond quickly to changing market trends and stay ahead of competitors. Attendees will leave this session with insights on how RELEX helps retailers balance the art and science of visual merchandising, creating appealing and immersive shopping experiences that drive customer loyalty and sales...while boosting productivity and profit.</p>
4:05 pm – 4:20 pm	<b>Afternoon Networking Break</b>
<b>Afternoon Breakout Sessions #2   Hub Rooms</b>	
<b>Attendance limited to (1) breakout per track; register in advance to ensure a seat at your session of choice.</b>	
4:20 pm – 5:00 pm	<p><b>AB1: Predicting the Future: The Crucial Role of Forecasting &amp; Replenishment in Navigating Events and Seasonality</b>  <b>Moderators:</b> <i>Aki Elovehmas, Head of Product, Forecasting &amp; Omnichannel   Brett Lindner, Head of Product, F&amp;R Americas</i></p> <p>Join this session where we will discuss the crucial role of forecasting and replenishment in navigating seasonality. Discover how we currently manage events and seasonality in machine learning and how we plan to improve it in the future. Learn about replenishment techniques like safety stock and allocations to ensure products are in the right locations during periods of uncertainty.</p> <p><b>AB2. Responding to Changing Consumer Buying Patterns: Driving Promotional Performance</b>  <b>Moderators:</b> <i>Sonali Shah, Field Presales Solution Principal   Jeff Bulger, Field Presales Solution Principal</i></p> <p>In the face of a dynamically changing economy and inflation, consumers are driven by promotions more than at any time in the last decade. This presentation will dive into some key market trends. Then it will illustrate how RELEX's Promotions Planning &amp; Optimization within the unified planning can be leveraged to support basket analytics to drive promotional performance along with understanding and minimizing supply chain disruption to the rest of the organization. Now is the time to stop underperforming promotions and build more effective promotions in alignment with your consumer buying changes.</p> <p><b>AB3. Achieving Unified Supply Chain Effectiveness through ML &amp; AI</b>  <b>Moderators:</b> <i>Laurence Brenig-Jones, VP Product Strategy &amp; Marketing   Steve Richards, Head of Product, Micro Space • S&amp;A</i></p> <p>Learn how our customers use AI and machine learning to improve their forecasting accuracy and demand planning process, leading to better customer experiences and increased growth opportunities.</p> <p><b>AB4. CPG Roundtable</b>  <b>Moderators:</b> <i>Michael Gylling, Director of Product, CPG   Richard Huston, Lead Field Strategist</i></p> <p>Join us for a roundtable discussion on the top challenges affecting CPGs today and how the RELEX unified platform can help. We'll explore topics such as demand planning, inventory management, supply chain visibility, collaboration, data analytics, and regulatory compliance. Learn how our platform can help you navigate these challenges and perfect your CPG operations.</p>
5:00 pm – 5:25 pm	<b>Networking Break &amp; Finnish Happiest Happy Hour   Sequoia 1 Foyer</b>
<b>Closing General Session   Sequoia 1</b>	
<b>5:25 pm – 6:05 pm</b>	
5:25 pm – 6:00 pm	<p><b>Customer Panel &amp; Super User of the Year</b>  <b>Moderator:</b> <i>Flora Delaney</i></p> <p>Discussion with Michael Falck, ADUSA, &amp; AutoZone.</p>
6:00 pm – 6:05 pm	<b>Closing Remarks by Michael Falck</b>

## RELEX Live Conference Agenda Cont.

6:05 pm – 6:30 pm	<b>Finnish Happiest Happy Hour Continues   Sequoia 1 Foyer</b>
6:30 pm – 10:00 pm	<b>Closing Party @ Establishment</b> <b>RELAX with RELEX</b> Join us right next door at Establishment on the Veranda for Entertainment, Specialty Cocktails and Hors d'oeuvres.
<b>Friday   May 19<sup>th</sup></b>	
8:00 am – 10:30 am	<b>Departures   Grab &amp; Go Breakfast   Lobby, The Starling</b>