



**Global
Executive
Summit**

**JOIN THE
DIGITAL
ADVENTURE
THE NEXT LEVEL
OCTOBER 13-15, 2020**



Tuesday October 13

Wednesday October 14

Summit Kick Off

11:00 EDT | Keynote Ballroom

Keynote Session with Coupa

11:10 EDT | Keynote Ballroom

Breakout Sessions

12:30 EDT | Breakout Rooms

Breakout Sessions

1:30 EDT | Breakout Rooms

Breakout Sessions

2:30 EDT | Breakout Rooms

Breakout Sessions

3:30 EDT | Breakout Rooms

Summit Kick Off

11:00 EDT | Keynote Ballroom

Keynote with SAP Procurement Solutions

11:10 EDT | Keynote Ballroom

Breakout Sessions

12:30 EDT | Breakout Rooms

Breakout Sessions

1:30 EDT | Breakout Rooms

Keynote Session with WNS-Denali

2:30 EDT | Keynote Ballroom

Breakout Sessions

3:30 EDT | Breakout Rooms

Advisory Board Meeting

4:30 EDT | Invite Only

Thursday October 15

General Info and Innovation Hall

Summit Kick Off

11:00 EDT | Keynote Ballroom

Keynote Session with The Hackett Group

11:10 EDT | Keynote Ballroom

Breakout Sessions

12:30 EDT | Breakout Rooms

Breakout Sessions

1:30 EDT | Breakout Room

Breakout Sessions

2:30 EDT | Breakout Room

Breakout Sessions

3:30 EDT | Breakout Room

Executive
Roundtable
Invitation
Only

Visit the Innovation Hall

Tuesday thru Friday
11:00 to 5:00 EDT

Visit the Networking Lounge

Tuesday thru Friday
8:00 to 5:00 EDT

sig.org/summits

All Times Shown in U.S. Eastern Daylight Time

Tuesday October 13				
U.S. Eastern Daylight Time				
11:00 AM EDT	SIG Procurement Technology Summit Kick Off			
11:10 AM EDT to 12:15 PM EDT	Featured Session Smarter Together: It's Procurement and Finance's Time to Lead Coupa			
12:15 PM EDT	Break / Visit the Innovation Hall			
12:30 to 1:15 EDT	Breakout Session 1 Strategic Sourcing: Upgrade From Spreadsheet Analytics to These Digital Transformation Gamechangers Biogen / Coupa	Breakout Session 2 Do You Want to be Known for Cost Savings or Adding Value? Allegis Global Solutions	Breakout Session 3 How to Leverage AI to Reengineer the Contracting Process LNG Canada Project / Everest Group / App Orchid	Innovation Hall Open Product Overview On-Demand Live Provider Chat Thought Leadership
1:15 EDT	Break / Visit the Innovation Hall			
1:30 to 2:15 EDT	Breakout Session 4 How AstraZeneca is Digitizing its Category Management Framework AstraZeneca / JAGGAER	Breakout Session 5 Services Procurement in the New Normal: Why Covid-19 Has Bolstered the Business Case for Statement of Work Amway / Guidant Global	Breakout Session 6 Services Category Management: Gaps in Capabilities, Haves and Have Nots Everest Group	
2:15 EDT	Break / Visit the Innovation Hall			
2:30 to 3:15 EDT	Breakout Session 7 Global Trends in eAuctions: Services as an Emerging Category PwC (buy-side) / Scanmarket	Breakout Session 8 Achieving Seamless Procurement Workflow and Intelligent Contract Management Smartsheet	Breakout Session 9 Procurement Saves America: Unprecedented Data is Enabling Procurement to Lead in Unprecedented Times Nordstrom / Suplari	
3:15 EDT	Break / Visit the Innovation Hall			
3:30 to 4:15 EDT	Breakout Session 10 Optimizing Contract Negotiation with AI-Based Risk Analysis in MS Word DocuSign	Breakout Session 11 Beyond 2020 Vision: Focusing through the Right Operational Efficiency Lens Sapience Analytics	Breakout Session 12 Building a Resilient Supply Chain through Effective Contracting and Supply Base Management Iceris	
4:15 EDT	Daily Closing and SIGventure Quest Update			
5:00 EDT	Innovation Hall Closes			

