



Professori David Simchi-Levi,  
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## Supply Chain Management Forumissa kaikkien aikojen puhujajoukko

Kansainvälisessä SCM-seminaarissa Helsingissä 21. 10. 2005 on poikkeuksellisen tasokas edustus toimitusketjujen hallinnan huippuasiantuntijoita Pohjois-Amerikasta ja Euroopasta. Puhujat ovat monikansallisten yritysten SCM-johtajia sekä tutkimuslaitosten johtavia logistiikan asiantuntijoita. Pääpuhujana on yksi maailman arvostetuimmista SCM-asiantuntijoista professori **David Simchi-Levi** MIT:n Engineering Systems -divisioonasta.

Järjestyksesään jo viidennen SCMF-seminaarin järjestävät Logistiikan Koulutuskeskus ECL Oy Ab ja Logistra Consulting yhteistyössä MIT Forum for Supply Chain Innovationin kanssa. Useimmat puhujista ovat ensimmäistä kertaa Suomessa, mikä on järjestäjien ja MIT:n (Massachusetts Institute of Technology) välisen yhteistyön ansiota.

Lisätietoja  
<http://www.supplychainforum.com>

Puhujat:

<b>David Simchi-Levi</b>	Professor, MIT School of Engineering and Research Director MIT Forum for Supply Chain Innovation, Boston (USA)
<b>Andy Mulholland</b>	Global CTO, CapGemini (UK)
<b>Peter Koudal</b>	Director, Deloitte Research (USA)
<b>Franz Dill</b>	Chief Scientist & Head of Global Analytics, Procter & Gamble (USA)
<b>Joseph C. Salvo</b>	Director, Pervasive Decision Systems Lab, GE Global Research (USA)
<b>Steven Harman</b>	Manager Supply Chain Europe, Amazon.com (UK)
<b>Alexander Renz</b>	Microsoft Research (Denmark)
<b>Shoumen Datta</b>	Director of Supply Chain Innovation Forum, MIT (USA)
<b>Jon C Stine</b>	Global RFID Lead, Intel Corporation (USA)
<b>Aimo Inkiläinen</b>	Professor, Helsinki School of Economics

### David Simchi-Levi

Throughout his academic career, **David Simchi-Levi** has been heavily involved in research and in teaching at all levels undergraduate, graduate, and executive development. While at Northwestern University, he was a principal developer of the Global Supply Chain Management program sponsored by the Kellogg Graduate School of Management.

Simchi-Levi joined the faculty of the Massachusetts Institute of Technology in the year 2000. As a professor of engineering systems, he teaches logistics and supply chain management in the school's Leaders for Manufacturing program, as well as a new program called the Masters of Logistics Management.

As he is also continuing his research into evolving technology that promises to reshape the future of supply chain design and management.

In addition to his research and teaching pursuits, Simchi-Levi is a technology entrepreneur. He is the founder and chairman of LogicTools Inc. ([www.logic-tools.com](http://www.logic-tools.com)), a

software company that develops decision-support systems for solving logistics and supply chain management problems. These systems have been used widely to reduce costs and improve service levels in large-scale logistics systems.

#### New approach to positioning inventory in the supply chain

The presentation in Supply Chain Management Forum will describe a new approach to positioning inventory in the supply chain in a way that increases service levels and reduces inventory liability costs. The approach is based on identifying the optimal location of the Push-Pull boundary in the supply chain taking into account the entire network, forecast and forecast error, average and variability in transportation and processing times as well supplier characteristics.

The concepts will be highlighted with three case studies. In one case study, a global

tire manufacturing company used multi-echelon inventory optimization concepts to determine how to reduce costs while improving service for some of their most important OEM customers.

The second case, of a leading automotive parts company with world-wide presence, will focus on how inventory positioning and changing the push-pull boundary led to significant inventory reductions within a global supply chain.

The third case features a division of a global manufacturing company that produces specialty steels and components. The division had recently moved manufacturing to China and wanted to determine how inventory should be optimally positioned across its supply chain.

These cases illustrate that the new approach can reduce inventory costs by 20-30% and sometimes even more, while maintaining or increasing service level. The cases will also highlight many of the important factors that arise in practical applications.