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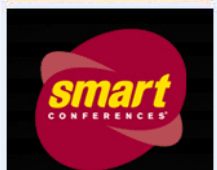
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Forecasting revelation for Bluescope at Smart

April 29, 2011

Australia's largest manufacturer Bluescope Steel will tell this year's Smart Conference how business improvement specialists Oliver Wight enhanced company processes.

Like many businesses, BlueScope Steel is experiencing increasing levels of volatility in its supply chains as markets become more dynamic.

But the organisation says it has greatly improved its forecasting and demand planning processes, since working with Oliver Wight.

Bluescope Steel implemented Oliver Wight's Integrated Business Planning (IBP) an advanced Sales & Operations (S&OP) planning solution.

"Since implementing IBP we have been unable to find a benchmark source that shows anyone with a better forecast accuracy," says Bluescope National Demand Manager Brett Shemmell.

At this year's Smart Conference, Shemmell, who has been with BlueScope Steel for more than twenty years, will tell the industry why sales and marketing must take a leadership role in demand planning and forecasting.

The presentation will share BlueScope's practical experience on the continuing journey to execute best practice demand planning theory.

It will also outline the importance of having a professional demand management review process that manages key activities and drives towards the company strategy and vision.

The Smart Conference and Expo is Australia's leading supply chain event.

The biennial conference and exhibition provides an opportunity for supply chain and logistics professionals to find out what's new in the industry.

The theme for this year's event, which will be held in the Sydney Convention and Exhibition centre on May 25-26, is "The Road Ahead: Supply Chain Models for the Future."

Oliver Wight Partner Mike Reed will also be present at the event.

Reed will speak on 'Integrating Product Management in to the Business Planning Process', referring to case studies from leading companies to demonstrate his points.

A white paper on the subject will be published after the conference.

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