



**20**  
**YEARS**  
1998-2018



**UW EBC**  
business best practices  
& emerging technologies  
**CONFERENCE**

September 25, 2018 | Monona Terrace | Madison, Wisconsin





# FIX YOUR FRAGMENTS

You need a complete view of consumers across all their devices and channels.

No one wants a fragmented view of their customers. As leaders in personalized digital marketing, we'll merge all your person-level data into a single identity. Break down silos. Drive real personalization and measurable outcomes.



## ATTEND OUR SESSIONS:

**Strategic Briefing**  
Disruptive Digital Marketing: From Identity to Measurement, 9:45-10:10am

**Marketing Track Breakout**  
Brand Journeys, All Dolled Up: How American Girl Gets Personalization Right, 11:45am-12:20pm

**Lunch and Table Topic**  
Identity & Attribution, 12:20-1:30pm

Attend Conversant's Strategic Briefing: Disruptive Digital Marketing: From Identity to Measurement at 9:45 am in Meeting Rooms MNQR.

# WELCOME FROM THE EXECUTIVE DIRECTOR

**20 YEARS**  
1998-2018



On behalf of the UW E-Business Consortium (UWEEBC), I am delighted to welcome you to the 20<sup>th</sup> annual Business Best Practices & Emerging Technologies Conference. Our conference serves as an annual forum to learn about innovative business practices and emerging information technologies impacting many industries. This year's conference features an exemplary group of business leaders and experts who will share practical insights to enhance your company's strategy and initiatives.

We will kick off the morning by honoring Marsha Lindsay, Chair and Chief Strategist of Lindsay, Stone & Briggs, with the UW E-Business Institute's 2018 Distinguished Fellow Award in recognition of her significant achievements and contributions to the advancement of digital business.

The conference's Opening Keynote features Rich Karlgaard, Forbes Media publisher and futurist. Entrepreneur-turned-publisher, columnist, author, television commentator, private investor and board director, Rich offers a unique vantage point on the trends driving business. His insights help audiences see the global marketplace with new eyes, and he is the thought leader that Fortune 500 companies and national associations turn to for a reliable road map of what's to come.

Following the Opening Keynote, we're excited to present a full-day program featuring industry thought leaders and visionary executives in four concurrent tracks: Customer Service, Information Technology, Marketing and Supply Chain Management.

You will also learn from our sponsors' Strategic Briefings about the latest technological advancements and business strategies that will enhance your competitiveness. Please plan to attend these insightful sessions during the morning and afternoon breaks.

We'll close the day with a keynote by Noelle Pikus Pace, an American skeleton racer and two-time Olympian, who has won 26 World Cup medals and a silver medal at the 2014 Winter Olympics. Noelle will share her remarkable and challenging journey toward Olympic silver that will motivate and inspire you.

This conference would not have been possible without sponsorship and support from the following organizations:

- **Diamond Sponsor:** Conversant.
- **Platinum Sponsors:** EDCi sponsoring the Customer Service Track, OneNeck IT Solutions sponsoring the Information Technology Track and Wisconsin Manufacturing and Extension Partnership sponsoring the Supply Chain Management Track.
- **Gold Sponsors:** AHEAD, eGain, New Relic, Skyline Technologies, Sprinklr and Zilker Technology.
- **Silver Sponsors:** Cherwell, Fiserv, Heartland Business Systems, Marketo and Verascape.
- **Premium Sponsors:** American Family Insurance and CUNA Mutual Group.
- **Partner Organizations:** Sonic Foundry, our video on demand partner, and Wisconsin Manufacturers & Commerce.
- **University of Wisconsin-Madison Partner Organizations:** Center for Professional and Executive Development, Engineering Professional Development, Kohl's Center for Retailing and Office of Business Engagement.

We are also deeply grateful for the active involvement, guidance and continued support of all our members, Advisory Board and partners over the past 20 years. This has been fundamental to the UWEEBC's success.

Thank you for joining us today! This year's conference promises to be a terrific event, and we hope that you find it to be truly enjoyable and valuable.

On, Wisconsin!

Raj Veeramani, PhD  
Executive Director, UW E-Business Consortium and UW E-Business Institute  
Professor, College of Engineering and Wisconsin School of Business  
University of Wisconsin-Madison

## Inside This Program

- 4 Agenda at a Glance
- 6 Sponsors
- 12 Keynote Sessions
- 16 Customer Service Track
- 18 Information Technology Track
- 22 Marketing Track
- 26 Supply Chain Management Track
- 30 Strategic Briefings
- Back Map

# AGENDA AT A GLANCE: MORNING

7:00–8:00 Continental Breakfast, Registration, Networking | Grand Terrace, Main Level

**8:00–9:30** **OPENING KEYNOTE | EXHIBITION HALL, LAKE LEVEL**  
**Conference Welcome and Opening Remarks**  
 Dr. Raj Veeramani, Executive Director, UWEBC and UWEBI; Robert Ratner Chair Professor, UW–Madison  
**Presentation of the UW E-Business Institute Distinguished Fellow Award**  
 2018 Recipient Marsha Lindsay, Chair and Chief Strategist, Lindsay, Stone & Briggs  
 **Four Superpowers and Three Best Practices That Will Shape Your Business Future**  
 Rich Karlgaard, Publisher and Futurist, Forbes Media

9:30–9:45 Networking Break | Grand Terrace, Main Level

**9:45–10:10** **STRATEGIC BRIEFINGS | MAIN LEVEL**

- Conversant presents **Disruptive Digital Marketing: From Identity to Measurement** | Meeting Rooms MNQR
- EDCi presents **Contact Center – Winter is Coming!** | Meeting Rooms KLOP
- OneNeck IT Solutions presents **Cloud Native Innovation** | Hall of Ideas GJ
- AHEAD presents **Three Ways to Jump Start your DevOps Practice** | Hall of Ideas FI
- Skyline Technologies presents **Expanding Your Opportunities with Mobile: Trek+BCycle Case Study** | Hall of Ideas EH

10:10–10:20 Networking Break | Grand Terrace, Main Level

CUSTOMER SERVICE Lecture Hall	INFORMATION TECHNOLOGY Ballroom B/C	MARKETING Ballroom A/D	SUPPLY CHAIN MANAGEMENT Community Terrace
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10:20–10:25 <b>Track Introduction</b> Roger Paulson, Customer Service Practice Director, UWEBC	10:20–10:25 <b>Track Introduction</b> Cavinda Caldera, Information Technology Practice Director, UWEBC	10:20–10:25 <b>Track Introduction</b> Dawn Meier, Director of Integrated Marketing Strategy, CUNA Mutual Group	10:20–10:25 <b>Track Introduction</b> Wayne Thompson, Supply Chain Management Practice Director, UWEBC
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10:25–11:00 <b>Digitally Optimizing Customer Service</b> Esteban Kolsky, Principal and Founder, <i>thinkJar</i>	10:25–11:00 <b>Delivering Business Value Through Technology at Colony Brands</b> Steve Cretney, Vice President and Chief Information and Technology Officer, SC Data Center, Inc.	10:25–11:00 <b>Six Ways You'll Soon Be Doing Marketing Far Differently Than Today and Why</b> Marsha Lindsay, Chair and Chief Strategist, Lindsay, Stone & Briggs	10:25–11:00 <b>The Tables Have Turned. Are You Their Customer of Choice?</b> Balika Sonthalia, Vice President, A.T. Kearney
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11:05–11:40 <b>Using Artificial Intelligence to Improve Customer Experience</b> Crystal Collier, Head of Strategy, Programs and Insights, <i>Electronic Arts</i>	11:05–11:40 <b>Enabling the Next Generation Industrial Enterprise</b> Ed Seaberg, Vice President of IT, and Talal Butt, IT Chief of Staff to CIO and Head of IT Business Operations, <i>Rockwell Automation</i>	11:05–11:40 <b>Transitioning from Bricks to Clicks</b> Vijay Talwar, President - Digital, <i>Foot Locker</i>	11:05–11:40 <b>Leveraging Technology to Optimize Our Complex Supply Chain</b> Gene Seroka, Executive Director, <i>Port of Los Angeles</i>
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11:45–12:20 <b>Resolution Redefined — Optimizing Channels for Customer “Jobs to Be Done”</b> Peter Slease, Vice President, <i>Gartner</i>	11:45–12:20 <b>Build a Workplace People Love — Just Add Joy</b> Richard Sheridan, CEO and Chief Storyteller, <i>Menlo Innovations</i>	11:45–12:20 <b>Brand Journeys, All Dolled Up: How American Girl Gets Personalization Right</b> Mark Jodlowski, Director of Marketing Analytics, Operations, & eCommerce, <i>American Girl</i> , and Dave Scrim, SVP, Product and Pricing, <i>Conversant</i>	11:45–12:20 <b>What Supply Chain Leaders Need to Know About Analytics and Artificial Intelligence</b> Kristen Daihes, Partner, <i>Opex Analytics</i>
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# AGENDA AT A GLANCE: AFTERNOON

