



Solutions Today for Tomorrow's Technology Challenges

February 2, 2011 • www.aftermarketeforum.com

DESCRIPTION

The Automotive Aftermarket Industry Association (AAIA) is pleased to present the 2011 Virtual Aftermarket eForum™, the only conference dedicated to e-commerce and supply chain technology in the vehicle aftermarket.

On Feb. 2, 2011, the Virtual Aftermarket eForum™ makes it easy for attendees to increase their awareness and understanding of the latest e-commerce and supply chain technology solutions by offering keynote presentations, speaker Q & A opportunities, networking and online discussion boards and a trade show of technology services and solutions. In addition, registrants have on-demand access to the entire show, and exhibiting company representatives for 90 days after the live date.

WHO SHOULD ATTEND

The Virtual Aftermarket eForum™ is important for senior-level executives who want to understand the leading e-commerce and supply chain issues facing the vehicle aftermarket. It is a must-attend event for those seeking to understand and conduct e-business in the industry, including:

- Business developers
- CIOs
- CTOs
- Consultants
- Marketing and Product Management
- Electronic commerce providers
- Manufacturers' Representatives
- Researchers
- Warehouse Distributors

AGENDA

9:30 a.m.	Virtual Aftermarket eForum™ Opens
10 a.m.–11 a.m.	Top Ten Technology Predictions for 2011 and Beyond <i>Daryl Plummer, Gartner Research, followed by Live Chat</i>
11:30 a.m.–12:30 p.m.	Optimizing Supply Chain Performance in the Vehicle Aftermarket <i>Richard Sherman, Supply Chain Council, followed by Live Chat</i>
2 p.m.–3 p.m.	How Cloud Computing is Remaking Aftermarket Distribution <i>Colin Masson, Microsoft Corporation, followed by Live Chat</i>
3:30 p.m.–4:30 p.m.	Content is King in a Web Marketing Strategy for Top Line Growth <i>Tom Marx, The Marx Group, followed by Live Chat</i>
5 p.m. – 6 p.m.	Turning Information into Intelligence – Data Warehousing <i>Rod Bayless, Activant Solutions</i>
6:30 p.m.	Virtual Aftermarket eForum™ Closes

The regular price for a full day of education, networking and business development is \$295. But if you register before Feb. 2 and your company is an AAIA member, you will qualify for \$200 off – your final cost is \$95.

REGISTER

Attendees can register at www.aftermarketeforum.com. Interested exhibitors and sponsors should contact Gina Lemon of AAIA at 301-654-6664 or e-mail gina.lemon@aftermarket.org.

KEYNOTE PRESENTATIONS



Top Ten Technology Predictions for 2011 and Beyond

Presented by Daryl Plummer, Managing Vice President, and Gartner Fellow, Gartner Research
Each year, Gartner publishes a list of its best and most provocative predictions for the next few years. These predictions will drive actions for enterprises and individuals preparing current and next-generation IT strategies. This session will explore how the IT industry will evolve and how that will impact businesses and the responsibilities of IT and other professionals. Attendees will learn which strategies will be risky and which will drive new opportunities. The presentation is the ideal subject for an open dialog between business and IT executives.



Optimizing Supply Chain Performance in the Vehicle Aftermarket

Presented by Richard Sherman, North American Chapter Director, Supply Chain Council
The parts and accessories aftermarket absolutely lives on its supply chain. And, the efficiency with which companies manage their segment of the chain can have profound impact on their financial performance. Sherman will explain the benefits of SCOR (Supply Chain Operational Reference) Mode, the financial impact of benchmarking and adopting best practices in Supply Chain Management. This presentation will also discuss the objectives of the unique Supply Chain Working Group formed by AAIA in collaboration with the Supply Chain Council.



How Cloud Computing is Remaking Aftermarket Distribution

Presented by Colin Masson, Worldwide Director for Operations, Microsoft Corporation
It seems that everywhere you turn these days there is talk of the "cloud computing," a term fast becoming the buzzword in the business world. Not only does the cloud address the issue of providing affordable access to traditional supply chain applications, it is also a key enabler of sustainable supply chains. This presentation promises to answer your questions about the cloud and explain why it deserves to be accounted for in your IT and business strategies. Masson will address scalability, security and suitability as a platform for industry solutions, such as the Virtual Inventory Cloud (VIC).



Content is King in a Web Marketing Strategy for Top Line Growth

Presented by Tom Marx, President and CEO, The Marx Group
There's no question that online sales of aftermarket products are growing rapidly. Both DIFM and DIY customers are using the Web to identify the right parts, and collect pricing and information before they make a purchase. Marketing expert, Tom Marx, will draw upon original research to explain the content wanted and needed by Web-using customers of manufacturers and auto part stores. Attendees will learn how top sites present the information, and how they can evaluate and identify improvements for the marketing effectiveness of their Web sites. Marx's presentation forms the foundation for an effective digital marketing strategy.



Turning Information into Intelligence – Data Warehousing

Presented by Rod Bayless, Product Director, Activant Solutions
Data warehouses and advanced analytics are now considered a fundamental technology requirement to drive business growth in any industry. Activant's Rod Bayless will explain where and how these technologies are already making an impact in the automotive aftermarket and explain current trends and developments. Aftermarket data warehouse users will explain why data pooling is key and discuss the unique requirements for success when deploying data warehouses across the supply chain. Bayless will also address how data warehouses deployed in the cloud play an important role in data collaboration.

EXHIBITORS AND SPONSORS

Autologue Computer Systems, Inc. – Exclusive Gold Sponsor

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- DATAgility, Inc.
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