Wednesday October 14					
U.S. Eastern Daylight Time					
11:00 AM EDT	SIG Procurement Technology Daily Kick Off				
11:10 AM EDT to 12:15 PM EDT	Featured Session What it Takes for Procurement Transformation - Fireside Chat with a Practitioner SAP Procurement Solutions				
12:15 PM EDT	Break / Visit the Innovation Hall				
12:30 to 1:15 EDT	Breakout Session 13 Fidelity's ROI Revolution with SAP Fieldglass Fidelity Investments / SAP Procurement Solutions	Breakout Session 14 Learn how VSP Global, while navigating a pandemic, devastating fires and going virtual, made a difference VSP Global	Breakout Session 15 From Crisis to Purpose: Elevating Climate Action in the Supply Chain EcoVadis	Innovation Hall Open Product Overview On-Demand Live Provider Chat Thought Leadership	
1:15 EDT	Break / Visit the Innovation Hall				
1:30 to 2:15 EDT	Breakout Session 16 Business Continuity Planning in 2020: Preparing for the Unexpected Hyland Software / Scout RFP, a Workday Company	Breakout Session 17 Automating Tax in the P2P Process Plus Use Case Vertex	Breakout Session 18 Transacting Critical Direct Spend Air Methods / The Hackett Group		
2:15 EDT	Break / Visit the Innovation Hall				
2:30 to 3:00 EDT	Featured Session The Power of Storytelling WNS-Denali & Lantern				
3:00 EDT	Break / Visit the Innovation Hall				
3:30 to 4:15 EDT	Breakout Session 19 Sourcing and Procurement Has a Brand Vulnerability Problem LogicSource	Breakout Session 20 The Catastrophic Comma and Other Cautionary Tales for Sourcing Professionals Goodmans LLP	Breakout Session 21 Optimizing Digital Transformation of Procurement Fannie Mae		
4:15 EDT	Daily Closing and SIGventure Quest Update				
4:30 EDT	SIG Advisory Board Meeting Invitation Only				

Thursday October 15			
U.S. Eastern Daylight Time			
11:00 AM EDT	SIG Procurement Technology Summit Kick Off		
11:10 AM EDT to 12:15 PM EDT	Featured Session Perspectives on Sourcing/Manufacturing Reshoring Strategies The Hackett Group		
12:15 PM EDT	Break / Visit the Innovation Hall		
12:30 to 1:15 EDT	Breakout Session 22 Workplace Diversity and the Contingent Workforce: What You Can Do Now Beeline	Breakout Session 23 Do You Want to be Known for Cost Savings or Adding Value? Allegis Global Solutions	Breakout Session 24 Whatever Happened to Digital Procurement Transformation? GEP
1:15 EDT	Break / Visit the Innovation Hall		
1:30 EDT to 4:15 EDT	Executive Roundtable Invitation Only		
1:30 to 2:15 EDT	Breakout Session 25 Sourcing and Procurement Success for Startups: Low Effort for Large Savings Welltok	Breakout Session 26 Re-Evaluating Third Party Risk Amidst a Pandemic TD Securities	Breakout Session 27 Supplier Relationship Management: Capturing the Next Level of Supplier Value Mgroup / Majel
2:15 EDT	Break / Visit the Innovation Hall		
2:30 to 3:15 EDT	Breakout Session 28 Digitalize the Entire Source-To-Pay Cycle for Direct and Indirect Procurement Flex / Ivalua	Breakout Session 29 Leveraging the Remote Workforce to Deliver Savings, Speed, and Talent PRO Unlimited	Breakout Session 30 Supporting the Mission of Powerful, Innovative Customer Experiences Zendesk
3:15 EDT	Break / Visit the Innovation Hall		
3:30 to 4:15 EDT	Breakout Session 31 Driving an Integrated Third-Party Governance and Risk Management Program by Leveraging Artificial Intelligence ENGAIZ	Breakout Session 32 Harmonizing Digital Transformation: Empower Yourself Liberty Source	Breakout Session 33 If third party risk is in the "top 5" for CEOs and boards, are you adding value? Bank of New York Mellon / BNP Paribas Corporate and Investment Banking NA / DTCC / Third Party Risk Institute Ltd
4:15 EDT	Closing Celebration Toast & SIGventure Quest Prize Announcements		
5:00 EDT	Innovation Hall Closes		

Innovation Hall Open
Product Overview On-Demand
Live Provider Chat
Thought Leadership



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SIG 2020 Fall Summit

Additional Information and Updated Schedule at sig.org/summits

Sessions added frequently - check back again soon!

Fireside Chat: Industry Trends and Updates

Keynote session with **Coupa** and **SIG**

Please join Todd Ford, Chief Financial Officer, Coupa and President and Chief Executive Officer of SIG, Dawn Tiura in this fireside chat. They will discuss the industry landscape and future trends. Check back for more details soon.

What it Takes for Procurement Transformation: Fireside Chat with a Practitioner

Keynote session with **SAP Procurement Solutions** and **Innovative Insights Group, LLC**

Join Baber Farooq, Senior Vice President of Procurement Product Strategy in a fireside chat with Melissa Mohesky-Schmidt, Principal/President of Innovative Insights Group LLC. Baber and Melissa will discuss what it takes to plan for investments in hardware/software to support your sourcing and procurement implementations, and share key learnings on how to bring stability and security during this time of disruption and supply chain volatility.

