

May 9<sup>th</sup> & 10<sup>th</sup> ♦ San Francisco, CA

 Gateway Management, Inc.

# Product Management

## Planning and Analysis

Integrated Business Planning  
Advanced Analytics  
Price, Margin and Profitability  
Data Management  
Commercialization Planning  
Innovation Processes  
Performance Analysis



Earn 12 CPE Credits

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# Program Agenda

## Monday, May 9<sup>th</sup>, Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:  
**Integrated Business Planning**  
*Improve organizational performance with cross functional enterprise planning*

9:30 am Keynote:  
**Advanced Business Analytics**  
*Decision making based on facts, data and analytical insight*

10:30 am Networking Break

11:00 am **Strategic Product Lifecycle Management**  
*Build a holistic product management strategy based on lean principals*

Noon Lunch & Networking Break

1:00 pm **Integrated Commercialization Planning**  
*Develop cross functional, full life-cycle product introduction capabilities*

2:15 pm **Advanced Product Innovation Processes**  
*Leverage practices that promote efficient innovation throughout the organization*

3:30 pm **Product Performance Analysis**  
*Utilize KPIs and performance drivers to improve results*

4:30 pm **Technology Brief:** Leverage technology and integrate marketing analytics across the organization

5:00 pm **Networking Reception**

## Tuesday, May 10<sup>th</sup>, Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:  
**S&OP for Competitive Advantage**  
*Harness integrated business processes for better strategic planning and execution*

9:30 am Keynote:  
**Data Translation, Interpretation and Delivery**  
*Deliver meaningful information to drive better business decisions*

10:30 am Networking Break

11:00 am **Competitive Intelligence**  
*Develop a fact-based approach to understanding competitors*

Noon Lunch & Networking Break

1:00 pm **Predictive Modeling for Customer Insight**  
*Maximize new product introduction potential through effective predictive modeling*

2:15 pm **Product Finance, Price, Margin and Profitability**  
*Support managerial decisions with product financial planning & analysis*

3:30 pm Adjourn

# Product Management Planning & Analysis 2011

In today's marketplace, good analytics can be the key differentiator in challenging markets. An organization's ability to harness and leverage the wealth of relevant data available to them is a key factor in effective strategic planning. **Product Management Planning & Analysis 2011** is a comprehensive event focused on cross-functional integration, leveraging data, forecasting, planning frameworks and performance analysis.

**Product Management Planning & Analysis 2011** is designed to give you effective tools for forecasting, measuring, monitoring and managing products and product portfolios. This forum provides best practices, case studies, hands on learning approaches and interactive dialogue sessions delivered by industry experts, practitioners and methodologists.

3 Attendee Group Rate

**\$ 3,995.<sup>00</sup>**



## Past Presenter Organizations Include



Day One:

# Keynote Case Studies & Best Practices



8:30 am

## **Keynote: Integrated Business Planning**

*Improve organizational performance with cross functional enterprise planning*

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure sales and operations plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:30 am

## **Keynote: Advanced Business Analytics**

*Decision making based on facts, data and analytical insight*

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

11:00 am

## **Strategic Product Lifecycle Management**

*Build a holistic product management strategy based on lean principals*

- Control the complexity of the complete PLM value Chain
- Framework for cradle-to-grave product life-cycle model
- Forecasting costs from inception through market exit
- Capitalize on internal and external stakeholder capabilities for more efficient lifecycle management
- Gauging practices for understanding where a product is in its lifecycle



Day One:

# Best Practices & Strategy Sessions

1:00 pm

## Integrated Commercialization Planning

*Develop cross functional, full life-cycle product introduction capabilities*

- Align commercialization plan with all stakeholders for effective launch
- Map path-to-market options and analyze which best supports commercialization
- Reduce risks that hinder a product from reaching its market potential
- Link supply data with production forecast
- Analyze a new product in respect to product portfolio

2:15 pm

## Advanced Product Innovation Processes

*Leverage practices that promote efficient innovation throughout the organization*

