



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

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	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <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> </div> <div style="width: 48%;"> <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> </div> </div>
2:35-2:45pm	Migration Break

Wednesday, May 15, 2019 (continued)

<p>Breakouts 2:45-3:25pm</p>	<p>Cargill Deep Dive : Complete Your Assessment</p> <p>Enrique Kelijman and Erich Schellhas lead an interactive workshop that will punctuate their earlier keynote address. Attendees will complete Cargill's evaluation to determine the best way for their organization to embark or continue in their journey to pricing excellence. Upon completion, the floor will be open for candid discussion, question-and-answer, and a deep dive into each attendee's evaluation results. Be there when these two leaders bring the accomplished Cargill Pricing Center of Excellence to us!</p>	<p>Who's on First? Setting a Standard for Pricing Modes</p> <p><i>Brooks Hamilton, Vice President of Services, Zilliant</i></p> <p>Discussions about pricing modes can devolve into an Abbott & Costello routine pretty quickly. "I have way too many overrides to deal with." "Overrides, you mean exceptions." "No, unless you mean spot negotiations." "That's what I said, exceptions." "Well that's it – say it that way." "I can't, I'm lost in the matrix."</p> <p>Pricing practitioners fall prey to the curse of internal knowledge when they are raised in an organization and not exposed to the bigger picture of what's normal and what's not in general industry terms. It can be difficult to understand best practices when even the language you use to describe what's happening in your organization doesn't map to outside solutions.</p> <p>To illustrate this conundrum, we'll start this session with a game of Pricing Buzzword Bingo before detailing the four major pricing modes: List Prices, Matrix Pricing, Customer-Specific Agreements, and Spot Pricing.</p> <p>This exercise is designed to establish a baseline terminology from which attendees can connect their specific pricing problems to the best way to solve them. We'll detail the primary problems in each of these modes, help prioritize which to go after first and discuss exactly how to do so. Attendees will leave with an overall framework for how pricing should work, as well as the level of effort and payback that can be achieved by working on each mode. Come ready to participate in this interactive session!</p>
<p>3:25-4:00pm</p>	<p>Networking Break</p>	
<p>4:00-4:30pm</p>	<p>Omnichannel Pricing: Relating B2B prices to the B2B2C Market</p> <p><i>Nadia Villum Nielsen, CRM-konsulent, A&O Johansen</i></p> <p>Recently, Brodrene A&O Johansen A/S, a major distributor of technical installation materials and tools in Denmark, Sweden, Norway, and Estonia, felt the disruption of eCommerce in their marketplace. Their primary buyers, craftsmen, saw margins erode on hardware because consumers were able to shop online and get more competitive prices. Quite quickly, all the practices of steep discounting had to be addressed and new pricing practices had to be established for both their distributor and retail business.</p> <p>In this informative session, Nadia will talk about the company's approach to working on pricing with its primary buyers and will share how the company took an approach that combined technology and a keen eye on both the B2B and B2B2C markets for their buyers and their own B2C business.</p>	
<p>4:30pm</p>	<p>Closing Remarks</p>	
<p>5:00-8:00pm</p>	<p>MindShare Appreciation Event , P6 Rooftop Lounge at The Line</p>	

Thursday, May 16, 2019

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	
Breakouts 10:10-10:50am	<p>AO Johansen Deep Dive : Setting Up A Successful Pricing Initiative</p> <p><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</p> <p><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)*

<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>	