

Our thanks to over 150 senior executives from almost 100 companies who attended in April 2004.

April 2004 Conference Presentations at
Global Supply Chain, RFID & GTIN Standards© conference
Wednesday, 14th April, Metro Toronto Convention Centre, Canada

Huge changes are underway to *revolutionize* the way in which trading partners identify and track products across the *global supply chain*. This process includes *new smart RFID technologies* that will power supply chains and new global compliance standards which must be met by 1st January 2005 - *Sunrise 2005* - the 'Y2K of Global Supply Chain Management'.

Conference Objectives: To understand all of the business and information systems implications of the new GTIN Standard and the need to be compliant by the 1st January 2005 deadline, especially with regard to going forward with RFID projects.

This conference addresses the needs of global supply chain trading partners and clearly spells out if, when and how they must act to achieve greater supply chain efficiencies and avoid trading problems and business penalties.

ATTENTION: Retailers, Distributors, Manufacturers and others...

This one-day conference will enable you to gain a clear idea of how these changes will affect your organization so it is important that management attend from all departments likely to be affected. Also, you will understand what actions are necessary for you to take to prepare for Sunrise 2005. There will be ample opportunities to speak with the experts and also to ask them questions (written or verbal) during the concluding panel session.

7:45 - 8:30 am Registration & Badge Pick-up

8:30 am What's happening in our Global Business World?

Stuart Pothan, Conference Chairman

What is GTIN (Global Trade Item Number) / GDS (Global Data Synchronisation) / Super-Barcodes and "Sunrise 2005"? How does it affect RFID (Radio Frequency Identification) projects and where do EPC's (Electronic Product Codes) fit in? In short, how will these changes affect your organization?

Understand the integration and definition of the new trading standards (from North America and Europe) and the need to implement the use of the new GTIN 14-digit standard for global item identification and data synchronization by the agreed date of 1st January 2005 - before moving forward with RFID projects. Be aware of the risks and the benefits to meeting or not meeting these standards which affect your organization, your trading partner organizations and the way that you will do business with these organizations.

Stuart Pothan is Conference Chairman and also sits on the Advisory Board for this conference. Stuart brings a significant amount of relevant industry and technology management experience to this role and has held positions with General Motors, Indal, Unisys and Oracle.

[View Powerpoint Presentation](#)

9:00 Development of Global Trading Standards:

Nigel Wood, Director, Industry Relations, Electronic Commerce Council of Canada

Hear how the adoption of these global trading standards is globally encouraged and supported by relevant industry organizations in Canada to ensure these standards are implemented in a Global Product Registry for all distributor's, retailer's and supplier's unique item information.

A recognized expert on EDI and Electronic Commerce, Nigel has participated in the development of Implementation Guidelines for the Automotive Industry Association, the Food and Drug Industry, and the Industrial/Commercial sector. Formerly Executive Director of CommerceNet Canada, and Vice President of Technology at the EDI Council of Canada, Nigel currently serves on a number of North American e-commerce standards committees and works with the grocery retail, foodservice and healthcare industries in promoting efficient supply chain initiatives.

[*View Powerpoint Presentation.*](#)

9:40 GTIN and its Effects on Global Supply Chain Optimization

Brian Sterling, Vice President & General Manager, RCM Technologies Canada Corp

North American retailers are now demanding their suppliers prepare for global data synchronization. GDS is increasingly becoming a key component of the cost of doing business - and common standards for bar code data form the foundation of successful data synchronization. How can your organization use this opportunity to derive business benefits in supply chain efficiencies by complying with global standards?

Brian Sterling joined RCM Technologies in 2002 and is responsible for all aspects of the Canadian operations of this North American IT consulting firm. He serves as executive sponsor of their North American SAP Solution Center and RCM Canada's bar code remediation business.

[*View Presentation \(.pdf\)*](#)

[*View ROB-TV Interview \(January 2004\)*](#)

10:10 Morning Break

10:30 Infrastructure Issues and Standards for RFID/GTIN Deployment:

Peter Winer, Senior Partner, Big Chief Partners

This year many organizations are moving from evaluating the business case for RFID and GTIN to starting plans for full scale deployment. Groups planning deployment face a wide array of choices including competing standards, emerging applications and product offerings from startups and established vendors. Making the wrong choices can increase costs, create delays and force adoption of technologies that may not remain compatible long enough to deliver adequate return on investment.