**12:20–1:20** **LUNCH | EXHIBITION HALL, LAKE LEVEL**  
**Table Topics**  
 Join peers in a casual discussion at tables dedicated to the following topics:

- Identity & Attribution in an Omnichannel Environment – Hosted by Conversant
- AI and its Impact on the Employee Experience – Hosted by EDCi
- Cloud Adoption Issues – Hosted by OneNeck IT Solutions
- Cybersecurity – Hosted by WMEP
- DevOps – Hosted by AHEAD
- De-Risking AI Innovation in the Contact Center – Hosted by eGain
- Customer-focused Digital Transformation – Hosted by New Relic
- Are You Collecting the Right Data to Act On? – Hosted by Skyline Technologies
- Future Proof Your Marketing Strategy – Hosted by Sprinklr
- AI Across the Enterprise and What to Do Next – Hosted by Zilker Technology

To join a table topic, look for the tables with signs and black tablecloths as you enter the Exhibition Hall.

**1:30–1:55** **STRATEGIC BRIEFINGS | MAIN LEVEL**

- WMEP presents **Transformational Productivity Initiative – Addressing Risks to Growth in a Tight Labor Market** | Hall of Ideas GJ
- eGain presents **Contact Center AI That Works** | Meeting Rooms KLOP
- New Relic presents **Digital Transformation: A CTO’s Guide to Lessons Learned & Success Patterns** | Hall of Ideas EH
- Sprinklr presents **Future Proof Your Marketing Strategy** | Meeting Rooms MNQR
- Zilker Technology presents **Commerce Meets Experience: Engaging Customers with Experience-driven Commerce** | Hall of Ideas FI

1:55–2:05 Networking Break | Grand Terrace, Main Level

CUSTOMER SERVICE Lecture Hall	INFORMATION TECHNOLOGY Ballroom B/C	MARKETING Ballroom A/D	SUPPLY CHAIN MANAGEMENT Community Terrace
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2:10–2:45 <b>Preparing for Takeoff: How Allegiant Air Transformed Its Hiring Strategy to Stimulate a Culture of Service Excellence</b> Regan Heckethorn, Director of Customer Care, <i>Allegiant Travel Company</i>	2:10–2:45 <b>The Cloud Journey — The Unexpected Organizational Learnings</b> Brad Burke, Chief Technology Officer, Networked Insights, <i>American Family Insurance</i>	2:10–2:45 <b>Getting Started with Big Data in Search</b> Wil Reynolds, Founder and Director of Digital Strategy, <i>Seer Interactive</i>	2:10–2:45 <b>A Global View of Supply Chain Risk</b> Eric Johnson, Senior Editor, Technology, <i>Journal of Commerce</i>
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2:50–3:25 <b>Foundations of a World-class E-Commerce Customer Service Experience</b> Michael Pace, Principal, <i>The Pace of Service</i>	2:50–3:25 <b>Guide to Creating an Effective IT Division: Reflections of an Outgoing CIO</b> Michael Grimm, Vice President, Information Technology, <i>Sub-Zero Group, Inc.</i>	2:50–3:25 <b>AI Will Give You Marketing Super Powers, Not Eliminate Your Job</b> Loren McDonald, Marketing Evangelist, <i>IBM Watson Marketing</i>	2:50–3:25 <b>Reducing Lead Times From Product Inception to Final Delivery, Lands’ End’s Journey</b> Mike Perrotti, Vice President, Strategic Operations and Sourcing, <i>Lands’ End</i>
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**3:35–4:45** **CLOSING KEYNOTE | EXHIBITION HALL, LAKE LEVEL**  
 **Where You Look Is Where You’ll Go**  
 Noelle Pikus Pace, 2014 Olympic silver medalist, two-time world-champion and author  
**Stay for the raffle to win one of 17 prizes! Check them out on page 34.**

# DIAMOND SPONSOR



Conversant® is the digital media arm of Epsilon and a leader in personalized digital marketing. They help the world's biggest companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. Conversant offers a fully integrated personalization platform, personalized media programs, and one of the world's largest affiliate marketing networks — CJ Affiliate™ — all fueled by a deep understanding of what motivates people to engage, connect and buy.

**Strategic Briefing: Disruptive Digital Marketing: From Identity to Measurement** 9:45 am | Meeting Rooms MNQR  
Ric Elert, President  
Dave Scrim, Senior Vice President, Product and Pricing



## Celebrating 20 Years of University-Industry Partnership!

20 YEARS  
1998-2018

This year, the UW E-Business Consortium is celebrating 20 years of excellence in university-industry partnership, fostering business innovation and catalyzing economic development in Wisconsin.

Since 1998, the UW EBC has brought together executives, managers and senior practitioners from leading Wisconsin companies to learn from each other. All four Wisconsin governors since 1998 have recognized the UW EBC as a model of collaboration advancing the competitiveness of Wisconsin business and the health of Wisconsin's economy.

Over the past 20 years, the UW EBC has:

- Benefited more than 25,000 industry participants, helping Wisconsin business professionals remain on the leading edge by enabling lifelong learning and talent development.
- Conducted more than 750 learning events, catalyzing business innovation through thought leadership and knowledge transfer of digital strategies, emerging technologies and best practices.
- Executed more than 250 industry projects.
- Provided more than 1,500 students with real-world learning experiences.
- Secured more than \$4 million of competitive federal research grants.

Thank you to all of our member companies, conference attendees and friends of the consortium for your support throughout the past 20 years. Without you, this wouldn't have been possible!

# PLATINUM SPONSORS



In September of 1979, Electroline, Inc. opened its doors, serving as a local distributor of electrical wire, cable and specialty products. Over the next decade, Electroline's customer base grew significantly, and in 1989, Electroline Data Communications, Inc. (EDCi) was established to meet an emerging need in Wisconsin.

Throughout the 1990s and 2000s, EDCi grew and adapted to maximize efficiency and customer satisfaction, as technology continuously changed. From a core expertise of LAN/WAN computer communications, EDCi specializes in aligning information technology with the enterprise business strategy. Through their partnership and certifications with leading technology providers, including Citrix, Cisco, Genesys, IBM, Microsoft and Vertiv, EDCi's customers receive the highest quality products and services the industry has to offer.

Now, in 2018, EDCi has grown into an enterprise-wide solution provider, supplying product and services to corporations in Wisconsin, across the country and the globe. EDCi has proven excellence in strategic needs assessment, project management, design, installation, risk management, training and post sales support, setting them apart from the competition and ensuring business needs are met today and in the future.

**Strategic Briefing: Contact Center – Winter is Coming!** 9:45 am | Meeting Rooms KLOP  
Jake Beyer, Director of Customer Care



OneNeck IT Solutions LLC delivers hybrid IT solutions, including cloud and hosting solutions, managed services, ERP application management, professional services, IT hardware and top-tier data centers in Arizona, Colorado, Iowa, Minnesota, Oregon and Wisconsin. OneNeck's team of technology professionals manage secure, world-class, hybrid IT infrastructures and applications for businesses around the country. Through thought leadership and innovative engineering, OneNeck helps customers reduce costs, improve service levels, increase revenues and gain local-to-global competitive advantage. OneNeck customers span multiple industries including healthcare, manufacturing, financial services, retail and government. They choose OneNeck because the tenured and experienced team leverages ITIL based practices to manage mission-critical data centers, cloud and customer infrastructure 24/7. In addition, OneNeck has successfully completed Type 2 SSAE 16 (SOC 1) examination, PCI Data Security Standard validation, ISO 27001 certification and HIPAA and HITECH examination. This helps assure customers that their data is secure, available and meets their compliance requirements. OneNeck is a wholly owned subsidiary of Telephone and Data Systems whose businesses also include U.S. Cellular and TDS Telecom.

