

Take-off with globalSCM

Atlanta, May 2009 Prof. Dr. Michael ten Hompel



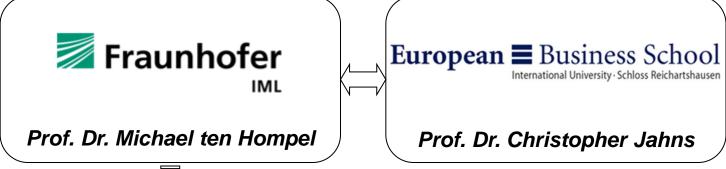






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IML (Fraunhofer) & SMI (EBS) jointly developed globalSCM







IML



Functional overview







The guiding modules at a glance

Networking



Jobs



Know-how



- → Business network
- Start new projects
- → Exclusive business-club

- → Latest industry-news
- → Cooperate with experts
- → Articles & studies
- → Exchange of information about current challenges



- → Recruiting
- → Commissions and freelancer
- → Fairs, congresses & symposia









The multilevel membership-concept

Membership

Basic

- no costs
- receive messages
- personal contact list
- answer job offer
- administrate and search for appointments
- module research & teaching
- downloads with costs

Premium

- € 6 per month, all basics plus:
- news archive
- search for jobs & experts
- group module
- send messages
- nominate experts
- advertise job offer
- personal guestbook
- classified directory

Executive

- €79,90 per month, premium functions plus:
- own email adress
- monthly bulk bill for extra services
- protection of hierarchical level; no listing in public register of members

Company

- € 240 per year (negotiable)
- free premiummembership for 3 manager (negotiable)
- easy booking of extra services
- block pricing
- monthly bulk bill

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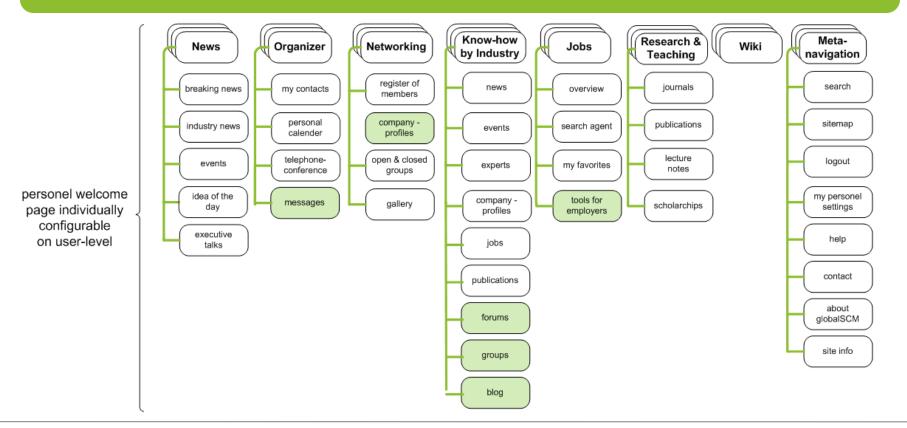






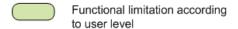


Portal-Sitemap – portal sections and functionalities



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globalSCM offers several unique features – Networking I Know-how I Jobs in top functional depth

	User-Profile	Company-Profile	Bookmark user	News	E-mail	Ag en da	Daily News	industry News	Article of the week	Idea of the day	Events	interviews	ndustries area	Articles & Studies	Lecture Notes	🔆 E-Learning	Groups	Forums	Encyclopaedia	So Job Ad	So Job Search	SO Job Agent	SO Favourites	Headhunter
globalSCM	✓	✓	✓	✓	✓	✓	*	✓	*	~	✓	✓	✓	✓	*	*	✓	\	✓	✓	~	✓	<	✓
myL ogistics	x	✓	х	х	x	X	~	✓	х	х	✓	Х	X	х	X	X	X	X	х	х	~	X	x	х
forum- bes chaffung	✓	х	✓	✓	x	X	Х	X	x	х	х	Х	X	Х	X	X	✓	\	х	Х	X	X	Х	Х
Competence- Site	~	√	х	х	х	Х	Х	✓	х	х	✓	✓	Х	✓	✓	Х	✓	\	х	✓	~	X	x	Х
Xing	·	х	√	√	x	X	х	X	x	Х	·	x	X	х	X	x	✓	✓	x	· 🗸	✓	X	X	✓
LinkedIn	· 🗸	✓	√	√	√	X	Х	Х	Х	Х	✓	х	X	Х	X	X	✓	\	Х	· 🗸	√	X	X	x

