

Webcast on Sales and Operations Planning – a common plan for many decision-makers

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Press release from: [ICON Supply Chain Management](#)

Online presentation and practical advice on S&OP on July 31st, 2007

Karlsruhe, Germany, July 5, 2007 – Studies prove that European businesses are increasingly using Sales and Operations Planning (S&OP). ICON Supply Chain Management will present the advantages of S&OP and its practical implementation during a webcast on July 12th, 2007. Glen Margolis, the founder and CEO of Steelwedge Software and a proven S&OP expert, will be participating in this new edition of ICON's SCM Practice Forum.

Sales & Operations Planning is a process that allows to develop and test numerous business strategies – based on your target figures in Sales, Marketing, Production and Purchasing. At the end of the day all decisions will be subordinate to a fine-tuning of the overall sales and production planning in order to adjust the inventory and order levels to a given situation.

The ICON Supply Chain Management webcast is aimed particularly at manufacturing organization employees who work in Management, Sales, (Production) Planning, Purchasing or Finance. The following topics will be discussed in the webcast:

S&OP points of departure

Basics: processes, areas of responsibility, and IT support

Customer examples

Advice and experiences from practice

For further information on the webcast, please consult www.icon-scm.com

ICON is a global solution provider for Supply Chain Management with special expertise in demand fulfillment and demand-driven supply networks. For more than 15 years ICON supports medium-sized and international top companies like Hewlett-Packard, Sanmina-SCI, BMW, VW, Soitec, 3M, Honeywell a.o. in optimizing internal and cross-company supply chain processes. ICON is headquartered in Karlsruhe, Germany, with subsidiaries in San Jose, USA, and Hong Kong.

More information: www.icon-scm.com

ICON Supply Chain Management

Christine Retzler

Amalienbadstr. 36, Bau 31a

76227 Karlsruhe, Germany

Tel.: +49 721 79008-34

christine.retzler@icon-scm.com

www.icon-scm.com

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