**Strategic Briefing: Cloud Native Innovation** 9:45 am | Hall of Ideas GJ  
Clint Harder, Chief Technology Officer and Senior Vice President of Product Strategy



The Wisconsin Manufacturing Extension Partnership (WMEP) enhances the success of Wisconsin's small to midsize businesses by expanding their capabilities to grow, be innovative and achieve operational success. Their talented consultants, world-class approaches, diverse partnerships and unique engagements created more than \$3 billion in impact for manufacturers across the state. WMEP would be honored to assist with your organization's achievement of its goals whether they are top or bottom line, people or certification focused.

**Strategic Briefing: Transformational Productivity Initiative – Addressing Risks to Growth in a Tight Labor Market** 1:30 pm | Hall of Ideas GJ  
Carol Crawford, Senior Consultant

# GOLD SPONSORS

 **AHEAD**  
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AHEAD is a consulting company that helps enterprises transform how and where they run applications and infrastructure. From strategy, to implementation, to ongoing optimization services, AHEAD creates tailored cloud solutions for enterprises at all stages of the cloud journey. Every company is evaluating how to apply the cloud operating model to their business, both on and off-premise, and AHEAD offers expertise by building enterprise cloud solutions that bridge this gap. AHEAD combines the latest capabilities in virtualization, containerization and hyper/converged infrastructure to bring cloud-like performance to your data center — while managing the critical touch points with the rest of your enterprise cloud. Most importantly, AHEAD leads with the outcome in mind, taking into account the entire security ecosystem encompassing not only tools, but how processes leverage those tools to achieve outcomes of security and policy compliance. AHEAD's unique value is in the integration across the enterprise cloud, allowing them to offer an end-to-end portfolio of services, with total flexibility.

**Strategic Briefing: Three Ways to Jump Start Your DevOps Practice** 9:45 am | Hall of Ideas FI  
Tim Curless, Senior Cloud Architect

 **eGain**  
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eGain customer engagement solutions make digital transformation easy for leading brands. Based on a unified omnichannel platform for AI knowledge-powered customer engagement, eGain's top-rated cloud applications for web, mobile, social and contact centers help deliver connected customer journeys across touchpoints, while enabling the business to optimize those journeys and contact center performance.

**Strategic Briefing: Contact Center AI That Works** 1:30 pm | Meeting Rooms KLOP  
Tom Jones, Senior Solutions Consultant

 **New Relic**  
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New Relic provides the real-time insights that software-driven businesses need to innovate faster. New Relic's cloud platform makes every aspect of modern software and infrastructure observable, so companies can find and fix problems faster, build high-performing DevOps teams and speed up transformation projects. Connect with them today and learn why more than 50 percent of the Fortune 100 trust New Relic.

**Strategic Briefing: Digital Transformation: A CTO's Guide to Lessons Learned & Success Patterns** 1:30 pm | Hall of Ideas EH  
Ken Gavranovic, Chief Technology Officer

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 **Skyline Technologies**  
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When business leaders are pressured to get results fast, Skyline Technologies' 150+ technology consultants and advisors can make their vision a reality through software development, mobile apps, web design & development, productivity and collaboration, project leadership, cloud solutions and data analytics.

Need a clear path to the right solution? Since 1992 Skyline Technologies has partnered with organizations like yours by providing flexible delivery options, including professional services and outsourced project delivery. You can engage their talent at your direction either on-site or remote. Or you can have them manage your project's scope, schedule and budget for end-to-end project delivery. When you work with their associates, you gain the expertise of their entire company.

**Strategic Briefing: Expanding Your Opportunities with Mobile: Trek+BCycle Case Study** 9:45 am | Hall of Ideas EH  
Michael Fazio, Senior Software Engineer

 **Sprinklr**  
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Sprinklr's mission is to help the world's most loved brands create happy customers. Sprinklr does this with the world's first Customer Experience Management (CXM) platform, which enables one-to-one, human connections — at scale — across 25+ different communication channels such as Twitter, Facebook and Instagram. Headquartered in New York City with 1,400 employees in 22 offices, Sprinklr works with more than 1,200 of the world's most valuable brands, including: Allstate, McDonald's, Lenovo, Microsoft, Nike, Philips Lighting, Procter & Gamble, Samsung, Santander, SAP, Shell, Verizon and Visa. Sprinklr's partners include Accenture, Deloitte, IBM, Microsoft and SAP.

**Strategic Briefing: Future Proof Your Marketing Strategy** 1:30 pm | Meeting Rooms MNQR  
Justin Fulkerson, Senior Director of Presales, Americas

 **Zilker Technology**  
ztech.io | @ztechus | linkedin.com/company/ztechus | facebook.com/ztechus

Zilker Technology (ZTech) is an expert digital consultancy and systems integrator that combines the agility of a start-up with the experience and expertise of a global consulting firm. ZTech specializes in unlocking the value of your data and delivering it to new digital platforms. ZTech has a highly trusted team of industry experts that can create powerful web and mobile solutions for your customers, and at the same time, has the deep technical chops to integrate into very complex back-end systems whether they're on-prem or in the cloud.

**Strategic Briefing: Commerce Meets Experience: Engaging Customers with Experience-driven Commerce** 1:30 pm | Hall of Ideas FI  
Rick Miller, Vice President of Commerce, Marketing & Analytic Solutions

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Cherwell empowers organizations to transform their business through the rapid adoption and easy management of digital services. Cherwell's adaptable platform offers customizable, enterprise-wide service management, automation and reporting.

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Fiserv is a global leader in financial services technology solutions, headquartered in Brookfield, Wisconsin. They're helping more than 12,000 clients worldwide create and deliver experiences for a digital world that's always on. Solutions that enable today's consumer to move and manage money with ease, speed and convenience. At the point of thought.

Their approximately 24,000 associates worldwide are driving quality and innovation in payments, processing services, risk & compliance, customer & channel management, and insights & optimization with one thing in mind: to move money and information in a way that moves the world.

Their values are straightforward: Earn client trust every day. Create with purpose. Inspire and achieve excellence. Do the right thing. And continue to deliver on the promise of Fiserv.

That kind of clarity, combined with a belief that change always brings opportunity, is what has made Fiserv a trusted fintech leader and innovator for more than 30 years. It's what fuels their passion for being partners in possibility with their clients, and for providing innovative solutions and expertise that help their clients deliver financial services experiences in step with the way people live and work today.

**HEARTLAND BUSINESS SYSTEMS** Heartland Business Systems  
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Heartland Business Systems (HBS) is a premier provider of technology integration, consulting, infrastructure, business automation and networking solutions. HBS employs more than 400 technical engineers and business consultants throughout the Midwest servicing customers within the education, government, healthcare and commercial markets.

**Marketo** Marketo  
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Marketo, Inc. offers the leading engagement platform that empowers marketers to create lasting relationships and grow revenue. Consistently recognized as the industry's innovation pioneer, Marketo is the trusted platform for thousands of CMOs thanks to its scalability, reliability and openness. Marketo is headquartered in San Mateo, California, with offices around the world, and serves as a strategic partner to large enterprise and fast-growing organizations across a wide variety of industries. To learn more about the Marketo Engagement Platform, LaunchPoint® partner ecosystem and the vast community that is the Marketing Nation®, visit marketo.com.

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**verascope** Verascope  
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Verascope's value proposition is very simple; help companies reduce contact center costs and improve the customer service experience with cloud-based IVR and Chatbot self-service solutions that are on-demand, easy-to-use, personalized and intelligent.

Verascope's Automated Customer Engagement Platform (ACE) provides a suite of integrated IVR and Chatbot self-service solutions across all customer communication channels including phone, automated chat, SMS, Facebook Messenger and other emerging channels. Verascope's solutions are diverse and include customer service, order processing, payments, outbound notifications, intelligent call routing and virtual digital assistant.

