



MindShare Conference 2019 Agenda

Austin, TX | May 14-16

Tuesday, May 14, 2019

Customer Workshops

If you've had a Periodic Business Review with the Zilliant Customer Success team, it's likely you've talked about the eight benefit drivers. If you're a new Zilliant customer – this might be your first exposure!

Join us for the 2019 Mindshare Customer Workshop where we'll dive deep on these eight considerations that you need to be aware of to maximize the benefit from your Zilliant implementation.

For each of the eight, a member of the Zilliant Success team will explain the breadth of practice we see in the market for that driver, covering questions like:

- **What does the best practice look like?**
- **What's typical?**
- **How does my own company compare?**

And because the best Customer Workshop is about what other CUSTOMERS are doing, we also have a customer speaker for each of the 8 drivers who will talk about application of that driver in their deployment. We're looking forward to a great exchange on how live customers are removing barriers to benefit and leveraging the eight drivers to maximize their results across Zilliant solutions. The dialog could only be better if you joined us!

Registration Begins at 10:00 AM on May 14 at The Line Hotel meeting space.

Session 1 : 10:30 - 12:00 PM
Leadership, Data, and Science

Lunch : 12:00 - 1:00 PM

Session 2 : 1:00 - 2:30 PM
Measurement, Organization, and Processes

Session 3 : 3:00 - 4:30 PM
Training, Incentives, and Closing Thoughts

Conference - Wednesday, May 15, 2019

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| 7:30-8:30am | Registration & Breakfast |
| 8:30-9:00am | Greg Peters, CEO, Zilliant |
| 9:00-10:00am | <p>Industry Overview and Trends</p> <p><i>Mark Thomason, Research Director, Digital Business Models and Monetization, IDC</i></p> <p>Join IDC analyst, Mark Thomason, author of the IDC MarketScape on B2B-focused price optimization, as he shares observed trends and predictions related to pricing, business models, monetization programs and more. His talk takes you through the monetization ecosystem and discusses the benefits and best practices of key functions in monetization as a service.</p> |
| 10:00-10:30am | Networking Break |
| 10:30-11:30am | Zilliant Product & Science Presentation |
| 11:30-12:45pm | Networking Lunch |
| 12:45-1:15pm | <p>Transforming the Parts Industry through Digitization and Optimization</p> <p><i>Mike Eppes, Managing Vice President –Parts, Rush Enterprises</i></p> <p>Managing Vice President of Rush Enterprises’ Parts division Mike Eppes views his business as one large math problem that can be solved by relying on optimization and data science to make intelligent commercial decisions. In this session, Mike will share how price optimization and guided actions for sales are helping him increase organic growth, improve profits, and transform how Rush Enterprises does business.</p> |
| 1:15-1:45pm | <p>Creating a Culture of Pricing Excellence Across the Enterprise</p> <p><i>Enrique Kelijman, Senior Pricing Advisor, Cargill</i> <i>Erich Schellhas, Global Pricing Strategist, Cargill</i></p> <p>Strategic pricing is a never-ending discipline with many ways to grow. At Cargill, a world leader in the food and agriculture industry, a central team works across over 20 unique business units using a consistent process and framework to achieve business and corporate pricing objectives. Learn from two leaders of the Cargill Pricing Center of Excellence on how the group has grown the pricing maturity of the businesses and created a culture of pricing excellence that achieves results.</p> |
| 1:45-1:55pm | Migration Break |
| Breakouts 1:55-2:35pm | <p>Rush Enterprises Deep Dive</p> <p>Join Mike Eppes and Zilliant for an interactive deep dive where we will share real-world applications of price optimization, data science and guided selling. Have you been frustrated by past attempts to solve the “math problem” within your business? Do you have big ideas but need a sanity check before deploying new technologies / strategies? Are you looking to de-mystify AI, cut through the hype and get real? Then this breakout’s for you!</p> |
| | <p>Corporate vs local pricing: Which option delivers the dollars?</p> <p><i>Lydia Di Liello, CEO and Founder, Capital Pricing Consultants</i></p> <p>The purpose of this breakout session is to discuss Corporate driven vs Regional (local) pricing: the Pros and Cons, the impact to operations and ultimately –to profitability. We will also discuss the one key critical to successfully translating pricing (no matter the approach) into profit.</p> |
| 2:35-2:45pm | Migration Break |

