Supply Chain Integration: Always Important, and Suddenly Sexy Again

Tuck and Cisco Gather Fortune 500 CIOs and Supply Chain Execs to Discuss

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HANOVER, N.H.— Mapping customer delivery requirements against the realities of supply chain capability is an endless source of friction in many organizations. Demand forecasts are constantly changing, customer needs are ever more specific, and service requirements are growing in every industry. Growing import sourcing makes seasonal fluctuations tougher and places greater stress on intra- and inter-organizational communications. On February 17, the Center for Digital Strategies at Dartmouth's Tuck School of Business and a group of top companies will hold a roundtable discussion on "Elusive Integration: Making the Link Between Sales and Operations Planning."

This is the sixth summit in the Thought Leadership Summit on Digital Strategies series. It will be hosted by Cisco Systems in Dallas, TX. CIOs and senior functional executives from 3M, Cargill, Cisco, Eaton, GM, Lowe's, Owens Corning, Staples, Sysco and Whirlpool will be joined by a couple of senior academics from Tuck and Harvard in this day-long discussion.

Supply chain integration has long promised to smooth the wrinkles between sales and operations planning. This summit will examine how companies have successfully integrated the forward and backward facing processes within their supply chains, focusing on the link between demand forecasting and supply chain implementation. "Our goal is to get at potential breakthroughs in the planning process, and outline the organizational and information technology changes needed to support these," says Hans Brechbühl, Executive Director of the Center for Digital Strategies.

The Thought Leadership Summit on Digital Strategies is an executive roundtable series co-founded by the Center for Digital Strategies and Cisco Systems, Inc. The emphasis is on addressing important business issues shared by this diverse group of Fortune 500 companies, addressing the organizational, technological and value-chain collaboration opportunities and challenges these issues pose. The uniqueness of the forum lies in the combination of CIO and appropriate functional colleague who participate from each company and the intentional mix of companies from various parts of the value chain in different industries. The moderated roundtable format provides a confidential environment in which open sharing and real problem discussion can occur.

This by-invite forum also publishes a set of "lessons-learned" after each summit, which can be accessed at the summit or center websites (see below). Executives or journalists

interested in the results of the summit should contact Hans Brechbühl at the Center for Digital Strategies at 603 646-0975.

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The Thought Leadership Summit on Digital Strategies (TLSDS) is an executive roundtable series for Fortune 500 CIOs and functional VPs co-founded by the Center for Digital Strategies at the Tuck School of Business and Cisco Systems, Inc. For more information, visit the TLSDS website: www.cisco.com/go/tlsummit or www.tuck.dartmouth.edu/tlsummit.

For more information about the Center for Digital Strategies at Tuck, visit www.tuck.dartmouth.edu/digitalstrategies.

The Tuck School of Business is the first graduate school of management. For more information about the Tuck School, visit www.tuck.dartmouth.edu.