ACE is powered by artificial intelligence, real-time data integration, natural language processing, machine learning and advanced analytics. Verascope's cloud-based solutions quickly and seamlessly integrate with your existing systems with minimal impact on your IT resources.

Some of the many benefits of working with Verascope include: the highest success rates in the industry, on-demand 24x7x365 reliability, 99.9 percent uptime, no up-front development fees, performance-based pricing and cloud-based redundancy. Verascope is PCI and HIPAA certified. Contact Verascope today for a 30-day free trial at 847-919-8150 or send an email to info@verascope.com.

## Cloud, Meet Enterprise

We deliver the speed and flexibility that your business demands, plus the security and savings it requires.

Transform how and where you run your applications and infrastructure. From strategy to implementation and operations, we create tailored solutions for all stages of your enterprise cloud journey.



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Learn more at  
[www.thinkahead.com](http://www.thinkahead.com)

Attend AHEAD's Strategic Briefing: Three Ways to Jump Start your DevOps Practice at 9:45 am in Hall of Ideas FI.

# KEYNOTE SESSIONS

exhibit  
hall

## Opening Keynote



### Four Superpowers and Three Best Practices That Will Shape Your Business Future

**Rich Karlgaard**  
Publisher and Futurist, Forbes Media

One of the most influential figures in the technology, economic and business worlds, Rich Karlgaard forecasts how events and upcoming trends will affect business and the economy. His assessment of technology innovations, U.S. and global economic forces, and current business and political issues gives audiences solid insights they can use to make better business decisions.

Entrepreneur-turned-publisher, columnist, author, television commentator, private investor and board director, Rich offers a unique vantage point on the trends driving business. His insights help audiences see the global marketplace with new eyes, and he is the thought leader that Fortune 500 companies and national associations turn to for a reliable road map of what's to come.

As an expert in artificial intelligence, blockchain and the internet of things, Rich is also a regular panelist on one of cable news' most popular business shows, *Forbes on FOX*. He is a co-founder of *Upside* magazine, Garage Technology Partners (with Guy Kawasaki) and Silicon Valley's premier public business forum, the 7,500-member Churchill Club.

Rich's book on innovation culture, *The Soft Edge: Where Great Companies Find Lasting Success*, rapidly became Amazon's top seller in the category of strategy and competition. *The Soft Edge* made the lists of top business books of the year for Inc., Time.com, Value Walk and Huffington Post. His book, *Team Genius: The New Science of High Performing Organizations*, has been endorsed by Satya Nadella, CEO of Microsoft and Fred Smith, CEO of FedEx.

In his biweekly *Forbes* column, *Innovation Rules*, Rich provides an honest and incisive assessment on a broad range of emerging issues. He brings the same candor and vision to his bespoke and wildly thought-provoking presentations, as he reveals a prospective and comprehensive analysis of the disruptive forces that are reshaping your world. Rich equips today's leaders with timely insights that help them adapt to the era of technological and political disruption and thrive in an increasingly competitive global marketplace.

## Closing Keynote



### Where You Look is Where You'll Go

**Noelle Pikus Pace**  
2014 Olympic Silver Medalist, Two-Time World Champion, and Author

As an Olympic medalist and the first American woman to win the overall World Cup title in skeleton, Noelle Pikus Pace knows the hard work and perseverance it takes to make your dreams a reality. She has won 26 World Cup medals, is a two-time World Champion, competed in the 2010 Winter Olympics and won the silver medal in the 2014 Winter Olympics. Noelle is also the award-winning author of *Focused: Keeping Your Life on Track, One Choice at a Time*.

A standout high school track athlete, Noelle's coach suggested she try bobsled. She did, but soon thereafter got on a skeleton sled and fell in love with the high speed, head-first, rocket-ride most certainly not for the faint of heart. Noelle blossomed as a slider and became the best in the world. With the 2006 Olympics on the horizon, she was the gold medal favorite. With just months to go, Noelle was severely injured in a training accident. Despite a valiant effort to return to sliding in time for the Olympics, she was unable to make it back.

Noelle decided to step back from the sport and start a family with her husband, but as the 2010 Olympics approached, she got the itch to try again. By 2010, Noelle had returned to world class form for a shot at Olympic hardware. Heartbreakingly, she missed by one-tenth of one second, finishing fourth. She smiled, as she always does, and retired from the sport.

However in 2012, she decided to take one more shot at her place in Olympic history. On February 15, 2014, Noelle crossed the finish line of the Sochi Olympic Games, putting a dramatic ending, and an emphatic exclamation point, on a 15-year journey of chasing the Olympic podium. The Olympic medal that she and her family had chased around the world was finally theirs. Noelle leapt into the stands and the arms of her husband, and into the hearts of America in one of the iconic, heartfelt moments of the XXII Olympic Winter Games.

# UWIBC MEMBER COMPANIES AND ADVISORY BOARD

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**John Zaganczyk**, Vice President Customer Service, WEC Energy Group



# ENVISION 2018

*How AI is Changing the Customer Experience*

---

featuring keynote speaker  
**Oliver Buechse**  
*Co-founder of Advancing AI Wisconsin*  
**The Race is on! How Technology is Pushing the Horizons of Customer Expectations**

**Speaker Lineup:**  
 Jake Beyer - Introduction to AI  
 Steve Choquette - IBM Watson  
 Paul O'Dwyer - Customer Journey Mapping  
 Matthew David - AI in the Contact Center  
 Chad Kopitzke - Attracting, Managing and Retaining Talent in a World With AI

---

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# CUSTOMER SERVICE TRACK

lecture  
hall

10:25-11:00 am



## Digitally Optimizing Customer Service

Esteban Kolsky  
Principal and Founder, thinkJar

The digital transformation that has taken over the enterprise has not spared customer service. In a recent survey, more than two-thirds of thinkJar's respondents said they are drawing their budgets for improvements and new projects from digital transformation initiatives. Alas, these same people were confused as to how digital transformation is bound to affect customer service.

This presentation will explain both the path forward for a digitally optimized customer service operation, and how the new tools and technologies thinkJar is seeing emerge are going to deliver a completely different model of customer service. AI, chatbots, machine learning, Internet of Things and others are going to have a fundamental impact in customer service: it will cease to exist. Come see how and what will replace it.

11:05-11:40 am



## Using Artificial Intelligence to Improve Customer Experience

Crystal Collier  
Head of Strategy, Programs and Insights, Electronic Arts

Electronic Arts (EA) strives to make themselves known for taking care of players. In EA's Worldwide Customer Experience (WWCE) organization (or EA Help as they're known online and on social media) players help players — whenever, wherever and however they are needed. WWCE is transforming from a traditional service desk to a digital service desk of the future. One of these major transformations is automation using artificial intelligence (AI) to improve the player and employee experience.

Like many organizations, EA is challenged with how to scale their business while keeping operational costs relatively flat. By using AI, they have taken a step toward proactively solving their players' problems, which is beneficial as digital interactions become more intuitive.

In addition to learning about how EA is using AI, technology selection criteria and elements of the business case, this presentation will share several lessons learned during their pilots, including details of operational optimizations and insights from customer and employee research — as well as a framework for evaluating AI opportunities that you can apply in your organization.

*Crystal Collier is sponsored by EDCi.*

11:45 am-12:20 pm



## Resolution Redefined — Optimizing Channels for Customer “Jobs to Be Done”

Peter Slease  
Vice President, Gartner

The goal of customer service is simple: to resolve problems and improve service quality. But in recent years, the notion of problem resolution has been significantly redefined — what it means, how customers seek it and service organization's role in enabling it. As of 2017, two-thirds of customers use some kind of self-service as their primary method of getting help with a problem. Still, customers using the internet to solve issues themselves is nothing new. Only 10 percent of customers use the phone as their contact channel of choice for service — and that's been true for years. What's different is how customers are approaching service and how your organization should approach enabling a better service experience.

In this talk, Peter will explain the concept of customer “jobs to be done” and how customers utilize different combinations of channels depending on the jobs they seek to accomplish. He'll teach us what the common channel clusters are, what customers are trying to do in each of them and how to reimagine your strategy accordingly.