- Create a single source of product and process knowledge to facilitate innovation
- Determine market constraints most relevant to product offerings
- Prioritize innovation needs to meet organizational goals
- Use innovation to create a portfolio mix that aligns strategic objectives
- Create an innovation mix that considers both organizational and customer needs

3:30 pm

## Product Performance Analysis

*Utilize KPIs and performance drivers to improve results*

- Incorporate the most effective product management measures
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Utilize a management system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

Day Two:

# Keynote Case Studies & Best Practices



8:30 am

## **Keynote: S&OP for Competitive Advantage**

*Harness integrated business processes for better strategic planning and execution*

- Optimize distinct business capabilities to gain competitive advantage
- Decision support aligned to business needs and objectives
- Utilize cross-functional integration methods to streamline innovation
- Establish predictive capabilities through analytics for better forecasting
- Effective analysis that allows senior management to make more informed decisions

9:30 am

## **Keynote: Data Translation, Interpretation and Quality Analysis**

*Develop meaningful information to drive better business decisions*

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

11:00 am

## **Competitive Intelligence**

*Develop a fact-based approach to understanding competitors*

- Apply analytical insight to competitive market analysis
- Use advanced tactics to identify strengths and weaknesses of competitors
- Identify access and challenge points for new market entrants
- **Use analytics to uncover unmet market needs**
- Create dynamic competitor profiles to forecast changes in the competitive landscape



Day Two:

# Best Practices & Strategy Sessions

1:00 pm

## **Predictive Modeling for Customer Insight**

*Maximize new product introduction potential through effective predictive modeling*

- Develop better line of site to business and marketing needs
- Customer retention and product analysis metrics to optimize business performance
- Take advantage of innovative tools for improved predictability
- Applying past customer data to predict product introduction results
- Measuring the lifetime value of customers for better forecasting

2:15 pm

## **Product Finance, Price, Margin & Profitability**

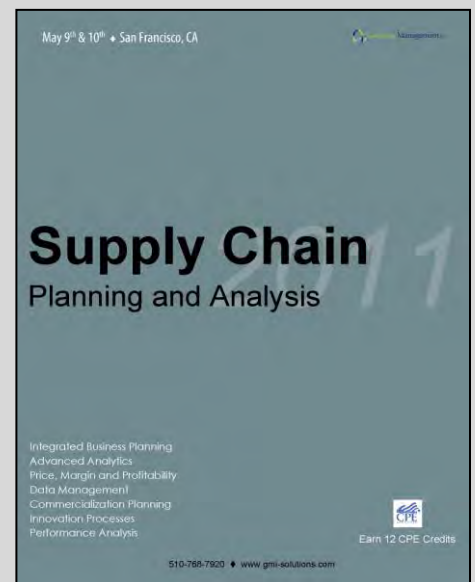
*Support managerial decisions with better product financial planning and analysis*

- Total product cost and budget forecasting
- Methods for continuous cost forecasting for better full-cost analysis
- Improve gross margins through effective pricing strategies
- Benchmark performance against competition
- Translate data cross-functionally between product, marketing and finance

# Integrated Business Planning 2011 is a premier, three-track, cross-functional learning and networking event



(Click an image to access full brochure)



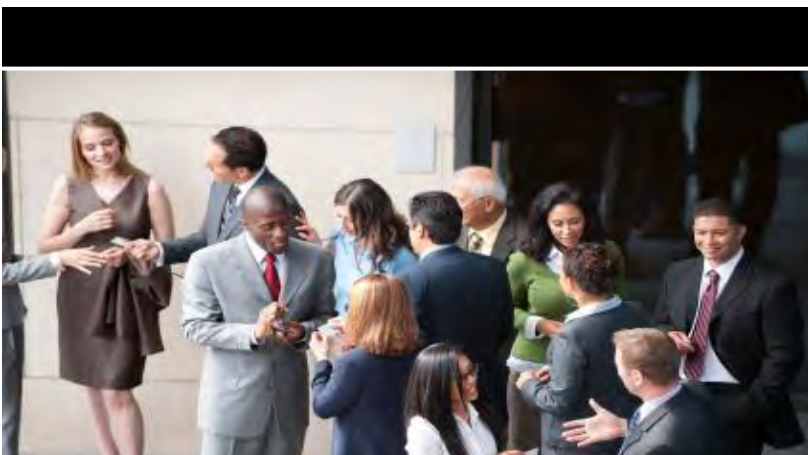
This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics

# A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in marketing planning, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from across analytical functions.

