

Color	Session Type
	General Session (blue or white)
	Breakout: Consumer/Industrial
	Breakout: IT/Expertise

Note: times, sessions, and presenters are subject to change.

## Wednesday, September 21

Time	Session	Description
8:00-8:30	Welcome	Brief Introduction of each attendee (round-the-room), along with welcome from our <b>CEO, Carlo Colombo</b>
8:30-9:30	<b>Keynote: DevEX, Latest Developments</b> ---- by <i>Jacopo Colombo, Selerant CTO</i>	Overview of the latest advancements in DevEX, along with summary of how they will benefit users.
9:30-9:40	Mini Break	
9:40-10:30	<b>Mastering Product Requirements and Specifications (General Session)</b> -- by <i>Federico Fontanella and Jobi Varghese</i>	See how one of the newest tools, Product Requirements can lay a better foundation for product innovation. We'll then continue with Product Specifications, where we'll go into the specifications process, labeling, and data sheets. (These topics may be addressed in the industry breakouts). To be covered: <ul style="list-style-type: none"> <li>• General overview of Product Requirements including creation and maintenance</li> <li>• Product Requirements Libraries</li> <li>• Product Requirements Evaluation</li> <li>• Product Specifications including creation, approval, maintenance, and an explanation on versioning</li> </ul>
10:30-10:45	Break	
10:45-12:00	<b>Product Requirements and Specifications (Breakout)</b>	<b>Consumer:</b> Federico Fontanella-- PLUS CPG Labeling Session with Alessandro Granata <i>Note: The CPG Labeling is a new feature. This will be detailed at the beginning of the session, before the Product Specification breakout.</i> <ul style="list-style-type: none"> <li>• Collaborative process for Product Requirements definition in the Consumer Industry</li> <li>• How different organization functions (such as marketing, finance, regulatory) collaborate to define Product Requirements</li> <li>• Impact of Product Requirements on Product Development</li> <li>• Example of Stage Gate with Product Requirements check integration</li> <li>• How the initial Product Requirements impact the final Product Specifications</li> </ul> <b>Industrial:</b> Jobi Varghese The Consumer breakout scenarios will be discussed as well as how the Product Specification module can improve Product Development.
10:45-12:00	<b>SuperAdmin (Breakout)</b> - by <i>Stefano Salomone</i>	Configure like a super administrator. To be covered (but not limited to): <ul style="list-style-type: none"> <li>• Create and configure reports (how to move a field in a report, add an additional number space in a field, etc.)</li> <li>• Create event-driven email notifications (and change</li> </ul>

who receives it)

- Create content blocks for the event-driven email notifications

12:00-1:00 Lunch

Lunch will be served in the Citricos restaurant. This is a catered lunch (not off the menu). Please let Michelle Duerst know of any food restrictions or allergies at least 7 days before the conference.

1:00-1:40 **Innovating Compliance** (General Session)  
-- by Selerant CSO,  
Nicola Colombo and Christie Lin

Discover how you can simplify compliance management without sacrificing control. To be covered (but not limited to):

- Selerant's New Team: SRSA Selerant Regulatory and Scientific Affairs (provide legislation libraries and library updates to use with DevEX)
- Integration with Product Development
- Creating regulatory guidelines to simulate upcoming legislations (or a higher level of corporate standards for a division)
- Batch reporting for regulatory analysis
- Country management (managing multiple countries as a single group)

1:40-3:00 **Regulatory Compliance (Breakout)**

Consumer:

- Christie Lin and commentary by Keith Smallwood
- Guest Speaker, Professor Rao Pingfan President-Elect of International Union of Food Science and Technology, Professor of Fuzhou University
- Guest Speaker, Head of SRSA- Chrystele Delobel (formerly with the JRC, the EU Commission Scientific Division dedicated to Food Safety)

Industrial: Nicola Colombo with Stefano Salomone

1:40-2:00 **Upgrading Implementations (Breakout)- by Massimo Antonello**

An overview the what's and why's of new and upgrade implementations. This will also include best practices.