2:10-2:45 pm



## Preparing for Takeoff: How Allegiant Air Transformed Its Hiring Strategy to Stimulate a Culture of Service Excellence

Regan Heckethorn  
Director of Customer Care, Allegiant Travel Company

Contact center employees directly reflect a company and are instrumental in the success of its brand. In this talk, Regan will explain how Allegiant launched its customer experience culture by focusing on the care center associate recruiting and selection process. No longer seen as a “fill a seat” task, recruiting is now approached with a “fill the future” mentality. Taking the time to identify passion, desire, drive and heart in the first interaction with a candidate is vital to planting the seed for a successful long-term company-employee relationship.

Learn how Allegiant's candidate interview sessions mix behavioral, conversational and personality trait profiling in a winning combination. Not only do candidates and employees find the experience unique and memorable, but the hiring methodology has proven to improve the achievement of customer experience goals and foster a culture of service aligned with the brand.

2:50-3:25 pm



## Foundations of a World-class E-Commerce Customer Service Experience

Michael Pace  
Principal, The Pace of Service

Charged with building the gold standard of luxury customer experience for David Yurman in less than six months from scratch, The Pace of Service leveraged the six common traits of the world's best customer experiences and a framework called the Cathedral Strategy to deliver the number one rated e-commerce experience by month two of production.

In this presentation, you will learn the six traits of a world-class customer service experience, an industry-agnostic strategy to build one, and specific examples of how the application of the ideas and practices described led to an award winning experience that consistently outpaces Zappos, L.L. Bean and Amazon.

## THANK YOU

Customer Service Track Steering Committee Members

Steering Committee members provide guidance on track content, topic suggestions and speaker selection.

Thank you to the 2018 Customer Service Track Steering Committee:



Victoria Alia  
Director, North America  
Customer Care



Mike Zmuda  
Director, Customer Care  
Center



Scott Christensen  
Director, Contact Center



10:25-11:00 am



## Delivering Business Value Through Technology at Colony Brands

Steve Cretney  
Vice President and Chief Information and Technology Officer, SC Data Center, Inc.

The speed of business requires IT to be able to deliver products and services effectively, efficiently, reliably and swiftly. Creating both the capacity and aptitude to deliver to the business requires reimagining how IT works within the enterprise. Colony Brands has undertaken a bold effort to transform the IT division to make it more responsive to the business demands and yet nimble enough to change with those business drivers. In this session, Steve will discuss how Colony Brands adopted Agile frameworks and modernization to empower their business to move into new technology spaces.

11:05-11:40 am



## Enabling the Next Generation Industrial Enterprise

Ed Seaberg, Vice President of IT, and  
Talal Butt, IT Chief of Staff to CIO and Head of IT Business Operations,  
Rockwell Automation

Learn about Rockwell Automation's transformation from a global industrial giant to a software-driven organization that delivers the next generation of industrial automation. From this presentation, you will also take away lessons learned from Rockwell Automation's IT transformation that enabled their industrial IoT enterprise. Additionally, Ed and Talal will share how Rockwell Automation carefully crafted a future state that created business capability teams to bust silos and planned their technology investment to focus on differentiating and strategic capabilities.

11:45 am-12:20 pm



## Build a Workplace People Love – Just Add Joy

Richard Sheridan  
CEO and Chief Storyteller, Menlo Innovations

Richard Sheridan, author of *Joy, Inc.*, will discuss how to create an intentional team culture focused on the business value of joy and unleash the human energy and the results you always knew were possible. This is not a theoretical talk, but rather a talk built from over a decade of experience leading a team focused on the business value of joy. The audience will begin to understand why thousands of people make the journey to Ann Arbor, Michigan every year to see the Menlo Software Factory firsthand, and why so many more are reading about it in *Joy, Inc. – How We Built A Workplace People Love.*

2:10-2:45 pm



## The Cloud Journey – The Unexpected Organizational Learnings

Brad Burke  
Chief Technology Officer, Networked Insights, American Family Insurance

Moving to the cloud may start as an IT effort or a dictate from senior leadership. Once the journey starts, there is a quick realization the transition is not so much about the platform as it is about organizational evolution. Having all the data in one place connected to unlimited processing potential is only useful when you have an organization that can use the data. Being able to move at cloud speed is not powerful unless the business can make quick, agile decisions to pivot through challenges. Just implementing DevOps and porting existing skills and process to the cloud misses the real opportunity for value creation. In this discussion, Brad will share his experience developing and leading a cloud-native organization that has, at its core, the fundamental drivers that derive value from the cloud.

2:50-3:25 pm



## Guide to Creating an Effective IT Division: Reflections of an Outgoing CIO

Michael Grimm  
Vice President, Information Technology, Sub-Zero Group, Inc.

In a career spanning over four decades, Michael Grimm has led teams and organizations through tectonic shifts in technology and significant upheavals in business. In this presentation, Mike will reflect on his approach to aligning IT with the business and how he has successfully deployed technology solutions to support business drivers, paving the way for not only product and solution innovations, but fundamentally transforming industries. He will also discuss his experience creating and leading empowered technology teams that continuously deliver remarkable innovations in a highly competitive market segment.

*Michael Grimm is sponsored by OneNeck IT Solutions.*

## THANK YOU

### Information Technology Track Steering Committee Members

Steering Committee members provide guidance on track content, topic suggestions and speaker selection. Thank you to the 2018 Information Technology Track Steering Committee:



Chris Cashell  
Senior Vice President Business  
Unit Services



Mike Warner  
Chief Information Security  
Officer



Steve Gearhart  
Chief Information Officer





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The UW E-Business Institute (UWEBI) is a campus-wide University of Wisconsin-Madison initiative conducting multi-disciplinary research on e-business strategies, emerging information technologies and innovative business practices. The UWEBI's overarching goal: enhance the competitiveness of Wisconsin industry.

Annually, UWEBI names a Distinguished Fellow, a visionary who has led significant achievement and advancement in IT and e-business. Marsha Lindsay will receive the 2018 UWEBI Distinguished Fellow Award. Distinguished Fellows (as well as their titles at the time of receiving the award) are:

**Marsha Lindsay**  
Chair and Chief Strategist,  
Lindsay, Stone & Briggs

**T.K. "Ranga" Rengarajan**  
Corporate Vice President,  
AI and Research, Microsoft

**Davor Grgic**  
CIO and Vice President of  
Sustainability, Kohler Co.

**Krista Berry**  
Executive Vice President, Chief  
Digital Officer, Kohl's  
Department Stores

**Julie Bauer**  
President, Panasonic Consumer  
Electronics Corporation

**Tom Kalinske**  
Vice Chairman, LeapFrog  
Executive Chairman, Global  
Education Learning

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**Peter Sachse**  
CEO, Macys.com and CMO, Macy's

**Marissa Mayer**  
Vice President Search, Google

**Pavan Nigam**  
Co-Founder, Healthon/WebMD

**Dale Nitschke**  
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| <input type="checkbox"/> Mobile Apps              | <input type="checkbox"/> Cloud Solutions              | <input type="checkbox"/> DevOps            |
| <input type="checkbox"/> Web Design & Development | <input type="checkbox"/> Productivity & Collaboration | <input type="checkbox"/> None of the above |

Attend Skyline Technologies' Strategic Briefing: Expanding Your Opportunities with Mobile: Trek+BCycle Case Study at 9:45 am in Hall of Ideas EH.

10:25-11:00 am



## Six Ways You'll Soon Be Doing Marketing Far Differently Than Today and Why

Marsha Lindsay  
Chair and Chief Strategist, Lindsay, Stone & Briggs

Every day now, breakthrough ideas, technologies and ventures are emerging then cross-fertilizing; categories are melding, long-standing organizations are disrupted and whole industries disintermediated. Dynamic opportunity is also the norm. Yet in the face of such exponential change and complexity, the London Business School reports 90 percent of companies are still doing business the same as in the past and warn: "This has to change. Of course, today generates your current value. But when plans for your future value don't extend beyond tomorrow you won't make it there. It's that simple. What distinguishes category kings and paradigm shifters from others is they focus — devote lots of time — to day-after-tomorrow thinking."

