## CONFERENCE AGENDA
*(Topics and speakers are subject to change)*

**HDX PRICE FILE LIBRARY (PFL) WORKSHOP**

Now in its third year, the HDX Price File Library continues to grow.  This workshop is designed to educate PFL users and potential users on the following four areas:

1. Understanding the immediate and long-term benefits of the PFL
2. PCFS (standard file format) fields training
3a. Creating a good PCFS file and uploading it into the PFL (for manufacturers)
3b. Downloading the files into your business system (for distributors)
4. Responsibilities of PFL users; increasing usage

Workshop attendees are encouraged to bring their laptop computers as a significant portion of this time will be working on-line with the programs.

**NETWORKING RECEPTION (DINNER ON YOUR OWN)**

**HDX PRICE FILE LIBRARY (PFL) WORKSHOP**

The morning session will be a continuation from the first day, beginning with a continental breakfast.

**HDX PCFS COMMITTEE MEETING – 10:00 AM** (optional)

On January 1, 2008, HDX launched into production the PCFS 5.2 standard.  The PCFS Committee is responsible for the upkeep of this standard.  Though this year hasn't brought many requests for changes, the PCFS Committee will lead an open session to discuss possible updates and changes to the file.  All interested parties are welcome to attend this optional meeting.

**BUSINESS SYSTEM VENDORS DISCUSSION – 11:00 AM** (closed session)

Commercial business system vendors play an important role in bringing e-commerce innovation to the industry, as well as making current projects succeed.  HDX invites all of these vendors to attend this short update session, focusing on opportunities to work as an industry on a number of existing and future projects.

**LUNCH / SPEAKER – STATE OF THE HDX UNION**

- *Edward Kuo, HDX*

Working in a flat economy, many companies are looking for new ways to improve their efficiencies, and they are turning to HDX to lead the way.  HDX has been working on some changes that should lead to improved services and support for the industry. Edward will kick off the presentation part of the conference with an all-inclusive "State of the Union" address, showing what HDX has done in the past 10 years, and where it's heading in the future.

## BACK TO THE BASICS – EDI

- *John Pappas, Easylink*

The computer-to-computer interchange of strictly formatted messages has changed significantly since its inception and even since the beginning of HDX, but the concept still brings significant savings to the companies that utilize it. However, most potential users are still intimidated by EDI. John will talk about the many benefits of EDI and show you how to get started.

## IS 100% SUPPLIER COMPLIANCE POSSIBLE?

- *Tim Frischholz, Easylink*

To maximize the investment in your EDI program, your entire vendor community must be compliant. Failure to gain 100% compliance means continuing manual processes which results in added costs, increased errors and a disrupted supply chain. HDX can help you boost your ROI by implementing a proven process to expand your B2B interactions with your vendors.

## BACK TO THE BASICS – VMI

- *Max Buchanan, Datalliance*

Vendor Managed Inventory (VMI) is a streamlined approach to inventory management and order fulfillment. It involves collaboration between suppliers and their customers that changes the traditional ordering process. More importantly, it has been successful in the heavy truck parts industry for nearly 10 years. Max will deliver a basic overview and how you should get more involved with this essential inventory management tool.

## VMI SUCCESS STORY

- *TBD*

HDX and Datalliance have a number of white pages and case studies on the benefits of VMI, but it's always better to hear a success story from one of your peers. This presentation will focus on the initial doubts about faced by the customer and how they were overcome, the process of getting started, and the end results of implementing VMI in the business.

## BACK TO THE BASICS – THE NEED FOR GOOD DATA

- *Ian McNabb, Pricedex Software*

Product data has always been important – it's been the basis of all types of sales, inventory and manufacturing systems since the beginning of IT. But now, having the right product data in the right form at the right time is more important than ever before. And it can't be just any product data - it has to be consistent, reliable and accurate. For most organizations, that's no easy task.

## NETWORKING RECEPTION AND DINNER

An understated value of the HDX Technology Conference is the opportunity to network with your colleagues, who face similar issues in different geographic locations. HDX will provide transportation to and from one of Cleveland's finest restaurants, and give you plenty of time to strengthen old bonds and make new acquaintances.

**BREAKFAST**


**SEPTEMBER 11, 8:00 am to 12:00 noon**
## GLOBAL PERSPECTIVES ON E-COMMERCE

- *Kalle Lyytinen, Case Western Reserve University*

Radical innovations in information technology come fast and often.  Dr. Lyytinen's research helps organizations know how to identify, absorb, manage, implement -- and be transformed by them. His recent projects have focused on architecture, engineering, telecommunications and software development organizations.


## IT TRENDS – THE PRESENT AND THE FUTURE:  PANEL DISCUSSION

Moderated by *Chuck Scahill, Karmak*

- *Mark Axley, Affinia Group*
- *Hugh Charvat, FleetPride*
- *Kevin Tomlinson, South Shore Transportation*

The title of this presentation says it all:  what are the IT trends now and what will they be in the future.  Three industry leaders from their respective parts of the distribution chain (manufacturer, distributor, fleet) will share their insights on optimum IT environments, industry cooperation, IT roadblocks, and expected future gains.


## FLEET PROCUREMENT TRENDS

- *Mike Mallory, Autopower*

Traditionally, many fleets have struggled with managing the "buy" cycle in their repair departments, however, technology has made significant strides in improving that process.  Mike will talk about how the management patterns have changed and how this affects the relationship (personal and computer) between fleets and their distributors and associated marketing groups.


## REMOTE NETWORK MANAGEMENT

- *Greg Petry, NetSource Technologies*

Remote Network Management is a "leave the lights on" service that allows for continuous, consistent monitoring and management of a network.  Machines monitor and repair other machines without human intervention.  Is this solution right for your business?  Greg will take you through the benefits of "outsourcing" your IT work to experts that might understand your system better than you.

# HDeXchange

## REGISTRATION FORM
**(Please fax to 616-825-5912)**

Name: _____     Nickname (if applicable): _____

Company: _____     Title: _____

Telephone: _____     E-mail: _____

Fax: _____     HDX Member (circle one):    YES                NO

### Conference Costs
HDX will bill your company directly at the following rates:
HDX Member Rate ($400.00 / person) or Non-Member Rate ($600.00 / person)

### I will attend the following events (check all that apply):

____     Tuesday/Wednesday PFL Workshop

____     Wednesday Morning Optional Meetings:      ☐ Business System Vendors Discussion (closed session)

                                                   ☐ PCFS Committee Meeting

____     Wednesday General Sessions (including lunch)

____     Wednesday Night Dinner

____     Thursday General Sessions (including breakfast)

### Deadline / Cancellation Policy
The registration deadline is **September 2, 2008**.  Because of commitments to the hotel, cancellations prior to September 8, 2008 will be subject to a $100 cancellation fee.  Cancellations on or after September 8 are non-refundable.

### Hotel Information
**Wyndham Cleveland at Playhouse Square**
1260 Euclid Ave. / Cleveland, OH 44115 / 216-615-7500

At Wyndham, events come to life and agendas are unleashed.  Renowned as fabulous sites for business meetings, special events and milestone celebrations, the Wyndham offers a convenient location in the heart of Cleveland. Deadline for the group rate is **August 26**.  Conference room rates are $129/person.  Please contact the hotel directly and ask for the "HDeXchange Group Rate.

Questions?  Contact HDeXchange, Inc.
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