



Hilton DoubleTree Philadelphia West  
Plymouth Meeting, PA  
October 19-21, 2008  
[www.waminsight.com](http://www.waminsight.com)

## WAM Insight 2008 is Rapidly Approaching

*An Invitation to Supply Chain Planning Professionals  
in the Process Industry...*

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"I would like to invite you to join me at **WAM Insight 2008**, a supply chain planning conference that we are hosting to bring together executives and practitioners from all corners of the process industry to discuss the challenges and advancements in supply chain planning.

Don't miss this opportunity to meet with Picaso users, WAM partners, industry experts and members of the team behind Picaso. This is the ideal networking event for people at the forefront of planning technology and business workflow evolution—the supply chain executives, planners, directors, consultants and analysts who are building solutions to stay on the leading edge of the industry.

We are holding this year's conference on October 19-21, 2008 at the Hilton DoubleTree, Philadelphia West in Plymouth Meeting, PA. For more information about the conference, please visit our conference web site at <http://www.waminsight.com>, or contact us by phone at +1 484-530-4380.



I look forward to seeing you there!"

**Jack Weiss**  
CEO  
WAM Systems

[Register Now!](#)

## Agenda At A Glance

### > Sunday, October 19, 2008 – Welcome Reception

- **Welcome to WAM Insight 2008**  
*Hotel terrace 6:00pm-9:00pm*

### > Monday, October 20, 2008 – Conference Main Day 1

- **Insight Keynote Address: The Evolving Role of Technology as an Enabler of Supply Chain Planning**  
*Jack Weiss, CEO, WAM Systems*

- **Painting the Technology Landscape**  
*Mark Zod, Chief Technology Officer, WAM Systems*

As supply chain executives battle with organizational pressures and increasing product and network complexity they continue to expand their dependence on planning tools that can perform in this challenging environment. Mark Zod will discuss how new technologies—offering improved delivery and management of information—are helping executives make faster and more effective decisions. You will hear how next generation software can be deployed quickly and accurately, how built-in workflow is helping to improve efficiency, and how new technologies now are enabling users to see and process data with improved efficiency.

- **Benchmarking the State of the Industry**  
*John Kamal, Chief Operating Officer, WAM Systems*

Get valuable industry insight with an in-depth look at results of WAM's ongoing Industry Benchmarking Survey Program. WAM has performed detailed analysis of hundreds of the world's leading process industry companies. Participants have shared their best practices, performance data and workflow management trends in this comprehensive survey. This has led to the creation of a substantial database of metrics that represents the state of planning today. This is an opportunity to see where you are, and what best practices look like at industry-leading companies.

- **Case Studies: Effective Application of Technology**  
*Success stories applying supply chain planning technology to improve customer service, sales & operations planning, global supply chain visibility and more*

- **New Technology Announcements from WAM Systems**

- **Like Clockwork**  
*A Real-World Simulation Spotlighting Best Practices Workflow and Technology in Supply Chain Planning*  
How much more effective can you be when your supply chain planning workflow is following industry best practices while being fully supported by insightful technology? Think that's an unattainable goal? Watch this "day in the life" presentation of a process industry company at work, confidently navigating some of the most difficult challenges by employing best practices decision-making and industry-leading planning tools.

- **Executive Panel Discussions**  
*Navigating the Pitfalls of Selecting, Installing, Employing and Benefiting from Technology*

- **Evening Networking Dinner & Wine Tasting**  
*The Coleman Restaurant at Normandy Farms*



## > Tuesday, October 21, 2008 – Conference Main Day 2

- **WAM Innovations**

*A sneak peek at the latest offerings from WAM Systems—developers of Picaso, the leading supply chain planning solution for the process industry. Don't miss this interactive tour of the latest advancements to come out of the WAM technology lab. This presentation will present a detailed look at new features and functionality on the WAM workbench.*

- **WAM Solutions Zone**

*A close-up look at some of the newer facets of Picaso at work solving the everyday challenges facing supply chain executives throughout the world. Meet with WAM implementation experts who will present live demonstrations of production schedule optimization, interactive reporting and analytics, workflow oriented master data management and more.*

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### Who Should Attend



- Picaso Users / Managers
- WAM Systems Partners
- Industry Analysts
- VP Supply Chain / Logistics
- Global Supply Chain Directors
- Strategic Sourcing Directors
- Logistics Directors
- Logistics Managers
- Supply Chain Managers
- Demand Chain Managers
- Operations Managers
- Sourcing Managers
- Directors of Distribution
- Operations Directors

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### Why You Should Attend

This is the one yearly opportunity to meet with supply chain planning executives in the process industry including Picaso users and the experts behind WAM's technology and consulting divisions. This content-rich 2-day conference promises to deliver an in-depth review of enabling technologies and best practices business workflow currently driving the supply chain planning of process industry leaders throughout the world.

- Participate in a real-world exercise that demonstrates the ideal technology and workflow footprint for maximum efficiency, profit and performance
- Hear an analysis of the evolving role of supply chain planning technology and its changing perception in the eyes of corporate management from an ancillary tool to an integral component
- Listen to success stories of Picaso at work in companies like yours, reducing inventories, aiding in sales and operations planning, optimizing production, increasing customer service and more
- See reviews of the latest developments from WAM Systems—just what's coming down the road in the form of

- o in the formula for successful planning
- o Compare notes in a role-based review of the processes at work in some of the leading process industry companies throughout the world, with insight drawn from WAM's ongoing industry benchmarking program
- o See a 360 degree analysis of the strengths, weaknesses and potential benefits of the technology landscape commonly found in leading companies
- o new technology that will be available to you and your company
- o Get hands-on experience and over-the-shoulder advice on tips and tricks to maximize your current or future Picaso installation
- o See some of the most powerful Picaso features at work with expert guidance provided by WAM's unparalleled services team

## Networking Opportunities

- **Welcome Reception**  
*Sunday, October 19, 2008, 6:00pm-9:00pm*
- **Main Conference Luncheon**  
*Monday, October 20, 2008, 12:00pm-1:00pm*
- **WAM Insight Evening Networking Dinner**  
*Monday, October 20, 2008, 6:15pm-10:00pm*
- **Picaso Workshop Luncheon**  
*Tuesday, October 21, 2008, 12:00pm-1:00pm*
- **30-Minute Expert Meetings**  
*Schedule time with any of the WAM team for 1-on-1 discussion*
- **Executive 1:1 Meetings**  
*Be sure to make use of the conference lounge facilities to support 1-on-1 meetings with your peers and key contacts*

## Registration

### Early Registration

*Before July 1, 2008*  
\$450 (US)

### Regular Registration

*Starting July 1, 2008*  
\$600 (US)

***Group Discounts Available***

**Register Now!**

For more information, please contact a WAM Systems representative at +1 484-530-4380, or visit the conference web site at <http://www.waminsight.com>

Register Before  
July 1<sup>st</sup> and  
Receive a  
**\$150**  
Discount