Drawn from two years of extensive (and global) research on what commerce, culture and consumption will be like the "day-after-tomorrow", this presentation will share well-vetted predictions on the ways you'll soon be driving the growth of your company far differently than today. They include an evolved business model, new innovation processes, a different approach to content, a particular standard of brand experience and moneyball-ish activation methods.

11:05-11:40 am



## Transitioning from Bricks to Clicks

Vijay Talwar  
President — Digital, Foot Locker

Understand how retailers can grow and transform their digital businesses to compete with Amazon and other platforms. Learn how brands like Foot Locker successfully leverage locations, technology, people and process to lead their transformation and keep up with the changes in the retail landscape.

11:45 am-12:20 pm



## Brand Journeys, All Dolled Up: How American Girl Gets Personalization Right

Mark Jodlowski, Director of Marketing Analytics, Operations, & eCommerce, American Girl, and Dave Scrim, Senior Vice President, Product and Pricing, Conversant

Each customer is unique. So are you having unique conversations with them? Not many brands can personalize their customers' brand journeys, especially when those journeys span across channels. Even fewer brands are accurately measuring their marketing efforts. In this session, we'll discuss how American Girl identifies their customers and delivers personalized, cross-channel marketing to them, and what your brand can learn from their success to surpass your own marketing goals.

Mark Jodlowski is sponsored by Conversant.

2:10-2:45 pm



## Getting Started with Big Data in Search

Wil Reynolds  
Founder and Director of Digital Strategy, Seer Interactive

In this presentation, attendees will discover how using large scale SERP analysis can help you focus your teams and partners, prioritize work according to what's likely to drive revenue, avoid 800 lb. gorillas (Amazon) and spend time in the games you can win.

2:50-3:25 pm



## AI Will Give You Marketing Super Powers, Not Eliminate Your Job

Loren McDonald  
Marketing Evangelist, IBM Watson Marketing

The next wave of marketing will be powered by machine learning and artificial intelligence (AI), but marketers should embrace and not fear this technology. In fact, AI is likely already embedded in tools you currently use and helping to make you a smarter, more efficient marketer and to get a jump on your competition.

AI will soon replace the aspects of your marketing role that machines are better and more efficient at than humans. That's a good thing, as it will enable marketers to spend more time on strategy, analysis and allowing them to find that inner Don Draper (the creative mindset).

This shift to AI and machine learning will also require different processes, a deep focus on data and data integration, and new skill sets and new roles in your marketing organization. Embrace the machines and they can become your new BFF and rock star of your marketing organization. In this session, IBM marketing evangelist Loren McDonald will:

- Define and share examples of current AI/machine learning technologies.
- Explain how machine learning/AI technologies will be used to improve marketing processes and decision making.
- Outline which marketing roles and functions are at risk of being "automated," what new roles will emerge and an approach called "center-brain marketing."
- Convince you why in an AI-driven marketing world, data integration will determine the winners and losers.
- Share a few tips to help marketers and executives prepare for the future.

## THANK YOU

### Marketing Track Steering Committee Members

Steering Committee members provide guidance on track content, topic suggestions and speaker selection.

Thank you to the 2018 Marketing Track Steering Committee:



Mary Benedum  
Vice President, Marketing



Adrienne Hartman  
Director of E-Commerce and Inbound Sales



Stacey Walthers Naffah  
Vice President, Sales and Marketing

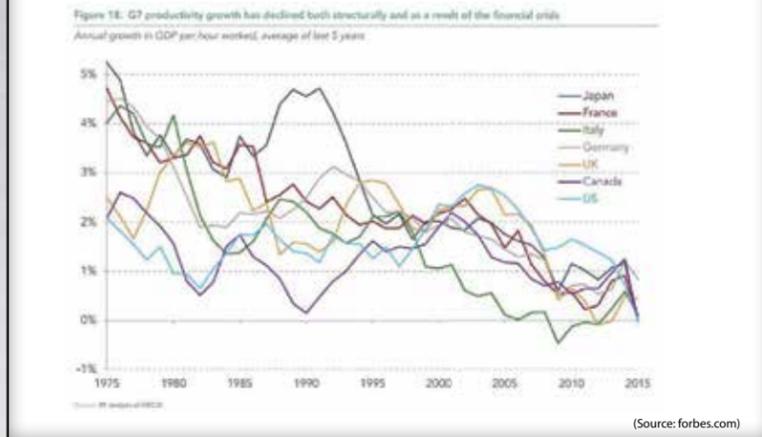


Dana Vanden Heuvel  
Senior Vice President – Marketing, Director of Digital Marketing



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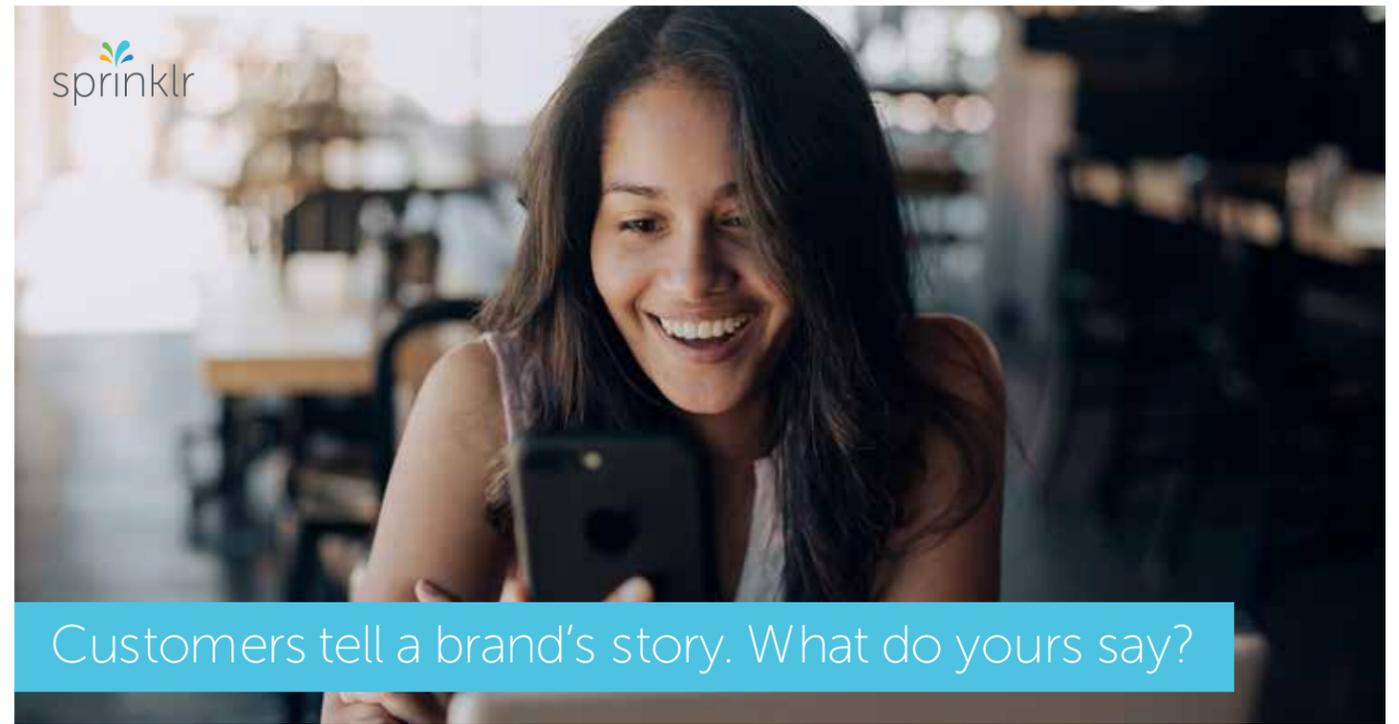


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Attend Sprinklr's Strategic Briefing: Future Proof Your Marketing Strategy at 1:30 pm in Meeting Rooms MNQR.

## JOIN THE UWEBC LinkedIn GROUPS!

The UW E-Business Consortium has five LinkedIn Groups just for members. They are home to tailored content, member-to-member connections and event reminders. These exclusive UWEBC groups are a great opportunity to network with and learn from other members.