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Public area the international platform for experts and executives

Separate section for several industries with specific news, forum & events

Search for experts, exploiting group synergies for problem solutions

International network of logistics

(Germany, Austria, Switzerland, India, China, Russia [June 09], USA [Dec 09])

Your people

Access to latest results in professional research

Networking with other industries

Creating new business contacts, streamlining the sales channel

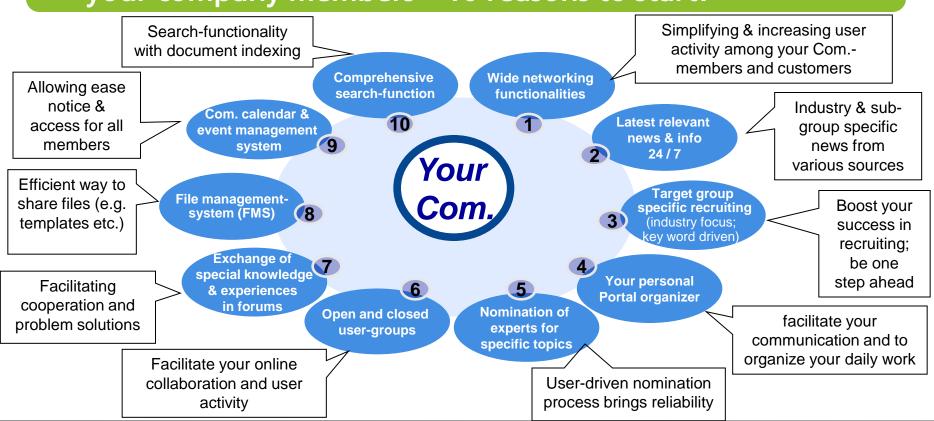








Exclusive & individually configurable portal-area for your company members – 10 reasons to start!



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General section overview





Exclusive Business-

Club on the Executive-

Level

Possibilities for customer

acquisition

7

Reason 1: Wide networking functionalities

Introducing members
(friend-of-a-friendfunction)

Establish your private personal network

High density of international decision-makers

Various info portlets (my last visitors, latest news from my network, birthdays).

Personal organizer (personal directory)

Simplifying & increasing communication activity & efficiency both among your employees and with potential and existing customers while exploring new topics and mastering industry related challenges

Individual user profiles

Comprehensive search functionality name, region, countr

(by name, region, country etc.)

Peer-to-Peer communication (portal-messenger or web-mail)

Company profiles

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Reason 2: Be always Up-to-Date

Integrated Event-Calendar for your specific industry Provision of the latest international news and background reports for your industry

Integrated
annotation-function
(Each news can be commented impulse for discussions)

Industry & sub-group specific news

Presentation of the news by date & relevance

Research for content in the "news-archive"

Search-functions featuring keywords, category or release date









Reason 3: Boost your success in recruiting

"Headhunter functionality" featuring a wide range Target group specific recruiting allows for best results

Search-functions featuring keywords, category or release date Demand does not determine your supply in jobs

Create your Company profile and differ yourself from your industry peers

Compare the jobs of your competitors (easy way to know your market & how to differ)

Publish your jobs offers (industry specific, keyword driven, time related)

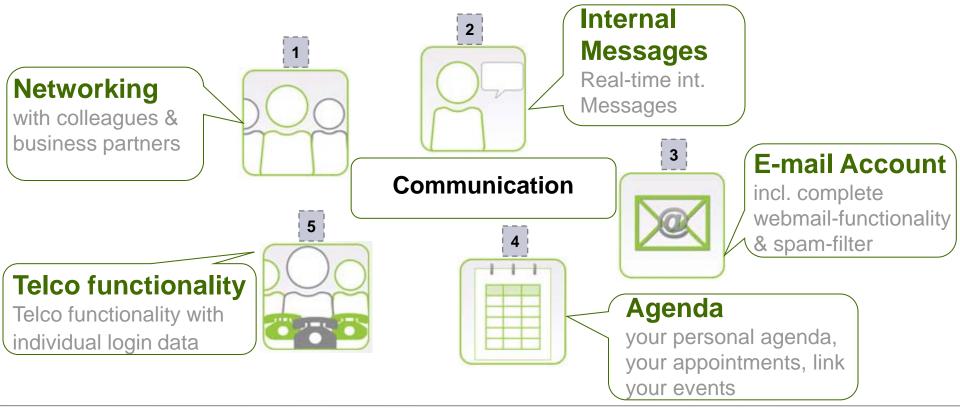








Reason 4: Facilitate your communication



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Reason 5: Nomination of experts

