

MindShare Conference **2018 Agenda**



Day 1 – Wednesday, May 9, 2018

7:30-8:30am	Registration & Breakfast	
8:30-8:40am	Welcome Remarks	
8:40-9:40am	Miles Beyond Moneyball: How Analytics & Strategy Changed the Houston Astros' Fate Ben Reiter, Senior Writer, Sports Illustrated In 2014, when the Houston Astros were last in the league, Ben wrote a controversial Sports Illustrated article predicting the Houston Astros would win the 2017 World Series through their strategic rebuilding process. Most teams were already using analytics to drive performance, so what made the Astros different? How did the management get successful players and coaches to embrace and apply data-driven recommendations? The parallels with current business challenges are astounding. Join us for this engaging and relevant talk.	
9:40-10:00am	Networking Break	
10:00-10:30am	Greg Peters, CEO, Zilliant	
10:30-11:30am	Zilliant Product & Science Presentation	
11:30-12:45pm	Lunch Break	
12:45pm-1:30pm	Using Technology to Gain a Sustainable Competitive Advantage Jeff Zyskowski, Vice President Supply Chain, Ardent Mills Many companies are looking to leverage technology and artificial intelligence to gain a sustainable, strategic advantage. After the merger of two major companies to create Ardent Mills, company leadership sought a partner to help align their pricing to market conditions and maximize capacity utilization. Working together with Zilliant, and using an agile approach, Ardent Mills met their aggressive implementation timeline and is now utilizing price optimization to manage their operating margins. Learn why this market leader chose Zilliant to meet their needs, and how the solution enables them to better serve their customers and achieve the highest levels of operational efficiency.	
1:30-2:15pm	From Good to Great – Delivering Insights to Fuel Sales Performance Paul Umpleby, Sales Director Norgren Express Europe, IMI Precision Engineering IMI Precision Engineering has used AI-derived prescriptive sales guidance across their global sales teams for the past four years, which improved sales win rates and delivered positive results. Recently, the company took the initiative to address the needs of their largest, most strategic customers and integrate the sales guidance with their CRM platform. Through streamlined processes and integrated technology, the company is working to create more accountability and fuel sales performance. Hear from the global sales executive at the center of defining the vision, executing the strategy and overcoming the bumps along the way. This session will deliver ideas around how to improve your organization's data-driven roadmap and get from good to great, no matter where you are on the journey.	
2:15-2:30pm	Migration Break	
2:30-3:15pm	Breakout : Shaw, Inc. Gaining Price Guidance Acceptance from the Top Down	Breakout : FPX Overcoming the Complexity Gap in the Era of B2B Commerce 2.0
3:15-3:45pm	Networking Break	
3:45-4:30pm	Zilliant Presents: Customer Awards	
4:30pm	Day 1 Closing Remarks	
5:30-8:30pm	MindShare Appreciation Event	The W WET Deck

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Day 2 – Thursday, May 10, 2018

7:30-8:30am	Registration & Breakfast
8:30-8:40am	Welcome Remarks
8:40-9:25am	Catering to Customers' Needs: How Ben E Keith Embraced Artificial Intelligence for eCommerce Brian Lynch, Vice President, Corporate Strategy, Ben E. Keith Company The need to create a B2C-like experience for B2B buyers is rapidly changing how B2B companies go to market. After more than 100-plus years in business, Ben E. Keith is embracing eCommerce and transforming how they do business for one simple reason – it's what customers want. Learn how this industry leader is approaching the eCommerce channel by partnering with Zilliant to create a consistent customer experience, while enabling sales reps with AI-based guidance.
9:25-10:10am	Integrating Strategy, Pricing Optimization, and Win-Loss Data Andrew Miller, Director, Business Analytics & Jon Peterson, Pricing Analytics & Data Science Manager Eaton Pricing data and analytics gives a company a more holistic view of business performance and can help companies refine their product strategies and market positioning. Eaton is using pricing and win-loss data to focus on the products that drive revenue and profitability, and refine their product strategies in a data-driven way. Since partnering with Zilliant on price optimization, Eaton's pricing team can provide valuable analytics to other cross-functional teams, which has elevated their position within the company to a more strategic and executive level. Learn how to integrate pricing analytics across your organization and use win/loss data to optimize pricing, positioning and product strategies.
10:10-10:30am	Networking Break
10:30-11:00am	Effectively Positioning Price Changes with Customers Customer Panel There are various factors that aid in the adoption of Zilliant's AI-derived sales and pricing guidance, such as: active and visible executive support, compensation and incentive plans, and closed-loop reporting that provides coaching opportunities for sales reps and managers. Whether sales teams are field-based or in a call center environment, when reps fail to effectively address price changes, especially price increases, with their customers, it can stall adoption and limit results. This is especially true if you're at a company where the sales force has historically had an "order taker" mentality. Join this unique and interactive panel discussion to hear from industry-leading sales professionals on how they successfully position price increases with their customer accounts. Ask questions and learn new strategies that sales teams can use every day to effectively address changes in price.
11:00am-12:30pm	Maximizing the Return from your Zilliant Implementation Philipp Von Both, Master Facilitator, ProfitAbility Congratulations! You've made the decision to work with the world's leading provider of AI software solutions. Your work here is done, as everyone knows when you deploy market-leading software, users will instinctively change their behavior to the maximum benefit of the business. Won't they? At ProfitAbility, we specialize in creating learning interventions that empower people to experience the results of the decisions they make in a safe environment. When a couple of Zilliant customers approached us to help them improve the adoption of the cutting edge technology they had deployed, we knew what we had to do. If you want people to change their behavior, you have to allow them to discover for themselves what the impact, and by association the benefit to them, will look like. In this session, we'll share the principles of the business simulation that has helped customers like you with their adoption of the Zilliant platform. Be prepared for an interactive, fun and engaging afternoon with prizes and fireworks (disclaimer: one of these promises is false, but you'll have to attend to find out which!).
12:30pm	Closing Remarks



For more information on how to maximize customer lifetime value, visit www.zilliant.com.

720 Brazos Street, Suite 600 Austin, Texas 78701