Search the following keywords to get started:

- UWEBC Customer Service
- UWEBC Human Resources Executives
- UWEBC Information Technology
- UWEBC Marketing
- UWEBC Supply Chain Management

*Thank You*

Thank you to Colony Brands for donating the delicious petit fours in honor of the UWEBC's 20<sup>th</sup> anniversary!



# SUPPLY CHAIN MANAGEMENT TRACK

community  
terrace

10:25-11:00 am



## The Tables Have Turned. Are You Their Customer of Choice?

Balika Sonthalia  
Vice President, A.T. Kearney

In 2017, we warned everyone of the uncertainty before us in the logistics market. Since then, companies continued to accelerate with growth plans and now with an upbeat economy supply markets have become tighter, as a result, we see a very steep grade ahead of us in the U.S. logistics market. So with this recent turbulence in the market, how are companies meeting their customer expectations in the current capacity crisis? Join this session to hear from the experts.

Balika Sonthalia is sponsored by WMEP.

11:05-11:40 am



## Leveraging Technology to Optimize Our Complex Supply Chain

Gene Seroka  
Executive Director, Port of Los Angeles

As containerized trade rapidly evolves, ocean carriers are merging or creating strategic alliances to survive and achieve greater scales of economy. In turn, major ports are investing billions of dollars in landside infrastructure and equipment to accommodate a new generation of ultra-efficient massive ships and achieve higher levels of efficiency across the supply chain. Investment in “digital infrastructure” is also an emerging necessity.

In this session, Gene will discuss how ports and supply chain providers are leveraging the industrial Internet of Things, big data technology, next-gen analytics and machine learning in order to achieve new levels of efficient, origin-to-destination trade flow. As this era of 21st century technology unfolds, we must develop solutions to secure data and protect the technology underpinnings of our supply chain.

11:45 am-12:20 pm



## What Supply Chain Leaders Need to Know About Analytics and Artificial Intelligence

Kristen Daihes  
Partner, Opex Analytics

What is analytics? What is machine learning? What is artificial intelligence? This session will answer these questions and outline what business leaders need to know. We will walk through practical use cases to spark possibilities for you to consider in your organization and share recommendations on how to compete in the world of AI.

2:10-2:45 pm



## A Global View of Supply Chain Risk

Eric Johnson  
Senior Editor, Technology, Journal of Commerce

Global shippers are accustomed to a certain level of chaos and disruption, but even hardened vets are scratching their heads these days. Tariff wars, economic uncertainty, new disruptive technology startups and the ever-present threat in the background — Amazon. They all weigh heavily on importers’ and exporters’ minds, alongside the usual worries, like freight rates, capacity and other periodic logistics disruptions. So how are these shippers supposed to manage all this risk? This session will examine how shippers should prepare their organizations from an internal and external perspective to cope with environments that are only getting more complex. Often, the answer is to turn technologies that are aiming to improve every facet of supply chain, but it often starts with an internal focus on improving data quality. Using JOC’s data and experience speaking to a wide array of freight transportation stakeholders, this session will focus on how to better manage the risk that isn’t going away.

2:50-3:25 pm



## Reducing Lead Times From Product Inception to Final Delivery, Lands’ End’s Journey

Mike Perrotti  
Vice President, Strategic Operations and Sourcing, Lands’ End

With customer expectations and competitors bringing product to market more quickly, lead times are ever shrinking. This has always been true in seasonal goods, especially in the fashion arena. Mike will take us through the processes reducing Lands’ End’s lead time. Their journey started with acquiring better market intelligence, high-quality prototypes and holding fewer, more effective meetings. Once that is in place, he will discuss how they focused their product, allowed ideas to come in early and brought together innovative and coherent product lines. Mike will then talk about some core principles they put in place to ensure success, clarity and consistency momentum, all while tackling increasing complexity. Finally, he will bring it full circle and demonstrate what the Lands’ End team needed to bring to the table: support from all levels, discipline and accountability.

## THANK YOU

### Supply Chain Management Track Steering Committee Members

Steering Committee members provide guidance on track content, topic suggestions and speaker selection. Thank you to the 2018 Supply Chain Management Track Steering Committee:



Jim Katsihtis  
Director of Logistics



Michael Nasif  
Director – Logistics  
Kitchen/Bath Americas &  
Corporate Transportation



Thomas Moen  
Senior Sourcing Manager



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Commerce Meets Experience: Engaging Customers with Experience-driven Commerce at 1:30 pm in Hall of Ideas FI.

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## ABOUT THE UWEBC

The UW E-Business Consortium (UWEBC) is a collaborative learning community bringing together Wisconsin's leading companies and flagship university.

The UWEBC was founded in 1998 by Professor Raj Veeramani, who holds a dual appointment in UW-Madison's College of Engineering and Wisconsin School of Business.

Member company executives, managers and senior practitioners learn business best practices, innovative strategies and emerging technologies from peers and thought leaders.

One annual membership contribution includes access to more than 50 professionally facilitated learning events each year in:

- Customer Service
- Information Technology
- Marketing
- Supply Chain Management

### UWEBC members:

Validate strategies and achieve operational excellence through peer-to-peer knowledge exchange with members.

Experience cross-pollination of innovative ideas from engagement with executives and senior practitioners in a wide range of industries.

Compare notes on business practices with leading companies in a trusted, collaborative, noncommercial environment.

Provide cost-effective talent development opportunities. No hefty conference fees or travel expenses.

### How we create value for members:

Peer Groups bring together executives, managers and senior practitioners to learn from each other.

Special Interest Groups are small groups that meet multiple times for in-depth discussions and benchmarking on topics requiring more than a single meeting.

Member-to-Member Advising connects members one-on-one on a specific business issue.

Company projects address real business issues with the knowledge resources of UW-Madison faculty, staff and students. Involves additional fees.

An extensive repository of valuable content is accessible to members. This includes Mediasite recordings of presentations and more.



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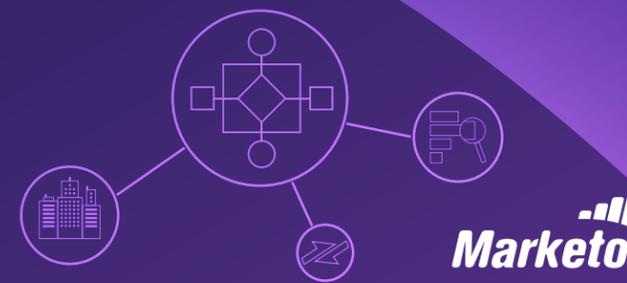
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# MORNING STRATEGIC BRIEFINGS

All morning sessions start at 9:45 am.



## Disruptive Digital Marketing: From Identity to Measurement

Ric Elert, President, and Dave Scrim, Senior Vice President,  
Product and Pricing, Conversant

9:45 am  
Meeting Rooms MNQR

This strategic breakout will cover the keys to performance-based digital marketing from identity management to activation to measurement. How well do you know and manage your customer and prospects? Measure your marketing strategies and learn strategies to drive better outcomes.



## Contact Center – Winter is Coming!

Jake Beyer  
Director of Customer Care, EDCi

9:45 am  
Meeting Rooms KLOP

Now, more than ever, changes in the contact center arena are borderline immeasurable. From terminology to trends, this field has flipped upside down in a matter of a couple of years! Concepts like omni-channel and big data have been surpassed by artificial intelligence (AI), the cloud and the implications of low unemployment. From there, throw in the role of smart assistants (Amazon Alexa, Google Home) and social media (Facebook, Twitter), and we are all left scrambling!

EDCi's session will not only evaluate these trends, but also demonstrate how they play into the current and future state of contact centers. Furthermore, we will point out how realistic these buzz words really are for our Wisconsin marketplace, in comparison to other regions or countries. The session will wrap with guidance on preparing and executing projects related to each trend or a combination of trends.



