

Tuck and Cisco Co-Host Second Summit on Digital Strategies

“Channel Management Strategies: Digital Partnering”

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HANOVER, N.H.— In the current tough economic times the CIO must be focused enough to deliver what is needed today, and visionary enough to give fellow executives the possibilities technology offers in the future. The CIO must increasingly become the enabler of corporate flexibility and real-time visibility and response. He/she must be in tune with changing business processes, sculpting networks and linked applications that enable process changes, and giving C-levels and functional VPs visibility into all aspects of the enterprise.

On August 6, the Glassmeyer/McNamee Center for Digital Strategies at Dartmouth’s Tuck School of Business and Cisco Systems will co-host the second in a series of one-day Thought Leadership Summits on emerging digital strategies for the collaborative nature of business today. The roundtable discussion—“Channel Management Strategies: Digital Partnering”—will be held at Cisco’s headquarters in San Jose, CA, and be moderated by John Marshall, EVP & Global Leader, Strategy and Analysis, Digitas LLC. This event will provide CIOs and their functional VP colleagues, the opportunity to learn from each other in a participative, cross-industry format.

This summit will examine how manufacturing/producer firms and retailers/channel partners are reinventing their relationships by exploiting technologies that enhance collaboration, coordination, and rapid two-way exchange of mission critical information. “Our focus on inter-firm processes is reflective of the increasing demands of the marketplace to compete as an integrated value chain,” says Hans Brechbühl, Executive Director of Tuck’s Center for Digital Strategies. “This partnership is a win for everyone involved.”

Participants will include top-level executives from Cisco, Eaton Corp., General Motors, Levi Strauss, Lowe’s, Sun Microsystems, and Whirlpool, and senior academics including Tuck professor Eric Johnson, professor Gary Frazier from the Marshall School of Business at USC, and professor Narakesari Narayandas of Harvard Business School.

The day will be broken into focused sessions, each examining discussion specific topics such as:

1. Using technology to enhance the producer/channel relationship
 - Collaborating on promotion, forecasting, and inventory replenishment
 - Coordinating promotions to maximize customer impact

2. Capturing, sharing and using customer data across the supply chain
 - Using technology to better understand changing customer needs
 - Addressing ownership of end customer data
 - Creating customer relationships that drive new product development
3. Incenting, developing and growing deep channel partner relationships
 - Creating the right incentives, behaviors and processes
 - Accelerating adoption of new approaches
4. Developing innovative business models
 - Managing the trade-off between market coverage and profitability
 - Developing virtual value chains where resellers can use information to avoid touching the product
 - Creating the right business opportunities that leverage both partners' skills and ensure win-win relationships

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The Tuck School of Business is the first graduate school of management. For more information about the Tuck School, visit our website at www.tuck.dartmouth.edu. For more information about the Center for Digital Strategies, visit www.tuck.dartmouth.edu/digitalstrategies. For more information on the Thought Leadership Summit on Digital Strategies, visit www.cisco.com/go/tlsummit.