2:00-3:00 **Data Management (Breakout)- by Marco Franze**

Go further into the details of how you will manage the implementation with better management of the data. To be covered:

- Overview of Data Management
- How to create and edit attributes forms, reports
- Data Management Tools
- Pushing Information with Batch Document Sending
- Receiving Notification on Events: How to use Feeds

3:00-3:15 Break

3:15-4:15 **Brown-Forman Case Study**

Since 1870, Brown-Forman has produced, manufactured, and distributed legendary brands such as (but not limited to): Old Forester®, Early Times®, Jack Daniel's®, Canadian Mist®, Korbelt®, Southern Comfort®, Chambord®, El Jimador® & Herradura® Tequilas, Tuaca® and Finlandia®. Jimmy Bookstore will explain how they have utilized DevEX to not only manage an extremely complex set of regulatory compliance issues in the world of alcohol beverages, but also successfully expedite their products to market with significantly reduced time-to-market schedules.

4:15-5:00 **Customer Round Table**

Network with customers as you discuss, ask questions, and delve into issues from the day.

5:00-6:00 **Selerant Lounge**  
-- Concierge Lobby

Selerant invites you back to our Concierge building (the Sugar Loaf for an informal Q&A in our lobby). Team members will be available to answer questions

from your day with live versions of DevEX on laptops. This will be in time for the wine & cheese hour.

## Group Dinner- Wednesday, 7pm

Selerant invites all attendees to a group dinner. This dinner will be held on-site at the Disney Grand Floridian Convention Center. You will have beautiful views of the lagoon from the patio as you network with fellow attendees, Selerant's executive team, and Selerant's team members.

## Thursday, September 22

Time	Session	Description
8:00-8:10	Welcome/Q&A	Brief Q&A to answer any outstanding questions from Wednesday.
8:10-8:45	<b>An Innovative Approach to Project Management</b> -- by <i>Keith Smallwood</i>	<p>Two sessions of Process Management will be offered this morning. One is geared towards a process/project management approach of managing tasks, their timelines, and resources (including team members).</p> <p>The other is focused on setting up the workflows or the foundation of the project/ process management. This session (by Keith) is focused on the first- the management of tasks, timelines, and resources. The second will be presented by Marco Franze is a breakout session.</p> <p>Overview of Innovation Process Management-- including effective reporting, scheduling, quality assurance, and DevEX's two-way integration with Microsoft Project™.</p> <p>To be covered:</p> <p>Demonstration: Creation and Management of Projects in DevEX</p> <ul style="list-style-type: none"><li>• Concept of Project Templates</li><li>• Use of MS Excel to Define New Project Templates</li><li>• Allocation of Project Team</li><li>• Management of Project Stages and Tasks (including visual Silverlight-based Gantt method)</li></ul> <p>Demonstration: DevEX – MS Project 2007 Integration for Visualization and Management of Project Tasks</p> <ul style="list-style-type: none"><li>• Connecting to DevEX in MS Project</li><li>• Management of DevEX Project Tasks in MS Project</li><li>• Publishing changes to DevEX</li><li>• Benefits of using DevEX and Integrated MS Office for Project Management</li></ul>
8:10-8:45	<b>Workflow Management (Breakout)</b> - by <i>Marco Franze</i>	<p>An overview the what's and why's of new and upgrade implementations. This will also include best practices. (This will also include how to create the workflow templates.)</p> <p>To be covered:</p> <ul style="list-style-type: none"><li>• Overview of Workflow Management in DevEX- How to design, test, and run a workflow</li><li>• Monitor object changes using workflows- How the Status Management works with Formulas, Materials, etc.</li><li>• Make your workflows more flexible- how to embed dynamic business rules in workflows</li><li>• Ongoing development and ideas</li><li>• Workflow Engine Failover</li></ul>