The Power of Storytelling

Keynote session with **WNS-Denali** and **Lantern**

How many marketing and communication classes did you take in school? One, two, or maybe even zero? If you're like most procurement professionals, you likely put the branding, marketing, and audience building classes aside. Yet, a critical part of your job is building the procurement brand. And a brand promise is based on experience - you must live your story. As a Procurement leader, you tell stories every day. But telling a clear story that aligns stakeholders and moves people to action isn't easy. How can you conquer chaos and move forward? Start by adopting a communication framework that gets results.

In this session, you'll learn how to put the power of storytelling to work for you to save time and make a larger impact in your organization. Now - more than ever - your organization needs to know your story and how you can support business growth, recovery, and transformation. That's why we are bringing in Josh Brammer, a storytelling expert and marketing coach, who has spent the last decade using stories to grow hundreds of brands. He will help you improve your communication through the power of clear stories. Leaders who communicate clearly help their teams win the day and thrive in these unique times. Don't let marketing have all the fun! Join this session to learn:

- Tips to craft a clear message so more people take action
- How to better communicate Procurement's expertise and potential
- Tactics to create simple and clear stories to unite your teams
- How to get your team on the same page about your organization's message

Perspectives on Sourcing/Manufacturing Reshoring Strategies

Keynote Session with **The Hackett Group**

Across industries, US companies and their customers, are coming to terms with the one-two punch of China trade tariffs and the months-long shutdown due to COVID-19. The perceived (real?) dependence on a single country to produce for the world is driving more and more organizations to seek alternative sources of supply for direct materials and third-party manufacturing partners. Please join us for this keynote session, during which senior leaders of The Hackett Group will share their perspectives on how companies can reduce their dependence on China to diversify their production and supply chain capabilities.

Achieving Seamless Procurement Workflow and Intelligent Contract Management

A Case Study Presentation with **Smartsheet**

This session will address digital transformation in procurement including request intake, process workflow and contract management. From initiation of a request to contract signature and archival, we have implemented a great solution at Smartsheet using Smartsheet + AI to manage our work and our vendor contracts!

You will learn how to improve the structure of:

- data gathering at initiation of a procurement request;
- workflow automation, including stakeholder notifications and approvals;
- frictionless integration with Finance, Legal, Risk and IT; and,
- contract summarization with AI for meaningful management and reporting

Re-Evaluating Third Party Risk Amidst a Pandemic

A Case Study Presentation with **TD Securities**

For most firms when the pandemic hit it changed the way they thought about Third Parties that were critical to their business operations and overall business continuity. This was no different in the Financial sector. The traditional approach went out the window. Now we had to assess our Third Party's ability to deliver services successfully if their workforce was impacted by the pandemic. Listen to how the shift in mindset, changed our evaluation and dialogue with our service providers in the early days of the pandemic. And how it changed the way we think about risk and our monitoring protocol forever.

You will learn:

- What to consider when conducting interviews with your Third Parties about the workforce
- What enhanced ongoing monitoring looks like during the pandemic when your contracted services are dependent on people
- How to measure business criticality in a meaningful way and implement your monitoring program using a critically metric

Learn how VSP Global, while navigating a pandemic, devastating fires and going virtual, made a difference

A Case Study Presentation with **VSP Global**

For a Vision Care company, 20/20 has special importance. Learn how VSP Global Procurement team impacted VSP in a positive way to help mitigate exposures dealing with COVID-19, devastating fires and while planning for the unlikely locust outbreak, we were able to meet the VSP's business needs. Plan to join an informative, but entertaining discussion with 3 of VSP's best and brightest procurement, travel and distribution minds as they share 2020's rich, real-life adventures.

Optimizing Digital Transformation of Procurement

A Panel Discussion with **Fannie Mae**

Procurement organizations that invested on digitization continued to work effectively in the remote work environment. This was possible due to integrated source-to-pay, risk management and digital signature solutions that allowed procurement teams to collaborate with stakeholders seamlessly online.

Once the digital foundation is in place, how do we take this to the next level? How can we improve productivity by leveraging capabilities such as automation, predictive analytics and AI? We will cover two solutions - contract authoring and contract analytics - that can help

Procurement teams collaborate more effectively with stakeholders and provide valuable insights to drive greater efficiencies. Panelists from Procurement, Legal and Technology will discuss their roles in this process and share their perspectives.

You will learn:

- Opportunities to optimize and extract value from procurement digitization
- Key considerations when implementing contract authoring and contract analytics capabilities
- Ways to enhance partnership between Procurement, Legal and Technology
- Lessons learned

Procurement Saves America: Unprecedented Data is Enabling Procurement to Lead in Unprecedented Times

A Case Study Presentation with **Nordstrom** and **Suplari**

America is facing Three Core Challenges: COVID, Equality and Diversity, and Re-invigorating the American Economy. AI and analytics can rapidly identify opportunities to automate savings and diversity and drive action and capture. In this session, hear how Nordstrom is using data to drive in an unprecedented 2020.

Creating A World of Diverse Opportunity

In today's world, private and public enterprises are focused on launching or improving diversity initiatives to create opportunity in its supply chain. Whether small business suppliers, women-owned or minority owned, all organizations need a diverse supplier base and the ability to easily and quickly show that data. We will focus on how technology can meet that need and how Fortune 5000 companies using it to empower their communities through their supplier base.

