

# AGENDA

08:00	<b>Breakfast</b> • ROOM DIA
08:40	<b>Registration</b> • SAGRADA FAMILIA
09:00	<b>Zilliant Welcome Remarks</b> • SAGRADA FAMILIA <i>Pascal Yammine, Chief Executive Officer, Zilliant</i> <i>followed by</i> <b>Powering Intelligent Commerce with the Zilliant Platform</b> <i>Pete Eppelle, Senior Vice President of Products &amp; Science, Zilliant</i> <i>Samantha Leung, Director, Product Experience, Zilliant</i> Join Pete Eppelle and Samantha Leung for an in-depth look at new and upcoming Zilliant product features that focus on helping our customers drive profitable growth in changing and dynamic markets.
10:05	<b>How to Increase Profits with Innovative Pricing Models</b> • SAGRADA FAMILIA <i>Danilo Zatta, Author of The Pricing Model Revolution and CEO of Horváth Italy</i>  Danilo's latest pricing book, " <i>The Pricing Model Revolution: How Pricing Will Change the Way We Sell and Buy On and Offline</i> ", is an international best seller and currently being translated in 10+ languages including Chinese, Greek, Arabic, German, Russian, Spanish and many more. Danilo will summarize some key take aways from his book in this keynote session.  Get inspired with innovative pricing models that represent a new source of competitive advantage for companies, including a review of profit levers and their impact on profitability. Discover how psychological pricing guides customer behavior and how companies can apply it to influence customer's preferences, both in B2B and B2C.
10:50	<b>Networking Break</b> • PREFUNCTION VERD
11:25	<b>Breakout Sessions</b>  <b>Navigating in a Changing Marketplace</b> • GRACIA <i>Susanne Adam, Solution Expert, IBU Wholesale Distribution, SAP</i>  Many distributors are finding themselves at an inflection point as markets, competitive dynamics and macroeconomic factors are changing faster than ever. Navigating these changes requires new thinking about how to approach commercial processes throughout the value chain. Join Susanne Adam, principal solution expert Wholesale Distribution at SAP, for an interactive workshop to discuss key focus areas and opportunities for companies to consider as they transform their business in the face of unprecedented change.  <b>Accelerating Digital Transformation in Manufacturing</b> • SANTS <i>Jörn Rahtgens, Partner Industry Evangelist EMEA, Salesforce</i>  As the pace of change for manufacturers accelerates and companies struggle to keep up with inflation, cost volatility, supply chain challenges and evolving go-to-market channels, digitizing commercial processes is key to remaining competitive and being responsive in the market. Join Jörn Rahtgens, Partner Industry Evangelist EMEA, Salesforce, for an interactive session focused on current trends in manufacturing and strategies to accelerate your digital transformation journeys, and hear how leading companies are flourishing in the face of unprecedented disruption by embracing technology and digital transformation.

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12:15	<p><b>How a Two-Person Pricing Team Leverages Competitive Data and Pricing Software to Optimize B2B2C Omnichannel Pricing</b> • SAGRADA FAMILIA</p> <p><i>Nadia Villum Nielsen, Team Leader, Customer Insights &amp; Data, A0 Johansen</i> <i>Michael Theilgaard, Team Leader, Price Specialist, A0 Johansen</i></p> <p>A0 Johansen sells plumbing, electrical and water supply products and services to a diverse set of B2B and B2C customers. The intricate job of updating, aligning, and delivering prices across its B2B omnichannel and ten B2C web shops is executed daily by a pricing team of two people (and Zilliant pricing software).</p> <p>Attend this session to learn how Team Leader, Customer Insights &amp; Data Nadia Villum Nielsen and Price Specialist Michael Theilgaard use price optimization and management software and competitor data to drive market-aligned prices while avoiding conflict between their B2B and B2C online channels.</p>
13:00	<p><b>Networking Lunch</b> • ROOM DIA &amp; ROOM NIT</p>
14:30	<p><b>Creating a Frictionless Customer and Sales Experience</b> • SAGRADA FAMILIA</p> <p><i>Ryan Neal, Vice President of Revenue Enablement and Rates, UPS</i></p> <p>UPS, one of the world's largest companies, has a clear strategy: customer first, people led, innovation driven. In keeping with that strategy, the company embarked on digitizing the customer pricing experience, making it easier for SMBs to contract with UPS while simultaneously improving the sales rep experience. In this session, learn how, as part of a multi-year digital transformation journey, UPS is partnering with Zilliant to move from a slow and manual pricing process to a new digital platform, Zilliant Deal Manager. Hear how Zilliant is helping to operationalize UPS' data and applying pricing science to present customers with the right prices across their full small package portfolio of services. For UPS sales reps, this means they no longer need to submit cumbersome sample data just to get a quote; they can close deals on the spot without squabbling internally with their pricing partners, freeing them up to spend more time selling.</p>
15:15	<p><b>How Discount Guidance and Impact Analysis Powers More Profitable Pricing Decisions</b> • SAGRADA FAMILIA</p> <p><i>Kathrin Gasser, Pricing &amp; Business Process Management Leader, Elektro-Material AG</i></p> <p>Elektro-Material, a subsidiary of the Rexel Group, is the leading wholesaler of electrical supplies in Switzerland. The company's district Sales Managers own profit-and-loss responsibility and the final discount decisions in their region. To meet the company's margin-growth goals, Sales Managers need accurate discount guidance and intuitive analytics to make consistently profitable decisions. In this session, Kathrin Gasser, Pricing &amp; Business Process Management Leader, will explain how Zilliant Price Manager exposes pricing guidance from Rexel's in-house AI model to deliver deal envelopes and embedded key performance indicator analytics for both traditional and web channels. She will also share how the Zilliant Real-Time Pricing Engine will eventually replace ERP as the pricing system of record.</p>
16:00	<p><b>Reaching the Highest Levels of Profitable Growth - Customer Success Benchmarking</b> • SAGRADA FAMILIA</p> <p><i>Nathan Rabold, Senior Vice President of Customer Success, Zilliant</i></p> <p>Leading B2B companies are always looking for an edge in the race to increase revenue and profit. The best way to accomplish this is through investment in pricing and revenue operations and intelligence software. However, there is a hidden ingredient that pushes companies to their highest levels of profitable growth and past their competition – a dedicated Customer Success partner.</p> <p>In this session, Zilliant Senior Vice President of Customer Success Nathan Rabold will share the results of a recent customer benchmarking analysis that gives new insight into what's possible. He will cover benchmarks derived from Price IQ® and Sales IQ™, including revenue from churn recovery, revenue from price optimization, and margin basis point improvement from price optimization.</p> <p>Beyond the quantitative analysis, attendees will learn Nathan's specific recommendations for maximizing their revenue and profit performance and how Zilliant Customer Success works together with customers to deliver long term success and reach their highest levels of profitable growth.</p>
16:45	<p><b>Closing Remarks</b> • SAGRADA FAMILIA</p> <p><i>Michel Safi, General Manager Europe, MEA, Asia Pacific and LatAm, Zilliant</i></p>
	<p><b>Event Concludes</b></p>

## OTHER ACTIVITIES

We welcome you to join us at these other MindShare Europe activities.

- Welcome Reception: Monday 14 November at 18:00 at Le Grand Café Rouge
  - Rambla de Prim, 6, 08019, Barcelona
- Zilliant Fun Run: Tuesday 15 November at 6:30AM – meeting in the lobby