## Cloud Native Innovation

Clint Harder  
Chief Technology Officer and Senior Vice President of Product Strategy,  
OneNeck IT Solutions

9:45 am  
Hall of Ideas GJ

Innovation waits for no one. In an age where the status quo can be measured in hours (or faster), how can we expect developers, IT and security to keep up? Something has to change. This presentation will focus on what needs to change so you can keep pace when it comes to IT application innovation and security.

main  
level



## Three Ways to Jump Start Your DevOps Practice

Tim Curless  
Senior Cloud Architect, AHEAD

9:45 am  
Hall of Ideas FI

In most cases today, organizations are struggling to deploy DevOps through the enterprise. Join us as Tim talks about three ways successful organizations ramp up their DevOps practice. In this session, you'll hear strategies to help you build a plan, understand metrics for success and how a successful DevOps practice contributes to business outcomes. This isn't DevOps for the sake of DevOps, but a way to drive development operations to help you stay ahead of your contribution and delight your customers.



## Expanding Your Opportunities with Mobile: Trek+BCycle Case Study

Michael Fazio  
Senior Software Engineer, Skyline Technologies

9:45 am  
Hall of Ideas EH

Trek's BCycle doesn't see itself as a bike company; instead, it sees itself as a transportation company. Therefore, they wanted an easier way to provide bicycles as transportation and reduce the barrier of entry for riders. This session will give marketing and IT professionals an inside look at how Trek leveraged mobile to expand and engage their market ... and the technology that made it all possible.

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# AFTERNOON STRATEGIC BRIEFINGS

All afternoon sessions start at 1:30 pm.



## Transformational Productivity Initiative – Addressing Risks to Growth in a Tight Labor Market

Carol Crawford  
Senior Consultant, WMEP

1:30 pm  
Hall of Ideas GJ

The threat of labor shortages and higher wages are risks to business growth, profitability and long-term survival for many of Wisconsin's small and mid-sized manufacturers. There simply are not enough people to hire to keep up with demand. Manufacturers must achieve significant gains in labor efficiency to offset a declining workforce and drive economic growth. WMEP's Transformational Productivity Initiative (TPI) offers a set of tools and delivery systems to help manufacturers assess and prioritize actions to increase their productivity via basic process improvements and management best practices as well as the integration of automation and digital technologies. TPI shows manufacturers how to do more with less.



## Contact Center AI That Works

Tom Jones  
Senior Solutions Consultant, eGain

1:30 pm  
Meeting Rooms KLOP

If AI is a red-hot topic, AI for contact centers and customer service organizations is white hot. At the same time, implementation failures are starting to create disillusionment. Moreover, there has been much confusion about AI – what is it, what are the various AI technologies and use-cases for my business function, what are the best practices, where are the real-world case studies and how do I create quick value, while mitigating risk? Fret no more! All you have to do is attend eGain's strategic briefing.

eGain is a pioneer in AI that has helped world-class companies transform contact centers, customer service and digital business organizations with AI. As an example, a premier telco improved FCR by 23 percent, NPS by 30 percent, and reduced agent training time by 43 percent across 10,000 agents and associates in 550 retail stores with AI reasoning! You will learn about this success story and more at this session.



## Future Proof Your Marketing Strategy

Justin Fulkerson  
Senior Director of Presales, Americas, Sprinklr

1:30 pm  
Meeting Rooms MNQR

In a world powered by social media, customers control your brand, and what customers choose to say, share and listen to is directly impacted by their experience. While all departments now bear some responsibility for the customer experience, CMOs are uniquely positioned to take ownership and align their organization's customer-facing functions. This presentation will explore the next generation technologies enabling marketing professionals to meet customers on their own terms, and discuss how marketers are future-proofing their role, strategy and relevance of the company.

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main  
level



## Commerce Meets Experience: Engaging Customers with Experience-driven Commerce

Rick Miller  
Vice President of Commerce, Marketing & Analytic Solutions, Zilker Technology

1:30 pm  
Hall of Ideas FI

Experience-driven commerce, or headless commerce, is a growing trend in the industry, but what does it really mean? Using experience-driven commerce helps you to get to market faster, innovate continuously and scale for hyper-growth and global expansion. In this presentation you will get answers to questions like:

- What is Experience-driven or headless commerce?
- How does it help me as a marketing or content manager?
- How does it help me as an IT manager?
- What does it really look like?
- How do I get started?

Zilker Technology will explore how to change purchases to buying experiences through timely, relevant content using tools your teams are already familiar with.



## Digital Transformation: A CTO's Guide to Lessons Learned & Success Patterns

Ken Gavranovic  
Chief Technology Officer, New Relic

1:30 pm  
Hall of Ideas EH

According to IDC, by 2021 at least 50 percent of the global GDP will be digitized. Right now, companies are scrambling to accelerate digital transformation. Cloud, DevOps, agile and a fundamental shift to organizing business around the customer experience, are what many companies consider essential to the journey. How do you transform into a data driven business? Is your company organized for success? Learn how successful companies are tackling this digital journey, including emerging patterns of success as well as lessons learned. This session is designed for senior leaders looking for practical approaches to accelerate their company's digital transformation.



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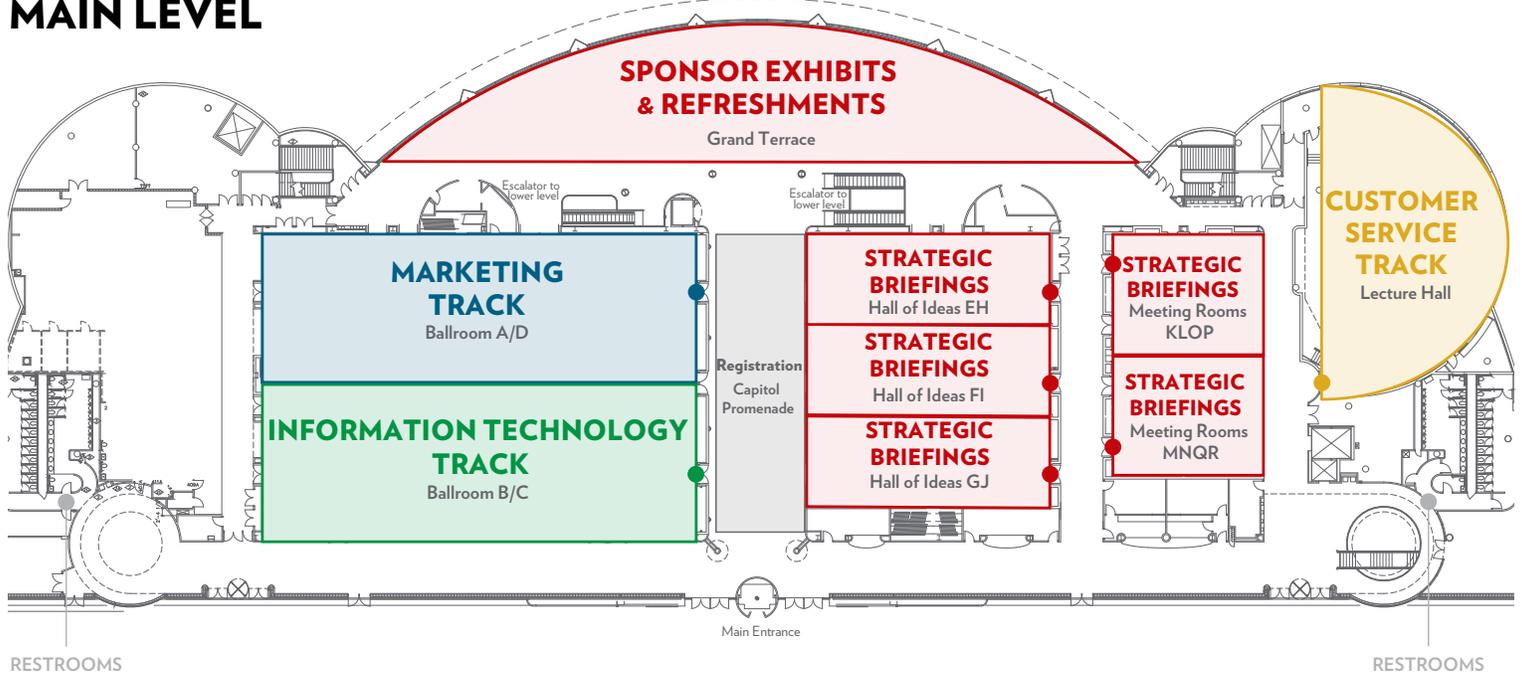
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