



BOSTON STRATEGIES INTERNATIONAL
Global growth. Guaranteed.

Creating global growth opportunities through strategic supply chain management in capital-intensive industries.

Effective Supply Chain Management 2-Day Seminar



www.bostonstrategies.com

1.781.250.8150



The challenges in supply chain management have never been so difficult...

Boston Strategies International seminars will prepare you to deal with *strategic supply chain challenges* such as constrained capacity and infrastructure and volatile markets. You will also learn how to make *right decisions* about which markets to enter or buy from, how to determine the right price to pay, and which benchmarks and targets will provide a competitive edge.

Day 1: What Everybody Needs to Know – Enjoy These Core Learning Modules:

HISTORICAL PERSPECTIVE ON TRADE AND TRANSPORT •

1700-1970: Movement of Goods • 1960s: Optimization • 1970s: Technology • 1980s-1990s: Globalization • 2000s: Power Shift • Wal-Mart's Supply Chain • IBM's Supply Chain

THE BULLWHIP PROBLEM: FROM OPERATIONS MANAGEMENT TO SUPPLY CHAIN MANAGEMENT • Retail Stock-outs • Academics Discovery (Cost Competition, Security, Compliance, Safety, Environmental Concerns)

WHAT EXACTLY IS SUPPLY CHAIN MANAGEMENT? • The Forerunners of Supply Chain Management • Essential Definitions • Recent Development of Supply Chain Management Thought: 1990-2008 • Why Software Can't Solve the Problem • The Key Principals of Supply Chain Management • An Executive's Supply Chain Strategy Framework

WHY SUPPLY CHAIN MANAGEMENT IS CRITICAL TODAY • A Competitive Necessity • Getting More Important • Large Impact on Financial Results • Under-Leveraged By Most Executives • A Geopolitical Weapon For Countries

HOW TO SET THE RIGHT SUPPLY CHAIN STRATEGY • The Difference Between Supply Chain Management and Supply Chain Strategy • Defining the Four Generic Supply Chain Strategies • The Integrated Supply Chain Strategy • Supply Chain Strategies for Global and Regional Economic Growth

INFORMATION TECHNOLOGY SOLUTIONS FOR THE SUPPLY CHAIN • The ERP Backbone • CAD/CAM • Network Design • SRM • Demand Planning • APS/Production Control • TMS(including GPS, DRP, and RFID) • WMS • CRM • Cost and Pricing • E-Commerce • PLM • Integration of the Components

MEASURING SUCCESS • From no metrics to too many metrics • Economic Value Added(EVA) • Level 1 (CFO-Oriented) Results Metrics • Level 2 (Functional VP-Oriented) Results Metrics • The Next Level Down: Key Process Metrics • Additional Detailed Process Metrics • A Metrics Maturity Model

ORGANIZING, TRAINING, AND DEVELOPING SCM STAFF • Pre-Supply Chain • Stage 1: Functional • Stage 2: Process-Based • Stage 3: Customer-Focused • Stage 4: Integrated Organization • Developing A World-Class Skill Base • Key Success factors for supply chain professionals • How to Structure a Staff Development Program • Engaging Suppliers In Supply Chain Management Goals • A Supply Chain Organization Maturity Model

Day 2: Customize Your Effective Supply Chain Seminar by Choosing a Focus Area from This List:

HOW TO REDUCE SUPPLY CHAIN COST • The Performance Advantage of a Rationalization Supply Chain Strategy • Strategic Sourcing • Make-or-Buy/Outsourcing • Lean's Focus On Waste Reduction • Standardization and Simplification of Specifications • Transportation Optimization • Tier-Skipping • Supplier Kaizen • Consignment/VMI • Design for Manufacturability • IT/EDI/paperless

HOW TO INCREASE SUPPLY CHAIN RELIABILITY • Key Success Factors of a Synchronization Supply Chain Strategy • Performance Advantages of a Synchronization Supply Chain Strategy • Overview of the Toyota Production System • Constraints Management and Throughput Analysis • "Pull"-Based Demand Trigger • Just-in-Time (JIT) • Perfect Order Fulfillment • Make to Order (Make, Assemble, and Engineer to Order) • Optimal Inventory Placement • Sales & Operations Planning (S&OP) • Collaborative Inventory Management • Everyday Low Price • Anchor Tenant Ensures Stability • Shifting Demand and Capacity • Better Forecasting Methods, Less Emotional Reaction • Risk Mitigation • Beretta – example of a Synchronization strategy