Thursday, May 16, 2019

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| 7:30-8:30am | Registration & Breakfast | |
| 8:30-8:40am | Opening Remarks | |
| 8:40-9:10am | <p>How Will Disruption Change Distributor & Manufacturer Partnerships?</p> <p><i>Ian Heller, President & COO, Modern Distribution Management</i></p> <p>New industry disruptors are not only offering completely new value propositions, they're also changing the dynamics in the relationships between manufacturers and distributors.</p> <p>In this session, Ian will update you on what Amazon Business and other digital players offer customers, identify where dis-ruptors are likely to go from here and explore what all of this means for traditional distributors and their supplier partners. Learn how customer-facing marketplaces, sourcing marketplaces, inventory aggregators, other new digital channel entrants, and even individual companies are wielding new capabilities to compete – and how to respond effectively.</p> <p>With 30 years of distribution experience, including four stints as an executive for publicly-held distributors, Ian has watched the distribution / manufacturer relationship evolve over time. But the competitive environment is changing faster and more profoundly than ever before – don't miss this opportunity to get up to speed on these changes and the implications they have on your business and your channel strategy.</p> | |
| 9:10-9:40am | <p>Sustaining Price Changes</p> <p><i>Jon Lucas, Pricing Manager, Cornerstone Building Brands</i></p> <p>In 2017 Cornerstone Building Brands was dealing with cost volatility and a variation in pricing behaviors at the business unit level. With the mandate to increase margins, the pricing center of excellence saw the need for a technology catalyst to bring about change in pricing behavior.</p> <p>Join us to learn how this manufacturer not only changed pricing behavior in a volatile cost market but also created a structure to sustain these pricing behaviors.</p> | |
| 9:40-10:10am | Networking Break | |
| <p>Breakouts 10:10-10:50am</p> | <p>AO Johansen Deep Dive : Setting Up A Successful Pricing Initiative <i>Nadia Villum Nielsen, CRM-konsulent, AO Johansen</i></p> <p>This breakout session is designed to be collaborative and interactive, with attendees participating in a thorough analysis of how best to set up a pricing initiative for success. Few people start out as an expert on transformational pricing projects, but a well-thought out approach combined with a trusted partner and the right technology tends to ease the learning curve. Plan on bringing questions, concerns and advice from your own experiences for this facilitated session featuring Nadia Villum Nielsen, AO Johansson and Zilliant team members.</p> | <p>Distribution Marketing that Drives Sales Results <i>Ian Heller, President & COO, Modern Distribution Management</i></p> <p>Many distributors and manufacturers struggle to develop marketing plans that drive great results. Instead of focusing on customers, competitors and how to grow the business, negotiations often center around co-op and rebate numbers. In this session, MDM President & COO Ian Heller will describe how to develop a plan that works for distributors and manufacturers by leveraging the unique strengths of each. Ian spent 30 years in distribution, including serving as VP Marketing for four large, publicly-held distributors. You'll leave this workshop with new thinking around how to create and execute successful marketing plans that make a real difference to distributors and their supplier partners.</p> |
| 10:50-11:00am | Migration Break | |

Thursday, May 16, 2019 *(continued)*

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| <p>Breakouts 11:00-11:40am</p> | <p>Cornerstone Building Brands Deep Dive</p> <p>Jon Lucas and Zilliant will lead a collaborative session to dig deeper into a problem that seemed impossible on paper: achieving and sustaining higher margins in an extremely unpredictable cost environment. You heard in Jon's keynote how Cornerstone Building Brands approached this dilemma through technology and teamwork, now join him in this audience-driven and participation-encouraged breakout session to deep dive more into the solutions and outcome.</p> | <p>Building a Winning Business Case for Your Pricing Initiative</p> <p><i>Barrett Thompson, GM Commercial Excellence, Zilliant</i></p> <p>As a pricing professional, you're well aware of many opportunities for improving pricing within your organization. Your daily experience reinforces the conviction that things could be so much better and you already have in mind what you want to do about, if only you could get your project approved. But for key stakeholders and budget keepers outside of your world, the opportunity is usually not so clear. Every project is competing for limited resources, so if your business case is weak the project dies and you remain stuck with the status-quo.</p> <p>You know that an effective business case is the only way to get the resources and funding you need. But do you know how to build one that wins? Where do you start, what should you include, how will you calculate it, and how will you communicate it effectively to others? Using real-world examples drawn from over 100 pricing business cases, Barrett will share an approach that will significantly increase your chances of getting your project funded.</p> |
| <p>11:40-11:45am</p> | <p>Migration Break</p> | |
| <p>11:45-12:15pm</p> | <p>Customer Panel : The many pricing types that exist at your company and how to solve for them.</p> <p>Moderator: <i>Nathan Rabold, Director of Customer Success, Zilliant</i></p> <p>Panelists: <i>Andrea Beck, Senior Pricing Manager, Advance Auto Parts</i> <i>Tom Cull, Director, Pricing and Data Management, Hubbell Lighting, Inc.</i> <i>Frank Moore, Strategic Optimization, Supply Chain, Ardent Mills</i> <i>Michael Rice, Senior Director Revenue Management, Signature Flight Support</i></p> <p>What types of pricing challenges exist in your company? What are you doing, and what do you wish you were doing to solve for them? What are the complexities around this, and what makes it challenging?</p> | |
| <p>12:15-1:00pm</p> | <p>Closing Remarks & Networking Lunch</p> | |