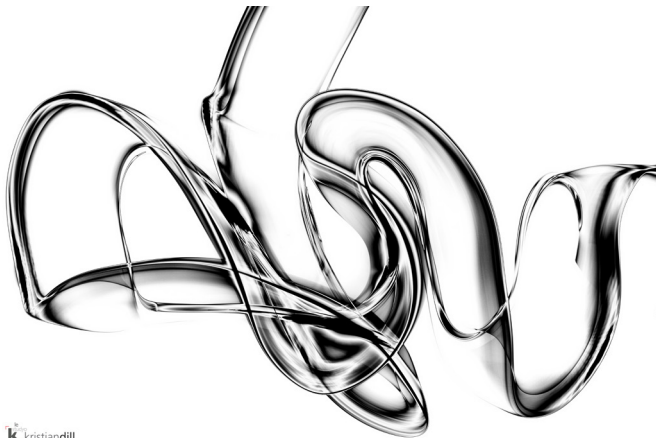


Smart Supply Chain Management

How to use Big Data processing to enhance your
traditional Supply Chain



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HEG Arc, Neuchâtel
Jeudi 29 novembre 2018 - 08h30-16h00

With the support of UNIGE-Leading House Russia and CIS Region



Smart Supply Chain Management - Using Big Data and AI to support Supply Chain Management

Supply Chain Management (SCM) is becoming an unavoidable component for companies to remain competitive in today's economy. In this regard, Internet of Things (IoT), ERP, social networks are generating a humongous quantity of valuable data. However, these Big Data are difficult to manipulate and interpret.

Data driven approaches to the rescue. AI, machine learning, data and process mining, etc. allow transforming unusable raw data into operational knowledge. When applied to SCM, these solutions have the potential to identify bottlenecks, reduce costs and create novel business scenarios.

Recent examples corroborate this statement. Amazon now has algorithms to predict demand for hundreds of millions of products it sells, often as much as 18 months ahead (The Economist, 2018). However, this technology is not only reserved to giants such as Amazon or Google. In Germany, Otto, an e-commerce company, is using machine learning to predict what will be sold within 30 days with 90% accuracy which allows automatically replenishment of around 200'000 items a month with no human intervention (The Economist, 2017).

Event overview

In the morning, the conference will cover the state of the art and the results of several applied researches conducted in the domain of Smart Supply Chain Management (SSCM), both in Switzerland and Russia. In addition, private companies will present projects and solutions illustrating concrete benefits and limitations in SSCM.

In the afternoon, the conference will be followed by a workshop showing a live demo of Process Mining software tools and opening the discussion around participants' specific needs. Seats are limited for the workshop.

Speakers

Karine Doan, Professor & Researcher in Supply Chain Management, HEG Arc.

Dr. Stefano Carrino, Professor & Researcher in Computer Science at HE-Arc.

Michael Kuster, Director of Sales & Marketing, Digi Sens Switzerland AG.

Dr. Dana Chernova, Professor, Head of Department of Commerce, Service and Tourism, Samara State University of Economics.

Dr. Tatiana Evtodieva, Professor for master's degree program on "Marketing, business, innovations", Samara State University of Economics.

Dr. Natalia Ivanova, Associate Professor, Samara State University of Economics.

Artem Litvishkov, Deputy General Manager of Economics, Finance, Marketing and Logistics, FARM SKD Ltd.

Program

- 08h30 Registration
- 09h00 **Welcome speech & introduction**
Olivier Kubli, Director HEG Arc & Karine Doan, HEG Arc
- 09h15 **Smart Supply Chain Management**
Karine Doan, HEG Arc
- 09h45 **Smart Process Mining**
Stefano Carrino, HE-Arc Ingénierie
- 10h15 Break
- 10h30 **Warehouse management in an Industry 4.0 environment. How your stock manages itself.**
Michael Kuster, Director of Sales & Marketing, Digi Sens Switzerland AG
- 11h00 **Intelligent Supply Chain Management in Russia**
Dana Chernova, Tatiana Evtodieva and Natalia Ivanova, University of Samara
- 11h30 **Logistics technologies of distribution of pharmaceutical products in the regional market**
Artem Litvishkov, Deputy General Manager FARM SKD Ltd
- 12h00 Conference close
- 12h15 Lunch and Networking
- 14h00 **Workshop (limited to 15 participants)**
Live demo of process mining tools
Discussion (best practices for your needs)
- 16h00 End

Working language

English

Venue

HEG - Haute école de gestion Arc
Campus Arc 1
Espace de l'Europe 21
2000 Neuchâtel

Room 030 (auditorium 2)

Access

We invite you to use the public transports.
By foot: 5 min from the main train station CFF Neuchâtel
By car: parking places in the P+R 2

Registration

Deadline: Monday the 26th of november 2018
Online: <https://www.ig.he-arc.ch/smartsupplychain/>

Event responsible

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Contact

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