HOW TO USE SUPPLY CHAIN MANAGEMENT TO BE MORE IMPORTANT TO YOUR CUSTOMERS • Key Success Factors of a Personalization Supply Chain Strategy • Performance advantages of a Personalization Supply Chain Strategy • The Customer Relationship • Value Analysis • Customer Knowledge Management • Link the Customer Data To All Transactions • Customer Profitability Management • Mass Customization • Available to Promise • Personal Interactions • Design For Configurability • Lifetime Services

HOW TO INNOVATE RAPIDLY, FLEXIBLY, AND CONTINUOUSLY • Key Success Factors of an Innovation-Driven Supply Chain Strategy • Performance advantages of an Innovation supply chain strategy • Continuous Market Feedback Loop At Customer Touch-Points • Concurrent Product Development • Rapid and Early Prototyping • Product Lifecycle Management • Early Supplier Involvement • Early Customer Involvement • Forward Branding • "Design For Supply Chain" Process

The Best Way to Train Your Entire Team

Boston Strategies International seminars are specially designed for your company, and presented at your facility worldwide. Seminar time: First Day: 8:15 am registration; Seminar, 8:30 am to 5:30 pm. Second Day: 8:15 am to 4:45 pm. Fax (1) (781) 465-6069, or call Camila Paz Soldan at (1) (781) 263-7218 to book a reservation.

Boston Strategies International

Effective Supply Chain Management

2-Day Seminar

Register via e-mail: training@bostonstrategies.com

or Fax: 1-781-465-6069

or Call: 1-781-250-8150

or Mail: Boston Strategies International, 445 Washington Street
Wellesley, MA 02482 USA

We will send confirmation within 24 hours. Fee includes: Tuition

* Complementary CD series on sourcing and supply chain management * David Jacoby's book (The Guide to Supply Chain Management) * Workbook * Certificate of Completion

Fee: \$950 per person, \$900 per person above 15 attendees.
Minimum 10 attendees. Travel and direct expenses are additional. (For discounts, all individuals must register at the same time.) Fee includes \$50 non-refundable registration charge per person. Price may be higher and cancellation policy may be different for seminars held outside of the U.S., Canada or Mexico. Call for current price. Add local tax where applicable. All payments in U.S. Dollars.

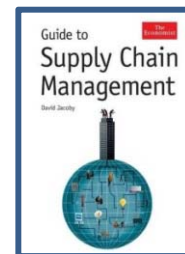
TAX DEDUCTION OF EXPENSES: US tax law permits an income tax deduction educational expenses (including registration fees, travel, meals and lodging) undertaken to maintain and improve professional skills.

The Guide to Supply Chain Management

Written by David Jacoby

Published by *The Economist*

Sold through booksellers everywhere



"An excellent guide and, a must read not only for C-level managers but also for inclusion in curricula in business studies... brilliant in explaining the myths and realities of the various elements that are critical components of the supply chain." -- **Ram Menen, Senior Vice President, Emirates Airlines**

"An essential tool for C-level management and their senior managers. It is clear, balanced in its objectivity and useful for achieving rapid results." -- **Joseph Guerrisi, Vice President Marketing, UPS**

"A strategic breath of fresh air for executives who are tired of tactical how-to books on supply chain management. It provides simple, logical guidance on how companies should think about the people, processes and infrastructure they put in place to enable the supply chains that will deliver their future." -- **Chris Cowger, Vice President of Global Consumer Operations and Planning, Dell**

"A pragmatic approach for turning supply chain into a strategic differentiator, along with a treasure chest of examples showing how successful companies have done it." -- **Karen Weinstein-Millson, Vice President Global Sourcing, Boston Scientific**

"A real-world look at how leading companies are putting supply chain management into practice for proven competitive advantage. This guide definitely belongs in your business library." -- **Frank Quinn, Editorial Director, Supply Chain Management Review**

Seminars Can Be Co-Located with Scheduled Events

UNITED STATES

LONGBOAT KEY, FL

• Oct. 12 '09: The Health and Personal Care Logistics Conference

DALLAS, TX

• Oct. 7-9 '09: Institute Southwest Supply Management Conference, Institute for Supply Management (ISM)

NEW YORK, NY

• Oct. 7 '09: Council of Supply Chain Management Professionals' Manhattan Roundtable

