

**Agenda  
ABM SMART  
March 8-9, 2010  
The Westin Palo Alto - Palo Alto, California**

**Monday, March 8 (Carrara Meeting Room)**

- 8:00 Continental Breakfast
- 8:30 Welcome and Update
- 9:00-Noon Workshop One **“Fifty Years of Costing”**
  - **A Discussion with Dr. Chuck Horngren.**

*We have a rare opportunity to spend time with legendary Stanford Professor Charles Horngren. We will be discussing his observations covering 50 years of costing – what’s had the most impact and what should be done differently. We will cover the classic truths, and explore what else he thinks is out there waiting for us to solve.*

1. *If you have any specific questions you would like Dr. Horngren to address, please forward them to Steve Player at <mailto:steve@theplyerqroup.com>*
2. *If you want your textbook signed, be sure to bring it.*
3. *Also let us know if your CFO wants to join you at the meeting, as we are allowing one extra attendee at this meeting.*

- 30 minute break at approximately 10:15 am

- 12:00 Networking Lunch
- 1:00 Group Discussion – **What will the next fifty years of costing bring?**
- 1:30 Workshop Two **“Stop Doing Dumb Stuff”**

*A fun afternoon with Mark Graham Brown and Steve Player.*

*This humorous workshop features all new material that these two authors have developed which examines dumb stuff that organizations should stop doing. This material is part of a new book that they have in process. The working title is “Banish Management Bulls#@\*!!!” The authors agree with the sentiment but may need your help in picking the title!*

- 30 minute networking break at approximately 2:45 pm

- 4:00 **Industry Thought Leader– Chris Pieper, Alliance Enterprises**

*This thought leader session covers the current state and evolution of the Analytic Applications space from 1990 through the current time. Chris Pieper, the founder and CEO of ABC Technologies, will offer his unique perspective on the changes that have occurred since 2002 when ABC Technologies was acquired by SAS. He will review how the market went through a consolidation period (2000-2005) where most all of “Agile Analytics” providers (market creators) were gobbled up by the “Enterprise Analytics” providers (market harvesters) with results that were positive for some and not so positive for others. There were also companies looking for and/or requiring (not always the same) enterprise class solutions that were rewarded with multiple options from respected organizations (i.e., SAS, Oracle, SAP, and IBM). While consumers need options for Enterprise Analytics, many problems call for a more agile, more flexible, and more cost effective alternative. Today the market for Agile Analytics is highly fragmented with few suppliers of any significant size remaining. Is the time right for a new generation of Agile Analytics suppliers (and their execs) to fill the market void and provide companies and consultants with new options regarding performance management best practices? It should be a thought provoking discussion.*

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- 5:15 **Bs and Cs** – Evaluation of the Day
- 6:30 Networking Dinner
- 8:30 You are invited to join teams and play The Settlers of Catan which the Wall Street Journal described as the hottest game in the Silicon Valley. It takes about 15 minutes to learn how to play this German import where each team controls a group of settlers trying to tame the wilds on the remote but rich isle of Catan.

**Tuesday, March 9 (Carrara Meeting Room)**

- 8:00 Continental Breakfast
- 8:30 Monday Recap/ What did we learn?
- 8:45 **Software Showcase – My ABC from Alliance Enterprises**  
*Today we have an update from one of the agile analytic providers..*
- 9:45 **Case Study – Revisiting “Hewlett-Packard – North American Distribution Organization”** The original case can be found as Chapter 4 in Activity-Based Management: Arthur Andersen’s Lessons from the ABM Battlefield (the same in either the first or second editions). With the actual work site located less than 20 miles away, we will review 1994 implementation and track what happened to it over the last 15 years. Looking back should help us all look ahead.
- 10:15 Networking Break
- 10:45 **Core Skills Session – Understanding supply chain costing in the 21<sup>st</sup> Century –** Whether you are a service company, a manufacturer or some other type of organization, you need to understanding your supply chains and their costs. We will look at the changes in supply chain need cost management support.
- 11:30 Closing Thoughts and Announcements
- 12:00 Box Lunches (leave for the airport or stay and eat)

**Note: If you know of companies that should be participating with the ABM SMART community of practice, please feel free to invite them by forwarding this agenda and other appropriate materials. Please send e-mail to Robin Baumgartner at [robin@theplayergroup.com](mailto:robin@theplayergroup.com) so that she can track head count for the meeting.**

**The Westin Palo Alto**

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