



User Conference for Logistics Service Providers (LSPs)

The Bellagio Hotel, Las Vegas, NV

Agenda with session description, meals, date, time and locations

General Information

The Bellagio is located on the strip at 3600 Las Vegas Blvd. South. Phone (702) 693-7111.

Please present your credit card upon check in to cover your room charges. If you need to cancel please let Carolyn Allard know. We are charged for no shows. Thank you.

MercuryGate contacts for Conference are:

Carolyn Allard, mobile # is (941) 704-5195 or callard@mercurygate.com

Monica Wooden, mobile # is (813) 505-6235 or mbw@mercurygate.com

The Bellagio is a short 10 minute taxi ride from the airport. Taxi is the best means of transportation to the hotel. All of our evening dinners are within walking distance to the Bellagio. If you do rent a car note that valet parking is free everywhere in Las Vegas.

Remember, if you are staying at the Bellagio, you were provided a confirmation number. The room rate is \$139/night unless otherwise notified and then they charge you \$20/night for unlimited use of long distance phone, Wi-Fi and fitness room.

Conference attire is **casual**, or if you are more comfortable in business casual, that is acceptable too.

Meals are provided by MercuryGate. See the schedule below for locations. You must have preregistered for the dinners. Space is limited for the evening meals.

Conference presentations will be provided to all attendees in electronic format via a flash drive.

If your arrival time permits and you would like to play golf on Tuesday, August 30th please send email to mbw@mercurygate.com no later than August 17th.

While at the Bellagio, be sure to see the Fountains of Bellagio, Botanical Garden, and the works of Jeff Mitchum that are displayed along the pool promenade. And don't miss the pool area - just incredible! The Bellagio Gallery of Fine Art features *A Sense of Place: Landscapes from Monet to Hockney*.

Tuesday, August 30, 2011

7:00pm Welcome reception and dinner at Mastro's Ocean Club located in City Center next to the Bellagio. Meet in the Bellagio lobby at 6:45pm and we will walk together to Mastro's. Please be prompt.



Wednesday, August 31, 2011

7:00-8:00am (Ballroom 6&7) – Breakfast

8:00-8:15am (Ballroom 2) Conference Welcome & MercuryGate Highlights

8:15-9:00am (Ballroom 2) Maximizing the Value of 3PL-Customer Relationships

Adrian Gonzalez, Director, Logistics Viewpoints

Manufacturers and retailers have been outsourcing their logistics operations to third party logistics (3PL) providers for more than two decades. But in many cases, after the honeymoon phase is over and all of the “low hanging fruit” benefits have been realized, many 3PLs and their customers find themselves in a rut, unable to reach higher levels of sustained value.

There are many reasons why 3PL-customer relationships fail to achieve their maximum value potential, including:

- Companies want their logistics service providers to be more proactive and creative, yet often dictate every detail of how a 3PL should operate.
- Many contracts are “evergreen, eternal,” but include a 30-day escape clause.
- 3PLs and their customers approach outsourcing relationships from different perspectives. 3PLs generally want to be viewed as “strategic partners,” while many customers, especially their procurement organizations, view 3PLs as “vendors.” This misalignment often creates friction in the relationship.

How can 3PLs and their customers break out of this rut and take their relationship to a higher level of value and performance?

This is the main question Adrian will address in his presentation, highlighting seven critical building blocks 3PLs and their customers should take to take their relationship to the next level.

9:00-10:00am (Ballroom 2) Running Mojo – building those routes and loads - Curious what other companies are doing with Mojo? Wonder no more! We will show you what others are doing to leverage Mojo and the value they are seeing by using the optimizer both operationally and tactically.

10:00-10:15am – Break

10:15-11:15am (Ballroom 2) Brokering freight – best practices - Brokerage – stop the manual nightmare! So how are people using the TMS for brokerage and what types of processes will it support? We'll show ya! We will discuss the current best practices and ways to ensure the processes are followed.