MARLBOROUGH, MA

• Oct. 5 '09: New England Supply Chain Conference and Exhibition

CHICAGO, IL

• Sep. 20-23 '09: CSCMP Annual Conference

CANADA

• Mar. 8-11 '10: International Air Transport Association (IATA), World Cargo Symposium

• Oct. 4-6 '09: 2009 APICS International Conference and Expo

BAHRAIN

• Nov. 24 '09: Fifth Trans Middle East Conference and Exhibition

• Oct. 26-29: MENA Mining Congress

UNITED KINGDOM

• Nov 23-25 '09: World Independent & Junior Oil & Gas Congress

SAUDI ARABIA

• Nov. 2-4 '09: Saudi Arabian Investment Summit

CHINA

• Oct. 28-30 '09: PorTech 2009

DUBAI, UAE

• Oct. 18 '09: Supply Chain Management Forum

OMAN

• Oct. 13-15 '09: TransOman Conference and Exhibition



Other In-House Workshops & Seminars

The Basics

How to Apply the 4 Leverage Strategies

How to Benchmark Your Sourcing Performance

How to Leverage Your Company's Scale

Financial and Quantitative Skills

How to Analyze Supplier Costs

How to Qualify Potential Strategic Suppliers

How to Determine Supplier Splits, Terms, and Volume Commitments

Risk Management Strategies & Techniques

How to Create a High-Performing Portfolio of Suppliers

How to Make the Most of Single and Sole Source Situations

How to Hedge Against Price, Currency and Country Risk



Lead with confidence.

Ensure stakeholder confidence in growth potential and strategies. Avoid risks and costly mistakes. Achieve market leadership through outstanding supply chain execution. Participate in this seminar and benefit from Boston Strategies International's definitive leadership in supply chain management thought, guaranteed financial payback, and proven quality at major clients worldwide.

Guaranteed C-Level Benefits

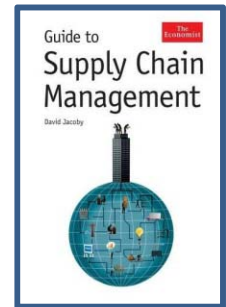
1% higher Asset Turnover Rate
2% increase in Net Margin Rate

3% increase in Gross Margin Rate
4% faster Revenue Growth Rate

Yours FREE When You Attend the Seminar

This comprehensive set of reference materials is not only a constant reminder of every thing you learned, but includes additional topics not covered in the two-day program.

Included in this package is David Jacoby's most recent book *Guide to Supply Chain Management*, the most definitive, understandable and useful book on supply chain management ever written. No other seminar offers such valuable program guidance. These reference materials ensure that you can keep the course working for you in the months and years ahead.



All seminars are presented by Boston Strategies International, Inc.



Your Instructor, David Jacoby

The Master of Supply Chain Management

David Jacoby has been consulting to global multinational companies on supply chain strategy and performance improvement for over 20 years. He is the President of Boston Strategies International, a firm that provides global strategy consulting, cost and intelligence, and market data to help manufacturers achieve competitive advantage through supply chain management. Previously he was based in Brazil, Hong Kong and France, where he consulted on strategic sourcing, purchasing and outsourcing, shipping and logistics, acquisitions, strategic alliances, capital investments, equipment, and infrastructure.

He wrote the [Economist Guide to Supply Chain Management](#), which was published by The Economist and Bloomberg Press in 2009, and regularly contributes to journals such as Supply Chain Management Review and Supply Chain Quarterly. He is a frequent speaker on global trade and supply chain economics at conferences worldwide, and in the course of his career he has served as a lecturer at Boston University, a contributing editor at the Economist Intelligence Unit, and an economist for the World Bank. He holds or has recently held board positions and other leadership roles at [APICS](#) (the Association for Operations Management), the Council of Supply Chain Management Professionals, the [Institute for Supply Management](#) (ISM) and the [International Supply Chain Education Alliance](#) (ISCEA) as a member of its [Ptak Prize](#) Selection Committee.

He holds an MBA from the [Wharton School](#), a Masters in International Business from [the Lauder Institute](#) and a Bachelor of Science in Finance and Economics from the [University of Pennsylvania](#). He is also a Certified Fellow in Production and Inventory Management ([CFPIM](#)), Certified in Supply Chain Management ([CSCP](#)), Certified in Integrated Resource Management ([CIRM](#)), Certified in Purchasing Management (Lifetime C.P.M.), and Certified in Transportation and Logistics ([CTL](#)).