Various other functions

Acceptance or rejection of nomination (complain function)

User-driven nomination process

User-driven nomination process brings reliability

Comprehensive search functionality among experts

The experts status indicates, which advisor can be consulted on topics

Individual key words to describe user's specialisation











Reason 6: Facilitate your online collaboration and user activity

open & closed user-groups, forums, FMS, telcos, group events, newsletter, smart-wikis, members-directory, picture gallery etc.

creation of open or closed user groups

your company members can invite others to their groups and can be invited to other groups

integrated industry forum with option to set up categories and to open threads

Newsletter function for group members

display group members **list** (direct linkage to user-profiles; option to contact by portalmessenger)

integration of smartwikis into groups

(interactive work on your Comp.-projects) graphical identification (label) of your company members (e.g. profile-picture)

integrated telephone**conference** functionality as a secure way for efficient communication

picture gallery

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Reason 7: Facilitating co-operation and problem solutions

Forum-threads can be shown in preview-mode

Creation of individual group-forums

Forum can be used as a FAQ/ Help-portal

Industry & sub group forums

Option to install individual user-generated categories and to open threads

Wide functionality:
quote other threads,
complain, linkage, portlet
for latest threads etc.

Threads can be opened to allow further postings or can be closed











Reason 8: File management system (FMS)

Efficient way to share files (e.g. templates etc.)

individual access rights (read, write, modify etc.)

- Group administrator can integrate the FMS into groups
- Module provides the possibility to create folder
- Upload & download of various files (pdfs, videos, ppts etc.) into/ from the module

- Documents are available for all group members
- Version management (filemodifications can be commented)
- Access to files and documents for telephone & videoconferences









Reason 9: Easy way of event administration for participants and hosts

Display list of participants of specific events

Option to sign up for company events (attendance management)

Integration of company events into personal organizer

(subscription function)

Date agreement for upcoming events

allowing ease notice & access for all members

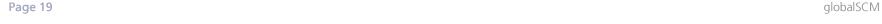
Easy administration of your events

(participants, newsletter etc.)

Calendar for your company events

Listing of all upcoming events

Communicating events to customers, company members and press











Reason 10: Comprehensive search-function

Search-functionality with document indexation

- Portal-wide comprehensive search-function (members, companies, content, jobs)
- Search for jobs: industry, jobtitle, company, type of employment, location etc.

- Listing search results by relevance
- Extended search: by portalarea, by author, by file-type (image, PDF, MS Office), by date etc.
- Search featuring document indexation (tags)







globalSCM – new intelligent features

english version upgrade of e-learning of globalSCM search-function (q1/10)(q2)(q2)integration of mobile shop system services (download of content (q4)with costs) (q3)Next steps & new feature complain Recruiting **function function** (q3)(q4)**Outlook** user activity new features synchronisation system in FMS (q4) (q3/4)(q4)

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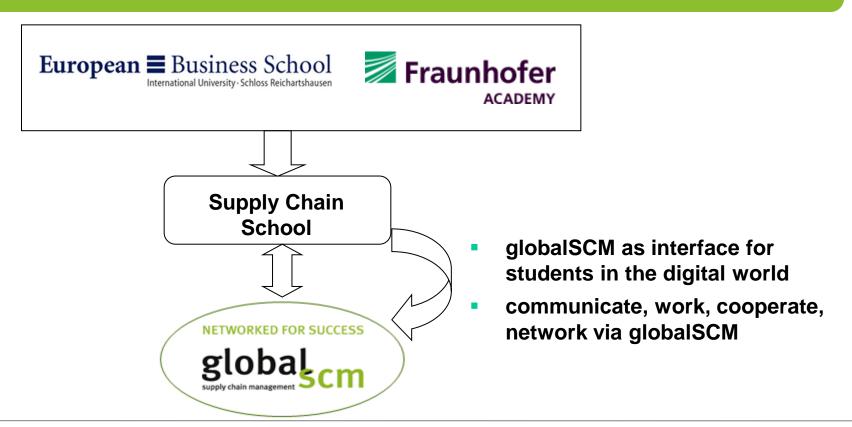
Supply Chain School & globalSCM







The new Supply Chain School (initiators EBS & FhG)



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