COVID-19 is the New Normal

It goes without saying that COVID-19 has altered how we do business and how we conduct business on a daily basis. Nordstrom will do a deep dive on the impact of COVID-19. As many retailers around them have declared bankruptcy, Nordstrom will show us how they have positioned themselves today and for tomorrow. We will focus on how COVID has impacted their supplier base and what it means for the future.

Reinvest in America

Supply Chain disruption is deeper than you probably realize. Try and buy a bicycle today and you are out of luck, unless you want a \$2500 road bike. Supplier intelligence may make the difference in success or failure for your business. We will focus on what do you need, what is important and how quickly you can get your hands on it.

This session is for any Procurement or Finance leader ready to take their organization and company to the next level.

You will learn:

- How to lead (rather than follow)
- How proactive AI-driven insights and spend intelligence can be the difference between success or failure in the world of COVID-19; what do you need, what is important and how quickly can you get your fingers on it
- How a market leading, Fortune 500 retailer is bucking the trend and is best positioned to succeed during and after COVID-19
- How to track and monitor a Supplier Diversity Program that generates instant actionable data that is usable throughout your organization, achieves executive level diversity goals, and empowers local communities

Global Trends in eAuctions: Services as an Emerging Category

A Case Study Presentation with **PwC (buy-side)** and **Scanmarket**

Globally, services spend is now the leading category for eAuctions, resulting in an average cost savings of 14.77%. Yet, category managers, sourcing executives and suppliers continue to resist adopting this proven methodology. This session will seek to understand the drivers to that reluctance as well as provide practical steps for conducting eAuctions.

Our expert panel will seek to answer these questions:

- Why aren't more North American companies performing eAuctions as a sourcing strategy for services spend?
- Is there a cultural resistance?
- Is there a stigma?
- How can we overcome knowledge deficiencies with best practices and case studies?
- How do we "get to WE" and apply Kate Vitasek's Vested Sourcing approach and partner with services suppliers for the most optimal strategy?

Attendees will take away a new approach towards on overlooked category. Sourcing organizations implementing eAuctions can expect increased visibility and efficiency, in addition to cost savings.

This session should be attended by CPOs championing this proven approach, and all stakeholders including those in a Category Manager role who are tasked with designing and managing eAuctions.

You will learn:

- How to reduce costs in your Services Spend Category
- How to set up and run a successful eAuction for Services
- How to gain visibility into both your team and Supply Chain
- How to be a hero with a new approach to an old dilemma

Do You Want to be Known for Cost Savings or Adding Value?

A Case Study Presentation with **Daimler Trucks North America** and **Allegis Global Solutions**

Getting work done. It is not a new idea, but the concept has taken on new meaning in the post-pandemic new world of work. For corporate leadership, procurement, and HR decision-makers, the question of "Who do we hire or engage for the position?" has been replaced by new concerns. "How can we stay as lean and agile as possible and still get the work done?"

Today, an employee, contractor, freelancer, outsourced services provider, or even a bot might be the best way of achieving a business demand, creating a complex path for companies to navigate.

You will learn:

- About new channels of talent and resources that are emerging in this evolving world of work
- How a unified approach gives companies the readiness they need to adapt quickly to change
- How to ensure you are positioned to engage the right resource with optimal impact

Digitalize the entire Source-To-Pay cycle for Direct and Indirect Procurement

A Case Study Presentation with **Flex** and **Ivalua**

Procurement executives are continually challenged to maintain sustainable savings, overall operational efficiency, and risk mitigation in today's highly volatile commodity markets and risk-prone global supply chains. Organizations look up to procurement teams to deliver value beyond tactical savings. Procurement is increasingly seen as the driver of business value through cross-functional collaboration within the enterprise as well as outside.

But how do you keep the momentum going? We will explore how a truly integrated Source-to-Settle process offers a tremendous ROI, with spend analysis driving effective sourcing, suppliers well-managed and contracts compliantly purchased off. A successful journey begins with the vision and a solid business case and continues through effective deployment of technology and the necessary process change management.

You will learn:

- How procurement can think beyond procuring and why
- How digitizing your processes can help you efficiently manage supplier risk and performance
- How leveraging technology yields maximum growth and profitability
- The importance of supplier collaboration in the procurement value chain

Services Procurement in the New Normal: Why Covid-19 Has Bolstered the Business Case for Statement of Work

A Case Study Presentation with **Amway** and **Guidant Global**

Guidant Global COO, Brian Salkowski provides an in-depth look at why businesses are turning their attention to services procurement and SoW in a bid to drive better value from their non-employee workforce. He'll be joined by Justin Sellers, Global Category Leader - Professional Services and Temporary Labor at Amway, to showcase how, with support from Guidant Global, they have introduced a complex Statement of Work management process alongside their existing contingent labor MSP program, resulting in impressive results.

