Accelerate Innovation with Kalypso at Oracle Value Chain Summit 2014

Feb 3-5 in San Jose, CA

by Daniela Ilieva

With less than two weeks left until Oracle Value Chain Summit (VCS) 2014, I am excited to give you the highlights of Kalypso’s participation as a PLM pillar sponsor. We are sending our largest team ever of PLM and innovation experts to the event and are also expecting the biggest turnout yet of Kalypso client speakers presenting on their PLM journeys. If you are looking to learn the latest and greatest on Agile PLM and Agile PLM for Process, join us to hear from and network with Oracle PLM customers, Oracle Agile PLM experts and implementation partners. We hope to see you there!

Let’s meet

We’ll be in the big red booth #113 in the PLM solution area in Center-Hall One. Stop by, meet our resident Agile PLM, PLM for Process and Business Intelligence experts, and learn about our latest solution offerings.

We’re also co-hosting a consumer goods and retail industry networking dinner with Oracle on Tuesday, February 4 at The Loft Bar and Bistro in San Jose. Attendees include business leaders from ConAgra, Del Monte, Ghirardelli, NBTY, Mary Kay, Master Lock, McDonald’s and others. This is an invitation-only dinner – if you are interested in joining us, please reach out to daniela.ilieva@kalypso.com.

Let’s learn

During this year’s event, we’re happy to announce a huge turnout of Kalypso client speakers who are underway with their PLM journeys and have great lessons learned to share with you. Don’t miss this opportunity to gain insights from leading PLM speakers!

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<tr>
<th>Time</th>
<th>Session</th>
<th>Featuring</th>
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<tbody>
<tr>
<td>Tue 11:40am – 12:25pm</td>
<td>Solution Area General Session: Product Value Chain Solution Area</td>
<td>George Young, Kalypso, Terry Ruttan, Vice President, Business Operations, NBTY and Linda Henkel, McDonald’s</td>
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<td>Innovation Value Management</td>
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<td>Wed 8:00am – 10:40am</td>
<td>Empowering the Modern Value Chain</td>
<td>Jim Lebs, VP, Supply Chain, Sonic Drive-In</td>
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<td>Wed 4:05pm – 5:00pm</td>
<td>Consumer Goods Industry Group Panel Discussion: The Impact of PLM at CPG Companies</td>
<td>ConAgra, Elizabeth Arden, Starbucks</td>
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Let’s advance your PLM

We’ve been busy developing new innovative offerings that can enhance your PLM solutions and deliver more value from your implementations. Visit booth 113 to check out:

- **P4P Mobile** – a mobile application for Oracle’s Agile PLM for Process solution that gives PLM for Process users instantaneous and continuous access to product and supplier data while on-the-go. Check out a preview [here](#) and come test it for yourself.
- **Integrated Innovation Analytics** – a solution that provides an enterprise view of innovation performance, enabling the ability to manage and measure innovation results, and align organizational and innovation strategies. Want to learn more? [Download more info](#) and stop by our booth and check it out. We’ll have an iPad app of the solution with sample data.
Let’s stay connected

Have pre-VCS questions about PLM or the event? We are ready to answer them – enter hashtag #KalypsoOVCS14 into your Twitter search bar and connect with us. Follow our #KalypsoOVCS14 experience via our tweets from the event!

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What’s your view? Add your question or comment
About the Author

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Daniela leads all marketing, channel and alliance activity for Kalypso’s strategic partnership with Oracle. She has over 15 years of experience in innovation, product development and related enterprise software solutions.