

LONDON, ENGLAND, April 16, 2014 **/24-7PressRelease/** -- Taking place on May 20th 2014, the webinar, 'Influence customer demand; optimize your commercial activities through Integrated Business Planning' provides an exclusive look at an end-to-end supply chain optimization solution, designed to help businesses meet their customer's needs in the most efficient, cost-effective and profitable way.

With the sub-title, 'Revolutionary thought-leader insights into prescriptive modelling of marketing mix activities,' the webinar is the first in a series of joint activities planned by the recently formed partnership of supply chain optimization experts, Oliver Wight; optimization technology and prescriptive modelling specialists, AIMMS; and leading logistics solutions consultancy, Districon. The three market leading practitioners have joined forces to offer tailored practical supply chain solutions to help organisations extract the best value from their supply chains.

"Supply chain challenges require fast, intelligent responses and there is an array of conflicting solutions to choose from," says Liam Harrington, Partner at Oliver Wight. "This webinar provides organisations new insights into how to achieve the next level of value through a transformational solution that can be implemented across the entire supply chain."

Joining Harrington will be Marcel Maurits, Supply Chain Optimization Executive at AIMMS and Jack Pool, Managing Director at Districon. The webinar program includes inspirational real-life case studies and in-depth discussion of practical solutions, drawing on the speakers' own supply chain expertise and real-life industry experience. Participants will gain insight into a comprehensive and integrated approach that provides:

- Inspirational new thinking from the top three thought-leaders
- A profound understanding of the value that can be achieved across the end-to-end supply chain by integrating technology, people and processes
- A path towards more transparent, agile, cost-effective and integrated processes
- Tips for a fast and flexible implementation with a rapid return on investment

About Oliver Wight

Pioneers of Sales and Operations Planning and thought leaders for Integrated Business Planning (IBP), Oliver Wight have a 40-year track record of helping some of the world's best-known organisations reach and sustain excellent business performance. Oliver Wight's Supply Chain Optimization ensures the supply chain is designed and structured to deliver best-in-class customer service and minimise costs, whilst Integrated Business Planning allows

the senior executive to plan and manage the entire organisation over a 24 month horizon, aligning tactical and strategic plans each month and allocating critical resources to satisfy customers in the most profitable way. Oliver Wight helps organisations define their vision for the future and by transferring knowledge to key staff, deliver performance and financial results that last.

About AIMMS

AIMMS is an innovative technology company with offices in The Netherlands, Seattle (US), Singapore and Shanghai. For over 20 years, the company has been developing and selling a unique mathematical optimization platform. AIMMS customers can create high business impact with optimization engines and solutions that enable optimal decision making on complex strategic, tactical or operational problems.

About Districon

As a specialized consultancy company Districon develops state of the art supply chain solutions for business and government. Districon adds value by leveraging extensive experience and capabilities in the fields of Supply Chain Management, Cargo Logistics, Logistics Facilities and Business Intelligence. We offer advisory, professionals and solutions, driven by our motto "Creating value in logistics".

Districon has developed a strong track record in fast development of AIMMS based customized optimization solutions in areas like network design and S&OP, enabling their customers to improve their profitability.