You will learn:

- Why managing services providers holistically brings a competitive advantage versus working in silos
- How you can drive greater agility, quality and ROI from services procurement and SoW
- How Amway went about it - key results and lessons learned
- How to build a business case for services procurement and SoW

Strategic Sourcing: Upgrade From Spreadsheet Analytics to These Digital Transformation Gamechangers

A Case Study Presentation with **Biogen** and **Coupa**

We live in an era where Industry 4.0 technology developments outpace some organizations ability to change. Nimble organizations have a distinct competitive advantage. With the vast quantities of data available, the organizations that can analyze large datasets, quickly, will differentiate themselves in their markets. In this session Industry thought-leader, Walt Charles will share aspects of his Digital Procurement Transformation Playbook that he successfully implemented at 4 Fortune Companies.

You will learn:

- Break past the data processing limitations of spreadsheets to drive better outcomes on large, strategically managed spend
- Analyze, previously unimaginably large datasets using proven, state-of-the-art technology
- Power up every deal by 1000 times to deliver dramatically better deal outcomes - without the analytics burnout
- Increase your Procurement Team's bandwidth by using new tools to get to actionable insights faster, better, cheaper and more impactfully

Services Category Management: Gaps in Capabilities, Haves and Have Nots

A Best Practice Discussion with **Everest Group**

For most companies, services spend is a significant portion of third-party costs, yet often procurement capabilities are focused on direct and indirect materials. In this engaging session, Everest Group will share the outcomes Pinnacle Enterprises™ deliver on when effectively managing services categories. We'll discuss the practices in technology, governance, category management, and talent that differentiate the leaders.

Business Continuity Planning in 2020: Preparing for the Unexpected

A Case Study Presentation with **Hyland Software** and **Scout RFP, a Workday Company**

Global uncertainty has challenged enterprises everywhere to adapt to rapidly changing circumstances with agility and resilience. Strategic sourcing and procurement teams are instrumental not only in navigating the unexpected, but also in protecting the future of their businesses. Join Hyland Software Sourcing Manager, Kylene Roberts, for an in-depth discussion on how her team is increasing collaboration and ensuring the business runs smoothly - from anywhere.

You will learn:

- How to prioritize collaboration while pivoting to entirely remote operations
- How to mitigate risk in your supply base and ensuring business continuity
- How to enable Sourcing to act more strategically by empowering business users

How to Leverage AI to Reengineer the Contracting Process

A Panel Discussion with **LNG Canada Project, Everest Group** and **App Orchid**

In this session, learn from experts in Contracting and AI on how to leverage AI to streamline the contracting process and mitigate contract risk. CLM is in its very early stages of adopting AI, yet every product claims to have it! What can AI really do for the contracting space, and what should companies look for when evaluating AI capabilities? In this session, learn from experts in Contracting and AI on how to leverage AI to streamline the contracting process and mitigate contract risk.

You will learn:

- Where AI is being used in contracting
- The AI features and functionality you should be evaluating in contracting tools
- Current trends and adoption rates of AI in contracting tools
- How to build a business case for AI in contracting

Fidelity's ROI Revolution with SAP Fieldglass

A Case Study Presentation with **Fidelity Investments** and **SAP Procurement Solutions**

Team work makes the dream work! Today more than ever an organization's ability to be agile in managing their external workforce has been a key differentiator in remaining resilient

through moments of rapid change. Hear from Fidelity's procurement powerhouse ladies: Lisa Barnum, Head of Procurement Operations; Susan Doyle, VP Professional Services Procurement; and Ashli Dennehy, Director Procurement, on how they partner together to manage their external workforce via SAP Fieldglass. From spend visibility to compliance and automation, SAP Procurement Solutions provide customers an ability to future-proof their organizations. Hear from SAP solution expert Amanda Slevar on why efficient workforce management is a key differentiator for organizations looking to thrive in ever-changing environments.

From Crisis to Purpose: Elevating Climate Action in the Supply Chain

A Thought Leadership Discussion with **EcoVadis**

Stakeholder demands for action on climate change are peaking in every industry. CEOs are committing to Science Based Targets, UN-Global-compact, and much more. Companies cannot achieve the reductions without including their value chains, putting procurement in the spotlight. And yet, the 2020 Business Sustainability and Performance Index shows a massive shortfall in suppliers reporting on carbon. Urgent action is needed.

Join this session to learn about the coming wave of "Scope 3" emissions reduction demands, what will be expected of procurement, and the key steps in a carbon action plan for the supply chain.

You will learn and discover:

- The three phases of a carbon reduction action plan for the supply chain
- Key stats on the scope of the opportunity and the challenge faced with SME suppliers
- Why supply chain engagement is essential for driving actual improvements
- Procurement's vital role to bridge the gap between predictive insights and planet-saving action!

If third party risk is in the "top 5" for CEOs and boards, are you adding value?