- SilverLight Workflow Monitor
- Simple Workflow Builder

8:45-9:15	<b>Synergy Portal--</b> <i>by Massimo Antonello</i>	Learn how to make your voice heard, connect with other users, and get the most out of the Synergy Portal.
9:15-10:15	<b>Product Development (General Session)--</b> <b>by Mariagiulia Faraoni and Andrea Sala</b>	Walk through each step of formula creation and optimization, showing cost efficiency, regulatory analysis, and team collaboration in the Product Development module (scenarios will be shown in the breakout sessions, allowing more Q&A specific to your industry). To be covered (but not limited to): <ul style="list-style-type: none"> <li>• Creating a Formula (Step-by-Step Scenario will be created with time for questions)</li> <li>• Searching for Ingredients (See how to search for ingredients with unique attributes and add them)</li> </ul>
10:15-10:30	Break	
10:30-12:00	<b>Product Development (Breakout)</b>	Consumer: Mariagiulia Faraoni and Neil Brooke with Two Customer Co-Panelists To be covered: Creating a Recipe <ul style="list-style-type: none"> <li>• Search for Ingredients</li> <li>• Process Stages</li> <li>• Managing Moisture Loss</li> <li>• Nutritional Contribution for each process stage and final recipe</li> <li>• Custom reporting</li> <li>• Trial to Active/Custom workflows</li> <li>• Recipe Templates</li> </ul> Industrial: Andrea Sala with Customer Co-Panelist To be covered: <ul style="list-style-type: none"> <li>• Managing a trial recipe linked to an experiment-how to handle totals and targets</li> <li>• Invoke client-side scripting</li> </ul>
10:30-11:30	<b>Security (Breakout)-</b> by Stefano Salomone	Creating, defining, and maintaining security remains a primary concern at every corporation. Keeping proprietary information confidential, while enabling team members the access to the data they need. You will see how you can create role-based security that keeps the delicate balance.
11:30-12:00	<b>Integration with ERP/ Legacy Systems (Breakout)-</b> by Jobi Varghese	Two-way communication between DevEX and your legacy systems provides a comprehensive picture of a product. You will learn the most effective way to successfully import/export data between your systems. To be covered: <ul style="list-style-type: none"> <li>• Different options available in DevEX for integration with ERP/Legacy systems:</li> <li>• Open Connector (File-based) and Open Connect GUI</li> <li>• Enterprise SOA Connector: allows integration in a Service Oriented Architecture</li> <li>• DevEX-SAP Connector: a solution delivered with components for SAP and DevEX</li> </ul>
12:00-1:00	Lunch	

1:00-1:45	<b>Keynote: DevEX Roadmap--</b> <i>by Jacopo Colombo</i>	See the future tools and advancements planned for DevEX
1:45-2:45	<b>Keynote: Greening Your Products with DevEX--</b> by Nicola Colombo	Find out how different your products could be if you developed them with DevEX's Eco-Design, incorporating a "green" from concept to distribution. What is EcoDesign? (A very extreme summary- please ask for a data sheet for more details) <ul style="list-style-type: none"> <li>• Cyclical module that allows team members to develop sustainable products from concept, development, assessment, regulatory, packaging, and commercialization with Lifecycle Assessment Scenarios and Graphical Reports</li> <li>• Awarded with Internationally-recognized environmental certificate ISO 14040:2006</li> </ul>
2:45-3:00	Break	
3:00-4:30	<b>Workshop: Understanding the benefits of DevEX</b>	Customers will group in a round-table setting to discuss how they utilize the tools within DevEX and how they can go further with the latest advancements. Project managers and architects will be available to answer questions about the latest advancements as well as future roadmap plans.
4:30-5:00	Q&A/Wrap-Up	
5:00-6:00	<b>Selerant Lounge</b>	<i>Concierge Lobby</i>

## Friday, September 23

### One-on-One Sessions

Registered attendees can reserve private one-on-one time periods with Selerant team members. Please see the Private Sessions tab to see all the details (along with open time periods).

Please be aware that there is a limited number and we cannot guarantee a time period for every customer. Please register early with Michelle Duerst to ensure your session time.