

TerraBiz

Training | Conferences | Exhibitions

SCOR®

Walkthrough – Optimizing your end-to-end Supply Chain

22-23 April 2011 | Sheraton Karachi Hotel



by **John Paul** PhD, MBA, MSc, B.Eng

Managing Director of iCognitive
Professor, Research Fellow of Bordeaux School of Management- France
Founder member of South East Asia Chapter of Supply Chain Council
Technical Development Committee Member of Supply Chain Council
Qualified SCOR instructor certified by the Supply Chain Council

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SCOR® Walkthrough – Optimizing your End-to-End Supply Chain.

By enhancing collaboration and maximizing visibility throughout the end-to-end supply chain, the SCOR® (Supply Chain Operations Reference) model supports companies in optimizing their supply chain performance.

SCOR® helps to manage the supply chain through a standardized language, standardized metrics, and common business practices which accelerate business change and improve performance. The Supply-Chain Operations Reference-model (SCOR®) is a process reference model that has been developed and endorsed by the Supply Chain Council as the cross-industry standard diagnostic tool for supply chain management. It is a proven methodology and tool that has been successfully applied and implemented in companies of all sizes / ranging from Fortune 500 to SMEs (small and medium enterprises). Organizations which use SCOR® enjoy consistent annual bottom-line improvements of 1-3%.

Benefits

You will learn and practice several techniques to:

Apply SCOR® model for a detailed process mapping and configuration of your supply chain - Master performance metrics for end-to-end visibility on your operations - Develop innovative, synchronized and more cost-effective processes - Use a common language to enhance collaboration - Transform supply chain complexity into profitability and competitive advantage - Accelerate profit and business growth by defining a sustainable supply chain strategy

Who should attend?

CEO, General Managers, Directors, Senior Managers of the following departments:

- Operations
- Logistics
- Inventory Management
- Purchasing (Sourcing and Procurement)
- Supply Chain
- Customer service

The SCOR® Walkthrough workshop is designed to provide a comprehensive examination of the SCOR® model and methodology to optimize companies' operational performance.

Attendees will learn the major process components of the SCOR (Plan, Make, Source, Deliver, Return, Enable) from a supply chain perspective and how to use them to model supply chains, understand the key supply chain performance indicators of the SCOR and how to choose the right indicators to characterize supply chain performance, and understand the key best practices for use in benchmarking and performance improvement. Participants will learn the SCOR model's structure and its interpretation and how to organize a typical SCOR Project.

Workshop delivered by a qualified SCOR® instructor certified by the supply chain council.

Course Outline

Day 1

Introduction

Mastering the Fundamentals of Supply Chain Management SCOR® Walkthrough – Training Course

- Examining the major characteristics and challenges of supply chain management in Process, Technology and People

Case Study: Profit Leverage Effect

Gaining knowledge of the SCOR® Model

- Supply Chain Council Overview
- Familiarizing with the fundamentals of SCOR® model: SCOR® Processes, Metrics & Best Practices

Configuring your supply chain to enhance collaboration and increase visibility

- Mapping processes
- Enhancing supply chain efficiency by overcoming obstacles in integrating SCM
- Accelerating SCM improvements through implemented systematic attitude and approach

Introduction of Alpha Company - The Workshop Business Problem - Case Study

Supply Chain modeling - Geographic mapping - Process mapping - Supply chain configuration (Strategic, tactic and operational levels)

Objectively Measuring your Supply Chain Performance

- Using the right set of metrics
- Building a SCOR card to assess and continually measure your performance

Case Study

Strategic benchmarking

- Overview of companies' supply chain performance (results of iCognitive annual benchmark study) - Successful performance measurement and benchmarking stories

Day 2

Performing a Supply Chain Competitive Analysis

- Measure supply chain performance through: SCM operational metrics - Five Supply Chain Performance Attributes - Metrics Hierarchy - SCORcard - Gap analysis: Using benchmarking technique to discover gaps in your company's performance by benchmarking against your competitors - Setting realistic targets for future performance and defining initiatives based on best practices

Case Study (Alpha) Build a SCOR card: Define and use KPIs to assess and continually measure supply chain performance - Performance comparison - Gap analysis

What's new in SCOR® version 10.0?