A Panel Discussion with **BNP Parabis Corporate and Investment Banking NA, DTCC, Bank of New York Mellon** and **Third Party Risk Institute Ltd**

Join renowned subject matter expert Linda Tuck Chapman, CEO Third Party Risk Institute and creator of SIG U's Certified Third Party Risk Management Professional (C3PRMP) in conversation with Natallia Aliakseyenka, Head of Third Party Management Office, BNP Paribas CIB NAR; Michael Rivas, Executive Director, Head of Third Party Risk Management, DTCC - Depository Trust and Clearing Corporation Mgmt; and Joseph Martinez, Chief Procurement Officer, Managing Director, Bank of New York Mellon. The pandemic is making us hyper-aware that reliable, trust-worthy relationships with vendors and other third parties are vital to the survival and success of companies around the world.

You will learn:

- The true value proposition of a good program
- Aligning practices with risk culture
- "High Water Mark" risks, and how to mitigate them
- Practices that work, and those that will change
- Lessons Learned

Supporting the Mission of Powerful, Innovative Customer Experiences

A Case Study Presentation with **Zendesk**

At Zendesk, we believe that powerful, innovative customer experiences should be within reach for every company, no matter the size, industry or ambition. In the Sourcing and Procurement organization, we have aligned our tools and goals to our company mission when serving our own internal customers. In this session, we will share how we simplified our Sourcing and Procurement intake process to improve customer satisfaction and user experience, reducing contracting cycle times, creating better visibility and transparency, and improving data quality.

New Normal is Here: What Happens Next?

A Panel Discussion with **Adobe, PwC** and a **thought leader to be announced**

Yes, yes, the new normal is here. We've all been living from where we work, solving problems around the clock, trying to keep our minds focused, and yet remain committed to innovation, efficiency, and resiliency. After all, it's hard to stop a sourcing professional from considering cost, risk, relationships, and operational impact. We live and breathe it every day. Our leadership skills, our ability to bring people to the table to ideate and make change, and our desire to optimize things have us in the perfect position for some of the radical changes that are resulting from the pandemic.

No doubt, you've attended dozens of webinars, read countless articles, and have heard the term "new normal" too many times. You already know we need to approach our people, our places, and our processes in entirely new ways. Now you need to know how, and better yet, what actually works for this "new normal."

In this session, our panelists will talk about the exact ways in which they are addressing topics like work policies, facility usage, and manufacturing configuration. This is your opportunity to learn about solutions that are already in place and earning success. You can hear from an executive-level panel about how they are changing where work is done, and the way work is done.

How AstraZeneca is Digitizing its Category Management Framework

A Case Study Presentation with **AstraZeneca and JAGGAER**

Effective Category Strategy development and management are essential to Procurement's ability to collaborate with and deliver value to the business. In this session, we will explore how combining the launch of a new strategy framework with a technology implementation can build the foundation to track full procurement lifecycle value creation and take the strategy from paper to practice. Procurement leaders that attend the session will benefit from real-life examples of designing, automating and future-proofing your strategy development and category management processes.

You will learn:

- Align and optimize strategy framework and technology launches
- Embed category management processes within a single platform
- Build the foundation to measure full lifecycle value creation
- Understand how category management is evolving with new technologies

Optimizing Contract Negotiation with AI-Based Risk Analysis in MS Word

A Solution Experience with **DocuSign**

Every company has a system of agreement whether they know it or not. Digitally transforming the agreement process provides both strategic and efficiency improvements. Join this session to understand how Analyzer's AI-powered analytics addresses the primary challenges of the negotiation process:

- Risk
- Review
- Revision

The demo of Analyzer's MS Word-based plug-in will illustrate a streamlined negotiation process that transforms the handling of third-paper and other negotiated contracts.

Attendees will learn how to recognize their system of agreement, how AI-power contract analytics can transform the negotiation process, and how companies are using the DocuSign Agreement Cloud solutions to optimize value, reduce risk, and improve operational efficiency.

Key Points

- DocuSign Agreement Cloud vision
- DocuSign Analyzer as contract negotiation enhancement tool
- Analyzer reduces risk with AI and logic
- Analyzer enhances review with AI and logic

- Analyzer normalizes revision with clause library
- Demo
- Analyzer use case examples - ROI examples

You will learn:

- How to identify your system of agreement cloud
- Optimize the negotiation with AI technology
- Surface review information to improve stakeholder expectations
- Improve the contracting experience for both contract parties

Beyond 2020 Vision: Focusing through the Right Operational Efficiency Lens

A Solution Experience with **Sapience**

The pandemic is causing several other macro-fragilities to come to the foreground.

Organizations are asking:

- Are my teams productive?
- Are my vendors reporting accurate effort outputs?
- Are my vendors dealing with the same lack of visibility challenges with their teams as much as I am?

In coping with the COVID-19 crisis, many management "science" experiments have arisen by accident or necessity, which are not typically sanctioned. The new and precious insights are proving to be an impressive competitive advantage leading a few, well-equipped enterprises into the 2020s.