This presentation will offer an overview of this complex landscape and describe the most important issues in RFID and GTIN supply chain deployments. Prominent standards will be described including those emerging from the RFID-focused industry as well as the established Enterprise Software and Networking industries. The relative pros and cons of each group of standards will be weighed. The presentation will also survey some of the key players staking a claim to this new solution space, describing the unique benefits of their products and solutions. Finally, a set of concrete recommendations and resources will be provided to help deploying companies move forward more efficiently.

Big Chief Partners offers strategic advice, research and software development for organizations that want to capitalize on RFID technology. Since early 2001, Big Chief Partners has been developing the WebLink system with Philips Semiconductors. Clients include technology providers, deploying customers and venture investors. Formerly Vice President at Symantec, Peter Winer is a partner at Big Chief Partners. In this role, he manages software development projects and advises companies and venture investors.

[*View Presentation \(.pdf\)*](#)

11:10 UCCNet, RFID and the new Global Supply Chain Paradigm:

Phil Friedman, Vice-President Consumer and Process Industries, Oracle Corporation

UCCNet and RFID will drive the new supply chain paradigm. These two key emerging and mandated technologies will significantly impact every relationship across the CPG supply chain. Manufacturers need to understand how companies such as Target and Wal-Mart have redefined how they plan to do business in the next decade.

This session is hosted by Phil Friedman, Vice-president Consumer Products for the Oracle Corporation and a 25-year veteran of the CPG industry. He will focus on the new supply chain model and specifically RFID. It will look at how to master the implications and move the manufacturers view from a cost to be incurred to an opportunity for top line growth and significant bottom line improvement.

11:50 RFID, EPC, GTIN and Your Infrastructure:

David Meany, Retail Advisor, Cisco Systems Internet Business Solutions Group

Understand the implications of supporting RFID, EPC, and GTIN on current systems infrastructures. Make sure you are ready to enable the identification of product and retrieve the information you need about it in a real time world.

David Meany is an executive advisor in Cisco's Internet Business Solutions Group Retail Practice. David's experiences as a Senior Retail Information Technology Executive include CIO at Just for Feet, CIO at Bruno's Supermarkets, and Vice President of Fujitsu Consulting Services for the Americas. His overall experience spans Retail, Government, Health Care, Transportation, Training, and Computer Services industries. For the last 12 months, David has lead the development of Cisco's RFID business strategy working with customers and Cisco business units to define solutions and corresponding markets for Cisco's network products.

[*View Powerpoint Presentation*](#)

12:30 Lunch and Networking

Theme: "Let's Get In Sync, partners" - 'HUBS and SPOKES working together'

Major retailers ("Hubs") invite their suppliers ("Spokes") to attend this lunch and networking session to communicate their own specific timetables and plans for GTIN compliance, as well as their expectations and requirements for their suppliers' synchronised compliance. Delegates may also visit [sponsors](#) displays.

1:45 Connecting the RFID Network

Dean Prevost, Executive Vice President & President IT Services, Allstream Corporation Canada

All factors, including regulatory and peer to peer governance, point to Radio Frequency Identification (RFID) as being the next technology to heavily impact all points along supply chain. Retail, shipping, logistics and manufacturing organizations will recognize the value this technology promises for their businesses.

Where will the benefits be for your organization? Will it be the supply chain efficiencies, the improved tracking of genealogy or the optimization of internal processes? Using references to a real world customer example, this session will discuss the requirements for developing and implementing an RFID solution, and how organizations can extract value from it.

Dean Prevost is Executive Vice President and President, IT Services of Allstream, a leading supplier of products and services that enable connectivity and information flow. Dean holds a Bachelor of Commerce in Finance from the University of Calgary with distinction and a Masters of Business Administration from Harvard Business School.

[*View Powerpoint Presentation*](#)

2:30 "Making It Happen": An Update Report on 'End-Users' Progress

Hear how organizations from a variety of sectors, currently involved in projects to change their systems and processes and integrate with existing systems, are progressing to meet GTIN compliance standards before they move towards RFID deployment. Find out about the "people who are doing it, or have done it - already".

[*View Peter Winer's Presentation 1 \(.pdf\)*](#)

[*View Brian Sterling's Presentation 2 \(.pdf\)*](#)

3:15 Afternoon Break

3:30 - 4:30 GTIN / RFID Solutions Providers - concluding Panel and Q & A session

Following a summary of the conference solutions discussed, this lively plenary-panel session will provide conference delegates with the opportunity to put their questions to representatives from all conference sponsors providing GTIN and RFID solutions.