- GreenSCOR®
- Risk Management - People (HR)

Successfully implementing the SCOR® model in your company

- Mastering the top-down approach for successfully implementing the SCOR® model
- Applying SCOR® processes from your customer's customer to your suppliers' supplier
- Following the SCOR® implementation roadmap

Case Study: SCOR® Implementation



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John Paul (PhD, MBA, MSc, BEng)

John Paul is an expert in supply chain management and operational improvement for manufacturing and services. He has over 25 years experience as a top executive in supply chain management. Today Dr. Paul is a consultant to multinational corporations, being the founder and CEO of iCognitive, a firm specializing in supply chain consultancy.

From 1997 to 2003, John Paul was a top executive at SIMTech (Singapore Institute of Manufacturing Technology). He successfully started and developed the supply chain research management center that supported regional SMEs, PLEs and MNCs in their supply chain improvement strategies.

Before joining SIMTech in 1997, John Paul has spent 10 years working for Digital Equipment Corporation Europe. First as Administration & Logistics Program Director based in France and later joined the European team in Geneva (Switzerland) as Program manager for Europe. In his last position, he managed several strategic Supply Chain Management projects such as Dupont, Danzas, DHL European Rim and Thomson.

In the meantime, John Paul has written numerous SCM-articles and has been lecturing in different European Universities (Paris 12 and ISLI in Bordeaux) and Nanyang Technological University Singapore, ESSEC Asian Campus in Singapore. He is currently a professor and research fellow of the Bordeaux School of Management (France) and visiting Professor at ESSEC Asian Campus in Singapore.

Founder and current Secretary of the South East Asia Chapter of the Supply Chain Council (SCC), John is a member of the Technical Development Committee of the Supply Chain Council. He is a qualified SCOR® instructor certified by the supply chain council and has trained over 2000 Supply Chain executives from 200 different companies in the region. He is the Chairman of the Council of Supply Chain Management Professionals (CSCMP) Asian Chapter.

He holds a PhD researcher in Engineering Management, a Master' Degree in Industrial Logistics, a Masters' Degree in Economics and an MBA in Management.



We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with TerraBiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, TerraBiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

TerraBiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country. We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. TerraBiz has also organized some events with Google Pakistan.

TerraBiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

About iCognitive

iCognitive is a fast-growing international consulting firm specializing in supply chain management with offices in Asia and Europe. As the appointed authority in Asia on the Supply Chain Operations Reference model (SCOR®), iCognitive is recognized as a leading SCOR® expert by the Supply Chain Council.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by **Dr. John Paul**

Please contact **Muhammad Faheem**
Email: muhammad.faheem@terraBizgroup.com
Phone: +92 21 3455 0431 | Cell: +92 343 206 6050

Workshop Investment:

Rs. 55,500/- Per Participant

***Early Bird Discount: (Before 11th April 2011)**

Rs. 52,500/- Per Participant

Special **DISCOUNTS** available for **SCAP/ICAP/ICMAP** members.

***Every 4th Participant from the same organisation is FREE!**

Includes course ware, TerraBiz certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

Send your cheque in favor of "TerraBiz" to **Murad Hassan**
Suite # 403, Shahwar Trade Center,
Above Standard Chartered Bank, Allama Iqbal Road branch,
P.E.C.H.S., Block 2, Karachi, Pakistan.
Phone: +92 21 3455 0431 & +92 21 3455 0319
Cell: +92 300 922 0647

For Registration
Contact Asim Rajput
Cell: +92 321 898 0681 & +92 321 232 2486
Phone: +92 21 3455 0431 & +92 21 3455 0319
Facsimile: +92 21 3455 7264
Email: tanvir.hussain@terraBizgroup.com
register@terraBizgroup.com