These operational and workforce challenges have created a unique compound crisis that will result in strategy resets for many industries. Sourcing, procurement and vendor management (SPVM) leaders will be at the core of this shift and will require accurate data to reshape the business deep into the next decade.

You will learn:

- How to expose an adverse COVID-19 side-effect: Outsourcing² or Double-Outsourcing
- How clients and vendors alike are plagued with manually reporting efforts
- How leading BFSI companies leverage the right Lens into workforce visibility challenges
- How leading IT software and services companies leverage the right lens into productivity challenges

Leveraging the Remote Workforce to Deliver Savings, Speed, and Talent

A Best Practice Discussion with **PRO Unlimited**

With the spread of COVID-19, almost every company in the world has been forced into a pilot program for remote work. Moving forward, how should organizations approach remote work, and what are the best strategies for realizing the benefits of this more flexible

workforce? In this session, you'll learn how you can use data to shift your talent landscaping approach to drive value aligned with your organization's business objectives. Discover how the right strategy in this area can help you drive cost savings, talent quality, worker diversity and faster time to fill.

You will learn:

- Why to leverage remote work? Savings, Speed, New Talent Pipelines.
- How to assess which roles are best for remote work
- Key considerations when engaging remote talent
- Why supplier networks are so critical for remote talent

Sourcing and Procurement Success for Startups: Low Effort for Large Savings

A Case Study Presentation with **Welltok**

Is your company wasting money due to poor contracts, low buying power and not enough procurement staff to improve this reality?

There is a better way.

No budget or time to increase the size of your procurement staff, multiply the knowledge of your current procurement expertise by turning them into internal consultants who teach and empower each of your associates. A few quick process changes and a new attitude can drastically improve your bottom line!

You will learn:

- Why traditional Procurement programs fail in a startup company
- How small changes in process result in frequent savings
- How to set a realistic roadmap for your company procurement plan
- Proof that your company needs a procurement program in just FOUR emails

Building a Resilient Supply Chain through Effective Contracting and Supply Base Management

A Thought Leadership Discussion with **Icertis**

The keys to building an effective supply chain is to establish resiliency and mitigations in the supplier negotiations and contracting phase of your supplier relationships. This mitigates a number of disruptions while establishing backup options. Beyond that, it is critical to establish risk profiles across the supply chain along with early warning triggers to help resolve escalating risks before they become business issues. In this session we will cover how you can use your Contract Management system to build resiliency in the Supply Chain.

The key takeaways of this session will include:

- How to understand what Supply Chain resiliency means for your business

- How to use effective contracting strategies & processes to continuously identify & remediate supply chain risks
- How to use contract-centric supplier performance governance to have adequate coverage for the unforeseen and unforeseeable in your supply base

Transacting Critical Direct Spend

A Case Study Presentation with **Air Methods** and **The Hackett Group**

Air Methods Corporation (AMC) and Hackett present Air Methods' journey with Coupa in 2019. With nearly 40 years of air medical experience, Air Methods is the leading air medical service, delivering lifesaving care to more than 70,000 people every year. We will review the key process and technology changes during the implementation as well as the integration challenges associated mission-critical direct purchases. We will also explore the unique efforts required to update manual operations and improve highly disparate data systems. Finally, we will highlight how Coupa was an important catalyst for substantial change from highly manual processes to automation.

You will learn:

- Direct Spend Integrations: Balancing against delivery risks for mission critical equipment
- Master Data Management: More strategic approach to improve, organize and cleanse master data
- Change Management: Moved from highly manual to automation

Supplier Relationship Management: Capturing the Next Level of Supplier Value

A Case Study Presentation with **MGroup** and **Majel Partners**

Sourcing professionals are uniquely positioned to lead the types of proactive governance activities that deliver value outcomes to the business. Supplier Relationship Management ("SRM") programs help Sourcing to optimize this value.

In this presentation, you will learn some tell-tale signs that your SRM activities should be enhanced or expanded, the fundamental elements of a value driven SRM program, and some of the common obstacles to implementing effective SRM across your organization.

You will learn:

- The business case for enhancing SRM
- The 5 S's essential to building an SRM framework
- Some common pitfalls to avoid

Driving an Integrated Third-Party Governance and Risk Management Program by Leveraging Artificial Intelligence

A Thought Leadership Discussion with **ENGAIZ**

As part of digital transformation, organizations often shift from a focus solely on costs to one that also includes shared risk and value. This broadened approach for engaging third vendors is a result of an increasing organizational recognition that third-parties can in-fact create strategic win-win opportunities. This paradigm-shift requires organizations to adopt a new mind- and technology-set when managing third-party relationships.

Who should attend this session? Anyone involved in third-party governance, relationship and risk management will benefit from this session. Also, if your organization is looking to transform and fast-track maturity of the third-party governance and risk management program this would be a great session. Attendees will have a clear understanding of the need to adopt an integrated relationship, governance and risk management approach when dealing with third-party relationships.

