



ESCA Innovation Tours

Identifying Innovation in Electronic Supply Chain Solutions

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EXECUTIVE OVERVIEW

The Electronics Supply Chain Association is pleased to announce a new feature at the Fall 2007 Conference: Innovation Tours of the Conference Expo. This year's Expo brings you the biggest names in Supply Chain Management solutions: FreeFlow/eBay Private Marketplace, i2, IBM, Oracle and SAP. The Innovation Tours will provide a quick look at what is innovative and differentiating about each solution, allowing attendees to receive an overview of all solutions in a short 40 minute tour. Attendees can return to the partner booths for a 'drill down' into particular areas of interest.

INNOVATION ACROSS ALL ASPECTS OF SUPPLY CHAIN MANAGEMENT

The theme of the 11th annual Electronics Supply Chain Association Conference is "Optimizing Electronics Supply Chain Performance," and optimization is definitely an ongoing challenge for supply chain executives as emerging markets, industry ecosystems, and consumer control continually change the dynamics of supply and demand. Innovation is the answer, and keynote speeches and breakout sessions will showcase emerging best practices from successful companies and industry luminaries.

Technology innovation is definitely an enabler of supply chain optimization, and the first ESCA Innovation Tours will highlight innovative tools and services in the Conference Expo. Following is an overview of the industry-leading electronics supply chain technology and solution providers showcased in the Innovation Tours.

FreeFlow/Private Marketplace by eBay

FreeFlow and Private Marketplace by eBay have joined forces to help you turn your idle inventory assets to cash. FreeFlow's award winning business services together with the power and flexibility of eBay's Private Marketplace solution unleash the power of competitive bidding on your excess or at-risk inventory. Supporting business services, including logistics and financial settlement, and a hosted marketplace keep your overhead low. Find out how companies including Cisco, Motorola, Logitech, SanDisk, Circuit City, Hewlett-Packard, and Microsoft are leveraging this innovative approach to inventory sales and distribution.

i2

Businesses face serious challenges in today's competitive economy. Production and supply chain costs must be controlled, without sacrificing speed and output quality. Product must be brought to market more quickly and efficiently than ever before. To build and preserve customer satisfaction, companies must deliver both innovation and responsive service. i2 offers a solution to these challenges: The i2 Agile Business Process Platform, a finely tuned, synergistic development suite designed to support new-generation supply chain management solutions. This new-generation platform functions much like a "factory", in which standardized application components such as data models, business rules, user interfaces (UI), and business workflows can quickly be assembled and then adapted to meet company-specific business and market needs. The platform can bring greater speed, agility, quality, and cost-efficiency to any supply chain.

IBM

With over 80 years of experience, IBM is aligned around a single business model: Innovation. IBM takes its breadth and depth of insight on issues, processes and operations across a variety of industries, and invents then applies solutions to help solve their clients' most intractable business and competitive problems. IBM's electronics industry specific solutions combine deep industry insight with high-powered technology to unlock business value for clients. Additionally, IBM teams are empowered to think globally and act locally with consultants positioned in virtually every country and culture worldwide. The IBM booth will feature industry specific solutions including Collaborative Planning, Forecasting & Replenishment (CPFR), Sales & Operations Planning (S&OP) and the Original Ecosystem Manager (OEM) Solution.

Oracle

Oracle knows that the future of electronics supply chain optimization requires integrated solutions utilizing multiple applications to accomplish cross-enterprise and global business processes using multiple integrated applications. At the ESCA Conference, Oracle will focus on their Applications Integration Architecture (AIA) that provides pre-packaged business processes and integration flexibility. Demonstrations will cover three primary areas: "Opportunity to Quote" process integration, providing Siebel CRM On Demand integration to Oracle E-Business Suite; Agile PLM using the unique and flexible product record in key enterprise areas including Program and Project Management, Quality Management, Compliance and NPI; "Demantra to Siebel Trade Promotions" Process Integration, enabling integration of Demantra Predictive Trade Planning capabilities with Siebel Trade Promotions.



SAP

On the ESCA Innovation Tour, SAP will be showcasing a new solution designed specifically for Outsourced Manufacturing. Gain visibility into the production progress of your orders at contract manufacturing/EMS partners and how that can be used to provide greater responsiveness to your customers. Learn how faxes, phone calls and e-mails can be dramatically reduced, while at the same time making more information such as drawings, test programs or even customer specific requirements available to your manufacturing partners. Manage increasing volumes of outsourced manufacturing orders without adding resources by leveraging a proactive, exception-based process which makes corrective action possible before delivery dates are missed. See how this out-of-the box, standalone solution from SAP lets you work with all of your contract manufacturing/EMS partners regardless of their IT sophistication.