11:15-12:00pm (Ballroom 2) Measuring with your yardstick – seeing your info via dashboards and reports - Here we will explore the ways to use MercuryEdge to measure what you or your partners do. We will look at real world KPI measurements for vendors and carriers as well as KPIs directly related to the effectiveness of the TMS. However, measurement is just the first step and communication of those measurements is equally as critical. We will even demonstrate how you can setup KPI's that show your customer the value you are providing!

12:00-1:00pm (Ballroom 6&7) -Lunch

Breakout Sessions – choose 1 – 1:00-1:45pm

(Ballroom 2) Looking at your freight from a strategic perspective – Not sure how to get the data you need out of your TMS? This session will give you a list of the top reports that you can produce to manage and control your business. We will not just discuss the reports but give you detailed examples of how to produce these high value information gold mines that include reports from TMS Mobile as well!

OR

(Ballroom 5) Interfacing via web services – MercuryGate's web service APIs offer customers the opportunity to apply their own technical development skills to leverage the core architecture of the TMS and create unique software solutions. Over the past year, the web service APIs have continued to evolve with new options for data and document extraction, shipment/load creation, and more. This technical session will review the current state of the web service API and illustrate its use in a mock add-shipment-wizard scenario. Examples in calling the web service API from different programming language platforms will be explored. Finally, the future evolution of the API will be interactively discussed with audience suggestions and feedback.

Breakout Sessions – choose 1 – 2:00-2:45pm

(Ballroom 2) Transforming your TMS dynamically using embedded analytics – Turn your TMS into an auto-adaptive solution. The TMS takes key information and feeds it back into the process, allowing the TMS to adapt to the current world. For example information on carriers might change routing preferences.

OR

(Ballroom 5) Integrating to your Customers – So where is the best place to integrate the TMS? The answer is “that depends.” However, one of the most valuable systems to interface to using the MercuryGate TMS is the warehouse management system (WMS). Most valuable in that touch points in the WMS often eliminates unwanted steps, vastly improving effectiveness. The track will examine some real case studies where the WMS interface has really paid off. We will also discuss the sometimes-additional need to not only integrate to the WMS but also to the order management system (OMS) or ERP system as well.

Breakout Sessions – choose 1 – 3:00-3:45pm

(Ballroom 2) Managing your carriers with Carma – Carrier management has changed as the new CSA requirements have been implemented. Combine that with other requirements you have for carrier compliance and viola, you need a tool like Carma. We will show you different ways to feed data in and ways to setup processes to control what happens. You should never give your freight to a carrier that fails to meet or exceed your exacting requirements. Managing the TMS or executing freight? You tell me.

OR

(Ballroom 5) Seeing into the TMS – understanding the logging capabilities - Ok, so you are doing lots of stuff in the TMS, but how do I know how things are going? This track will examine the logging capabilities and how to analyze all the data the system collects and maintains.

4:00-5:00pm (Ballroom 2) Auditing invoices- This track will focus solely on freight audit. We will look at ways to not only audit bills but also ways to utilize self-invoicing to eliminate audits all together – or rather push them back on the carrier.

5:00-5:45pm (Ballroom 2) Helping your customers schedule their appointments – Here we will show you how to simplify the daunting task of managing appointment scheduling. We will show you how to allow carriers to log in and control what they can set and do. We also will look at ways to improve calendaring and control yard management and trailer spotting to live unload – we will show you how to schedule your loads.

7:00pm Joe’s Stone Crab at Caesar’s Forum. Meet in the Bellagio lobby at 6:30pm for a 20 minute walk down the Strip. Please be prompt.



Thursday, September 1, 2011

7:00-8:00am (Ballroom 6&7) - Breakfast

8:00-8:30am (Ballroom 2) Managing the ebbs and flows of carrier capacity - Carrier capacities constantly fluctuate but when you need a truck - you need a truck! We will review how to find available capacity. Perhaps you are just looking for a way to find capacity in tight times? Maybe your rates are so good that carriers don't want to move your freight? From looking for existing capacity (backhauls) to linking up with your FreightFriend we have you covered, or should we say, your movement covered! We'll also look at ways to use a private bid board to cover those pesky, hard to cover loads.