You will learn:

- How to adopt an integrated third-party governance and risk management approach
- The business use cases that benefit from Artificial Intelligence (AI) technologies
- Why continuous monitoring of your third-party relationship is critical

Harmonizing Digital Transformation: Empower Yourself

A Thought Leadership Discussion with **Liberty Source**

We are at the tipping point of unleashing the formidable power of a harmonized Dx (digital transformation) and the human workforce. It is up to the humans in this equation to embrace change and optimize the power of the new workforce. Fueled by digitization, empowered customers and globalization, new technology advancements pop-up overnight. It's human nature to be afraid of how digital transformation affects our analog lives. We project our fear onto the Dx that's before us and instead of leveraging its potential, we make small, incremental changes to our processes and our products, while keeping an arm's length away from the scary new technology threatening our livelihood. In this session, we will discuss ways to alleviate the mounting Dx fear, share examples of how Dx and human capital work harmoniously together and talk through the importance of setting a clear strategy.

You will learn:

- The motivation behind Dx and human capital harmonization
- How to set your Dx strategy How to assess business outcomes
- How to define expectations for your human talent

Automating Tax in the P2P Process Plus Use Case

A Thought Leadership Discussion with **Vertex**

In the new world of Procurement, Tax can own Tax. Procurement organizations are on the brink of change. By leveraging new technologies, companies will automate most transactional activities, freeing up resources to focus on strategic efforts that drive value to

the business. As a result, the cost to run procurement will decrease, while the actual value derived from the organization will grow. Hear a use case from a tax technology expert about how his time at a global manufacturer and how they navigated the ever changing tax landscape and overcame tax complexities.

You will learn:

- Why there is a new focus on the importance of tax in the procurement process
- The implications of tax decisions your procurement teams may not be aware of
- Why not to worry about tax complexities - there is help!

The Catastrophic Comma and Other Cautionary Tales for Sourcing Professionals

A Discussion with **Goodmans LLP**

Sit by a virtual campfire to hear harrowing tales about real-life interpretations by judges of commercial agreements. Learn what it means that “time is of the essence”, a party has committed to “best efforts” and the same point is covered in multiple places in the contract. Finally, delve into the eternal question: How much does punctuation matter?

Leveraging the Remote Workforce to Deliver Savings, Speed, and Talent

A Thought Leadership Discussion with **PRO Unlimited**

With the spread of COVID-19, almost every company in the world has been forced into a pilot program for remote work. Moving forward, how should organizations approach remote work, and what are the best strategies for realizing the benefits of this more flexible workforce? In this session, you'll learn how you can use data to shift your talent landscaping approach to drive value aligned with your organization's business objectives. Discover how the right strategy in this area can help you drive cost savings, talent quality, worker diversity and faster time to fill.

You will learn:

- Why to leverage remote work? Savings, Speed, New Talent Pipelines.
- Learn how Talent Landscaping can drive material cost savings
- Discover organizational efficiencies delivered through remote work
- Why supplier networks are so critical for remote talent

Whatever Happened to Digital Procurement Transformation?

A Thought Leadership Discussion with **GEP**

The events of 2020 have led to many procurement teams refocusing their attention on hard savings, cost control and visibility in the supply chain. Impacts have been felt across organizations and companies have had to look hard at capital and strategic programs. What then for digital transformation projects? Are these to be shelved, cancelled or

downscaled? In this session, we will look at the recent drivers of the priority changes for procurement, assess the likely impact on strategic projects and examine how procurement teams should look to leverage their digital investment in the future.

Workplace Diversity and the Contingent Workforce: What You Can Do Now

A Thought Leadership Discussion with **Beeline**

Diversity and Inclusion (D&I) is a critical area of focus in today's world and nowhere more than in the workplace. Organizations understand that effectively managing workplace diversity will give them a competitive advantage in recruiting talent and in all other aspects of their business.

Forward-thinking companies are extending their diversity initiatives to the non-employee workforce, creating opportunities and challenges for their contingent workforce program managers. In this presentation, Beeline will discuss what you should do in order to respond to your company's D&I initiatives - or to develop a contingent workforce D&I initiative yourself. Get ahead of the D&I curve. Join our interactive discussion.

Sourcing and Procurement Has a Brand Vulnerability Problem

A Thought Leadership Discussion with **LogicSource**

In a time of rapid, sometimes overwhelming change, the role of sourcing and procurement has never been more important to the overall success of an organization. Too bad, many businesses don't know that. Sourcing and procurement has a brand vulnerability problem. Business stakeholders are still thinking purchasing, contracting and bringing you in last minute, when it's really about strategic partnerships and multi-million-dollar profit improvement. You manage a significant amount of your company's money. Critical, not just in savings, but in the net value and impact on the business. In other words, sourcing and procurement could and should be seen as a major advantage - with a seat at the table to influence the decisions driving success for your business. *It's time to aim higher, take the lead, and elevate your impact.*