David Jacoby's Recent International Executive-Level Training And Leadership Presentations

Keynote Presentation, **Supply Chain Management: Realizing the Potential**, Third Annual Supply Chain Management Symposium, Khobar, Saudi Arabia • **Panel of Experts Webcast, 2009 Rate Outlook**, [Logistics Management Magazine](#) • **Supply Chain: From Concept to Cash**, [4th Trans Middle East](#), Dubai, UAE • **Supply Chain Organization Development**, Southwest Supply Management Conference, [Institute for Supply Management \(ISM\)](#), Dallas, TX • **Keynote Presentation, Strategically Sourcing Transportation: Competition vs. Cooperation**, Southwest Supply Management Conference, [Institute for Supply Management \(ISM\)](#), Dallas, TX • **Ports Can Increase Margins Through End-to-End Supply Chain Brilliance**, [PorTech Asia 2008](#), Tianjin, China • **Global Logistics: The Next Generation**, [2008 APICS International Conference and Expo](#), Kansas City, Missouri • **Business Forecasting and Planning Excellence Conference**, Las Vegas, Nevada. (Chairperson) • **2008 Mid-Year Rate Outlook—Uncertainty Persists**, [2008 Mid-Year Rate Outlook Webcast](#), [Logistics Management Magazine](#) • **Global Economic Trends and Development in Containerised Trade Growth**, [6th ASEAN Ports and Shipping](#), Ho Chi Minh City, Vietnam • **RFID in Ground Handling**, Transport IQ ([IQPC](#)), [Ground Handling Excellence in Passenger Services Conference](#), Kuala Lumpur, Malaysia • **RFID and Security**, [International Air Transport Association \(IATA\)](#), [World Cargo Symposium](#), Rome, Italy • **Intermodal, Infrastructure Investment and Financing**, [Transport Events](#), [3rd Trans Middle East Exhibition](#), Cairo, Egypt • **RFID's Impact on Privacy and Security**, [CILIP](#), [RFID in Libraries Conference](#), London • **Latest Developments in Supply Chain and Global Logistics Industry**, [PARCEL Magazine](#), Parcel Shipping and Distribution Forum, Chicago IL • **Energy Prices and the Supply Chain: The Outlook of Fuel Surcharges**, [Institute of Supply Chain Management \(ISM\)](#), Minneapolis MN • **Multimodal Synergy – Integrated Capability in Logistics and Transportation**, [4th Thai Ports and Shipping Exhibition and Conference](#), Bangkok, Thailand • **Energy Prices and the Supply Chain: Charting a New Course**, [IPC](#), [Midwest Manufacturing Conference and Exhibition](#), Rosemont, IL • **Sourcing from China**, [Journal of Commerce](#), [3rd Annual China Trade & Logistics Conference](#), Savannah GA • **Budgeting and Forecasting in a Highly Volatile Environment**, [Institute of Business Forecasting and Planning \(IBF\)](#), [Demand Planning and Forecasting: Best Practices Conference](#), New Orleans LA • **Low-Cost Country Sourcing: Sweeping Up**, [National Association of Purchasing Management](#), Concord NH • **Courting the Consumer: Creating Dynamic Brands in Retail and Consumer Goods**, [Vendor Compliance Federation Conference](#), Marco Island FL • **The Impact of Low-Cost Country Sourcing on the Chemicals Supply Chain**, [Institute of Supply Chain Management \(ISM\)](#) Conference, St. Augustine FL • **Energy Prices Reshaping the Supply Chain: Charting a New Course?**, [APICS](#) Providence and [Purchasing Managers' Association of Rhode Island \(PMARI\)](#), Warwick, RI • **Global Trade and Technology: The Crossroads**, [Beverly Chamber of Commerce](#), Beverly MA • **RFID: Revolutionizing Baggage Handling**, 8th Annual Ground Handling International Conference, Monaco • **Supply Chain Benefits of Transportation Infrastructure Improvements**, [Transportation Research Board \(TRB\)](#), [Conference on Transportation and Economic Development](#), Little Rock AK • **"Radio Frequency Identification (RFID) Comes of Age,"** Dallas, TX • **"Creating Dynamic Brands in Retail/Consumer Goods,"** San Francisco CA