*Network with colleagues and industry experts from different analytical functions*

Three business analytics events are being held simultaneously, focusing on marketing, financial and workforce planning and analysis. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



## Sales and Operations Planning & Analysis

Gateway Management is a recognized leader in providing premier training events on strategic planning through analytical insight. 2010 attendee companies include:

Chipotle Mexican Grill	Metaswitch
Express Scripts	Direct Energy
Sara Lee	Crowe Paradis Services
facebook	Kobie
Hamilton Beach Brands, Inc.	Lonza
Salt River Project	Zodiac Pool Systems
Toyota	Beekley
Research in Motion	FL Smidth
Kaiser Permanente	Copa Airlines
Qualcomm	Access Pass & Design
Roche	AHIMA
Juniper	Ametek
Wells Fargo	BitTorrent Inc.
Maxwell Technologies	Bryant Rubber
Arup	Colorado Technical University
YSU	Cross Country Home Services
Abraxas Energy Consulting	F5
Bonneville Environmental	Genomic Health
Infinity Pharmaceuticals	GreenRoad Technologies
Medicis	Jacksonville Aviation Authority
Belo	Life Technologies Corporation
Tempur Pedic	Lyris
eSource	Majestic Steel
Genentech	Maxygen, Inc.
Lithia	Milestone AV Technologies
Citrix	Redwood Trust
Palm	Transtector Systems, Inc.
Southwest Airlines	URS
PayPal	Wafergen Bio-Systems, Inc.
Ernst & Young	ZIN Technologies, Inc.
Symantec	Resource Planning Solutions
IAC	OnBase
Arrow Electronics	Security Benefit
Blue Shield of CA	Intcomex
Apple	Occam Networks
PG&E	Unified TelData Inc
Jones Hearing	JAKKS
UHC	Tibco
Rack Space	Radian
Cummins	3ds
Nike	Hardie's Fruit and Vegetable
NetApp	Merisant
Eon US	MRC
Cadence	Accuray Incorporated
Intuit	RDO Equipment Co.
Price Waterhouse Coopers	Bazaar Voice
Adobe Systems	Microsoft

San Francisco

# Area, Venue & Travel Information



Room Rate

**\$ 189.<sup>00</sup> / night**

## Reservations:

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

## Area – San Francisco, Union Square

Located on **San Francisco's** historic Union Square, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

## Hotel and Accommodation Facilities

**Our venue's prime location offers** access to all that San Francisco has to offer. We have scouted locations throughout the city and find that the InterContinental San Francisco offers among the best accommodations that we can facilitate at our negotiated rate.

## Travel

There are two convenient airports to serve attendees; San Francisco and Oakland International. Both have convenient public transportation by way of BART. Take BART from either airport toward Downtown San Francisco where you will exit at Powell Street Station. Use the accompanying map to walk or cab the 4 blocks to our venue

## Venue – Intercontinental San Francisco Hotel

**Venue Address:**

**Intercontinental San Francisco Hotel  
888 Howard Street  
San Francisco, CA 94103**



## Earn CPEs

**CPE Credits: 12**

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).

Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None



Sales and Operations Planning & Analysis 2011

# Registration & Contact Information

## Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

## Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

### ***Cancellation/Rescheduling Policy***

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

## Fees ♦ Registration

<input type="checkbox"/>	Early Registration	\$ 1,599.00
<input type="checkbox"/>	Standard Registration	\$ 1,799.00
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995.00
<input type="checkbox"/>	Additional Attendee	\$ 1,299.00

For "Early Registration", register by January 28, 2011

## Call

510-768-7920

## Fax

510-380-7377

## Online

[www.gmi-solutions.com](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Jeff Brown:

[jbrown@gmi-solutions.com](mailto:jbrown@gmi-solutions.com)