



***User Conference for Shippers
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 Sunday, August 28th, please send an 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*.

Monday, August 29, 2011

7:00-8:00am (Ballroom 3) - Breakfast

8:00-8:15am (Ballroom 6) Conference Welcome & MercuryGate Highlights

8:15-9:00am (Ballroom 6) Trends and Challenges in Globalization and TMS

Bob Heaney, Sr. Research Analyst - Supply Chain Management, Aberdeen Group

Today's supply chain has gone global with over 85% of companies indicating they have suppliers or customers overseas. In a recent Aberdeen survey of 191 supply chain executives (Chief Supply Chain Officer Survey 2011), 57% of respondents indicate that their supply chain was disrupted by a sudden increase in shipments, and over 50% are impacted by the complexities of globalization within the extended supply chain. The focus of this session is to explore the evolution of supply chain processes/technology within the various elements of the extended supply-demand network such as manufacturers, distributors, wholesalers, carriers and retailers. Specifically, the focus of the research is the extent to which Supply Chain Executives and the office of the CSCO are integrating transportation to bridge over planning and execution and the degree of correlation that internal and external collaboration have on business performance.

In this session we will seek to answer the following questions:

- What is the relative focus on collaborative integration and globalization within transportation versus other areas of supply chain investment with the current oil and macro-economic conditions?
- What are the key pressures and strategic actions taken by companies? Why is the office of the CSCO focused on Integrated Transportation --specifically with respect to the collaborative synchronization of planning and execution under globalization?
- How frequently is internal and external performance management performed and, how parties, groups or departments are typically measured at enterprises?
- How fast are companies able to respond to changes in supply or demand and/or perform dynamic optimization during planning and execution?
- What benefits in terms of both financial and operational metrics are companies getting through collaborative integration of their transportation processes?
- How extensively is technology being used by companies for managing their growing global collaborative integration and multi-party processes?
- What technology enablers are identified by end users as critical to an improved extended supply chain management process with respect to transportation?

9:00-10:00am (Ballroom 6) Building those routes and loads

You know what you want to move, so what is the best way to move it? How do you run Mojo Dark and then review and change loads and routes? We will discuss the best way to manage loads and routes, both manually and automatically. We will review tools like load builder, routing templates, and others that help you create and manage loads in the TMS.

10:00-10:15am - Break

10:15-11:00am (Ballroom 6) Tendering your loads to carriers - Here, we will look at the tender process including EDI, email, & online updates via a 'portlet'. We will examine all the different ways to manage this. We will also look at the sequential tendering process and discuss load balancing, to ensure that carriers get their due. We will also discuss the tender restart process based on hours of operations of the carriers and some different strategies that may be employed.

11:00-11:45am (Ballroom 6) Scheduling your appointments - Whether you are using electronic messages to schedule appointments or online portlets, this session is for you. We will look at the pluses and minuses as well as the ways you can control each user view. You can even use a smartphone tool to simplify and streamline this process.

11:45am-12:15pm (Ballroom 6) Reporting - Not sure how to get the data you need out of your TMS? This session will give you a list of 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!

12:15-1:15pm (Ballroom 3) - Lunch

1:15-2:00pm (Ballroom 6) Measuring with your yardstick - 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.

Breakout Sessions - choose 1 - 2:15-3:00pm

(Ballroom 6) Moving goods with your private fleet - From costing to positioning tractors, drivers, and trailers we will look at ways the TMS can help you manage your fleet. Whether you own the equipment or use dedicated equipment, we will examine and discuss the best practices. This will be a very interactive session looking for areas that we all struggle with to capture information as well as how to successfully build in and estimate costs for your fleet.

OR

(Ballroom 5) Interfacing via web services - More and more of you are doing web services with your TMS - whether directly to carrier systems, from your order management system or your ERP system. This track will detail what is needed to do the web services but also things to consider from a throughput and latency perspective.

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

(Ballroom 6) Perseverance – Improving effectiveness of your TMS (Mohawk Fine Paper) – Four attempts at a TMS with little results. Mohawk was feeling that no system would allow for the creation of a solution they desired. However, using the MercuryGate TMS, they have been able to not only demonstrate a green approach to transportation but also win industry acclaim for a solution that works. Listen to this tale from a company that tried four other systems before finally scoring big!

OR

(Ballroom 5) Seeing into the TMS - 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.

4:00-4:45pm (Ballroom 6) 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.

4:45-5:30pm (Ballroom 6) 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.

7:00pm Mon Ami Gabi, in the Paris Hotel. Meet in the Bellagio lobby at 6:45pm. We will walk across the street to Paris Hotel. Please be prompt.



Tuesday, August 30, 2011

7:00-8:00am (Ballroom 3) - Breakfast

8:00-8:30am (Ballroom 6) *Managing the ebb and flow 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.

8:30-9:30am (Ballroom 6) *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!

9:30-9:45am - Break

9:45-10:45am (Ballroom 6) *Managing and seeing your inbound movements* - There are lots 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!

10:45am-11:30am (Ballroom 6) *Shipping parcel packages* - 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.

11:30am-12:15pm (Ballroom 6) *MercuryEdge Strategy* - So you want to get out your crystal ball and try to look into the future to see how things will impact your world? In this session, we will look at tools to help you strategize on your changing footprint, potential mergers/acquisitions, spinning off business, and so forth. But there is no need for magic or mysticism here, just a great tool combined with the right architecture to deliver critical information for decision support.

12:15-1:15pm (Ballroom 3) -Lunch

1:15-2:00pm (Ballroom 5) *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.

Breakout Sessions – choose 1 - 2:15-3:00pm

(Ballroom 6) Setting up a new division/sub company - It is all about speed. This session will show you how to get a new business unit/division 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 – 3:00-3:45pm

(Ballroom 6) Tips & Tricks – Tips to improve LTL rating with alternate rate tables, simplify your user interface and eliminate clicks in the process with an editable portlet. Sure to put a smile on your face!

OR

(Ballroom 5) Using iReports and understanding the best practices - Many of you have taken us up on 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.

4:00-4:30pm (Ballroom 6) MercuryGate Value – We offer the ability to see what the current average rates are on given lanes across all of you. If it makes sense for you, you can enable average rates on lanes and use that data for analysis and decision support. How to leverage a heavy lifting tool like MercuryBid will also be included in this presentation.

4:30-5:30pm (Ballroom 6) MercuryGate Product Roadmap –We'll pull our roadmap out 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 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.



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