



November 2021

Highlights from our Annual Conference

The UW E-Business Consortium Annual Conference took place on October 14th and was an unforgettable experience. With over 800 registrants and 40 speakers, the day was filled with innovation for the future of business and technology. The conference featured various opportunities: four different tracks, strategic briefings, master classes, and endless networking. With sessions covering every aspect of business, this unique and specialized learning experience was catered to each individual and company that attended.

For those who registered, conference materials, including videos of the sessions and some PDFs of presentations, are available now in the conference platform. Use your unique login link to access these materials. And if you haven't already, please [take our post-conference survey](#) to let us know what you thought!

Explore some highlights from each of the tracks below.

Customer Service Track: How to Deliver Consistent Service in an Unpredictable World

Lori Bocklund, President of Strategic Contact, delivered an incredible teaching session based on an overarching theme: persistent agility. She begins her presentation by asking two main questions. “Where have you been?” and “Where are you going?”, which are used to persuade the audience to go through her session with curiosity.

Bocklund spoke a lot about opportunity. 2020 was a year like no other and truly showed people the need for agility, but also the limitless potential that technology presents in this realm. Overall, the path to maximize agility is simple: start with diverse and flexible channels, add an optimized workforce, apply artificial intelligence across many applications, and always create an agility map.

Watch this short video of Lori:

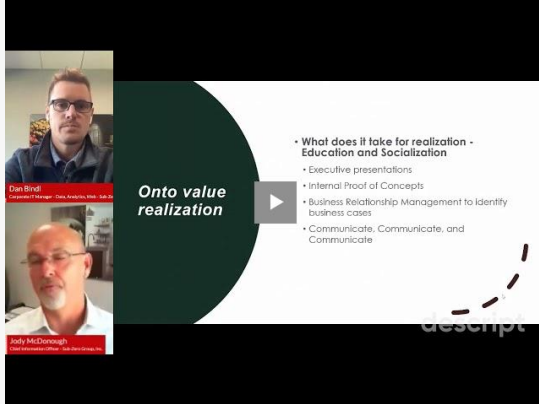


Information Technology Track: Beyond the Hype - The Impact of Real-Time Data on Business Success

Jody McDonough and Dan Bindl of Sub-Zero Group, Inc. gave a phenomenal presentation on delivering business results. Beginning with Sub-Zero’s history, this gave the audience a glimpse into where the company began, where they are now and what is on the horizon for them. Both speakers revolved around a major theme: the principles of modular design, integration and security.

Dan Bindl then dove into a presentation on business value realization. What does it take for realization, education and socialization? To answer this, Bindl discussed the idea of dual strategies and the value of Real-Time Data. If one were to have a single overall takeaway from this presentation, it would be this: look at data like currency – it pays for itself in insights and opportunity.

Watch this video of Jody:



Onto value realization

- **What does it take for realization - Education and Socialization**
- Executive presentations
- Internal Proof of Concepts
- Business Relationship Management to identify business cases
- Communicate, Communicate, and Communicate

descript

Watch this video of Dan:



IoT & Warranty Reduction

- IoT Data is now another correlation point in identifying & resolving Warranty Issues
- Leveraging IoT data with claim data, manufacturing data, test data, product lifecycle management data allows for quicker issue resolution and overall warranty cost reduction

descript

Marketing Track: The Myth of the Lone Genius: How to Inspire Collective Genius through Collaboration

Rosie and Faris Yakob's presentation had so many different takeaways that it's hard to narrow it down to just a few. The modern age creates things nobody can make by themselves; New ideas are innovated upon previous ones. As technology continues to advance, this will only become truer.

The presentation talked a lot about the idea of Scenius: the creative intelligence of a community rather than of the individual. This is incredibly important when it comes to creating a successful company, as every single person has a unique set of talents and gifts. No one is smarter than everyone – adapting and transforming upon other people's ideas is essential. So long as we continue to share out ideas and knowledge as often as possible, creativity and innovation will continue to bloom.

View a snippet of their presentation below:



Supply Chain Management Track: Agility and Resiliency in the New Supply Chain

Ernest Nicolas, Chief Supply Chain Officer at Rockwell Automation (and UW-Madison alumnus!) offered insights into the new supply chain in his presentation. Nicolas defined the integrated supply chain in 5 steps: plan, source, make, deliver and serve.

The uncertainty within the supply chain over the past year has called into question how we think about it at its very core. Balancing agility and resilience are key factors in dealing with the new supply chain and the changes it is going through. Although we face a challenging time, those in the supply chain share a common thought: the impossible is always possible.

Watch a highlight from his presentation here:



Although we couldn't be together in person, we at the UWEBC adored the opportunity to learn with and from our member companies, attendees and speakers. We hope you enjoyed the opportunity to learn from Wisconsin's premier business leaders. Don't forget to save the date for next year's annual conference: **September 20, 2022.**

UPCOMING EVENTS

Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#). All are web meetings unless otherwise specified.

November 9: MARKETING PEER GROUP MEETING

Marketing Sustainability -- How Far Do You Go? Gain greater confidence in marketing your organization's commitment to sustainability.

[More information and register »](#)

November 10: AGILE IT SPECIAL INTEREST GROUP MEETING

Agile Culture Adoption. Culture counts in all organizational transformations but it becomes critical in agile transformations. Learn how successful Agile transformations start with building a supportive team culture.

[More information and register »](#)

November 11: CUSTOMER SERVICE PEER GROUP MEETING

>> **Join us to celebrate our return to IN-PERSON events! Participate on-site in Madison or virtually from anywhere!** <<

Improving Customer Care Employee Experience: How UWEBC Members Are Making Work Easier and More Enjoyable for Frontline Associates. Take away new ideas for improving employee experience for your customer care team members by learning about, discussing and comparing practices with fellow UWEBC members.

[More information and register »](#)

November 18: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

A Product Roadmap is Not a Project Plan -- Is Your Organization Aligned on the Purpose of Product Roadmaps? Harness the power of product roadmaps by gaining consensus on what they communicate.

[More information and register »](#)

December 1: B2B MARKETING SPECIAL INTEREST GROUP MEETING

Magic 8 Ball Answers to Your 2022 Questions -- Plus Ugly Sweater Contest! Help our learning community plan for next year AND have a laugh or two.

[More information and register »](#)

December 6: INFORMATION TECHNOLOGY PEER GROUP MEETING

>> **This session will be offered in person! Participate on-site in Madison or virtually from anywhere!** <<

A Look Around the Corner: IT Trends for 2022. Explore the technology, insights and latest trends shaping the future of IT and business.

[More information and register »](#)

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[UWEBC Information Technology](#)

[UWEBC Marketing](#)

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Please note: You need to be a UWEBC member to join a private group, but anyone can connect with us via our [main LinkedIn page](#).



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