8:30-9:15am (Ballroom 2) Moving international freight - From multiple languages to different date formats, we will look at the ways to use the system to manage your global freight. Essential items such as taxes, documents, terminology, and time/date stamping will be covered. We will also look at complex freight forwarding contracts as well as multi-leg templates and different currencies. This will be a great session for those of you that want to incorporate international functionality in your business today or may simply be looking to expand internationally. Cheers!

9:15-10:15am (Ballroom 2) Managing inbound movements - the low hanging, high value fruit for many customers - There are a lot of things to consider when looking at inbound compliance. Companies have a multitude of processes to control and manage - both transportation costs and carrier compliance. We will examine solutions for using Mojo to determine consolidation cross-docks to manual entry and automatic routing. We will demonstrate case studies showing how processes may be improved and costs reduced. Get those freight dollars out of your cost of goods!

10:15-10:30am - Break

10:30-11:15am (Ballroom 2) Shipping parcel packages for your customer - For parcel, we examine the ways to use what and when. We will cover the gambit from which type of setup works best, including mode shifting, zone skipping, tracking, and auditing. From throughput to latency, we will look at the options and discuss and analyze web services and 'extreme' TMS. There are quite a few parcel carriers to consider, including domestic carriers such as USPS and international firms like DHL.

11:15am-12:00pm (Ballroom 2) Analyzing potential customer info - let the MercuryGate TMS do the heavy lifting! - So your potential customer just gave you 10,000 orders and is asking you to do what? Here is where MercuryEdge shines. We will discuss ways to use MercuryEdge to analyze potential clients and even consider their freight in a mix of the current freight.

12:00-1:00pm (Ballroom 6&7) -Lunch

Breakout Sessions - choose 1 - 1:00-1:45pm

(Ballroom 2) Setting up your organization - It is all about speed. This track will show you how to get a new client up and running quickly using templates, inheritance, etc. Fun stuff!

OR

(Ballroom 5) Loading your data - XML, EDI, flat files to AS2, FTP, etc. - Here we will look at the ins and outs of EDI - literally as well as integration considerations for any solution. Also, we will talk about ways to manage file transfers both from a message perspective as well as a transaction perspective.

Breakout Sessions – choose 1 – 2:00-2:45pm

(Ballroom 2) Applying accounting principles in the TMS - From transactional accounting to accruals and payments, we look at the end-to-end financial processes. Real world examples from folks like you and the struggles and successes they have discovered.

OR

(Ballroom 5) Using iReports and understanding the best practices - Many of you are taking advantage of our architecture that allows you to build your own reports. However, once you make a commitment, such as iReports, you need to think about the implications of maintaining and running such reports. Just like any developed report, these data queries can and will bog down your system if you are not careful! We will discuss what you should consider when building these reports and steps that should be taken to effectively manage them.

Breakout Sessions – choose 1 – 3:00-3:45pm

(Ballroom 2) Tips and Tricks - Tips to improve LTL rating with alternate rate tables; simplify your user interface and eliminate clicks in the process with an editable portlet; how to leverage MercuryBid to do the heavy lifting for you. All this will surely put a smile on your face!

OR

(Ballroom 5) Sharing information via the technical panel- Time to put the techies on the spot, so to speak. Great fun for all of us that have to live with them putting us through the wringer. “Revenge is a dish best served cold.”

4:00-4:45pm (Ballroom 2) Using routing guides – Got routing guides? No problem. Two types will be examined and we will review the best ways to manage allocation of freight to carriers. We will discuss how to feedback critical data in the system to keep the allocations up to date.

4:45-5:45pm (Ballroom 2) Understanding the product roadmap and providing input into the process - We'll pull out our roadmap and fancy a look. From fleet and driver management to more standard embedded analytics we will discuss what the product roadmap looks like. But as always, you help to determine the route and we will utilize your feedback to drive future enhancements.

7:00pm Dinner at PF Chang's located across the street in Planet Hollywood Resort. Please meet in the Bellagio lobby at 6:45pm and we will walk as a group across the street. Please be prompt.



Thank you for taking time out of your busy schedule to learn more about your TMS. Your business & support is very much appreciated!