Monday, September 14, 2020

10:00 a.m. - 10:45 a.m. CT

Empathy: The Key Ingredient for World-Class Customer Support

Jill Billhorn, SVP, Corporate Sales, CDW
Michael Rapplean, VP, Central Region, CDW

Like so many businesses around the world, CDW experienced transformative business disruptions in 2020 resulting in not only shifts to working from home, but adapting to new ways to work with customers to solve their problems. Join us for this session as we discuss the innovative ways CDW is addressing customer needs, and how empathy for customer challenges brings unique value to them.

1:00 p.m. - 1:45 p.m. CT

The Secret Behind Designing Strong Security without Compromising on Customer Experience

Chris McCain, Director, Networking and Security, VMware

Simply put, the more secure an environment needs to be, the more complex the design becomes. Traditionally this complexity rears its ugly head when it comes to customer experience, but new technologies and approaches to security design are changing the balance between security and customer experience. Join us for this session as we look at security design from a policy based, distributed and intrinsic approach. After understanding the benefits of this strategy, organizations can then visualize how quality customer experience can co-exist with well protected customer data.

3:00 p.m. - 3:45 p.m. CT

Building a Resilient and Responsive Supply Chain for a Disrupted World

Chip Yager, VP, Corporate Strategy, Zebra Technologies

2020's business disruptions—along with related changes to customer activity and associated expectations—continue to create ripple effects throughout the retail, manufacturing and logistic industries. As a result, supply-chain dependent organizations continue to learn they need to quickly build supply-chain capacity while ensuring the safety of their workforces. Combined, these dynamics have accelerated the need for organizations to invest wisely in contemporary warehouse technologies. Join us for this session as we describe a warehouse maturity model and technology roadmap designed to help organizations navigate their supply chain investment decisions.

Tuesday, September 15, 2020

10:00 a.m. - 10:45 a.m. CT

How Innovation and Technology Helped a Retailer Meet the Challenges of 2020

Tom Kooser, CTO, Total Wine & More
Bob Bragdon, SVP, Worldwide Managing Director, CSO

One of the industries most impacted by 2020's disruptions is retail. Widespread shutdowns and supply chain delays put pressure on retail businesses, thereby testing their resiliency and creativity to respond. But many of retail's adaptations were actually in the works well before 2020. From curbside pick-up, to delivery, to online experience, and virtual reality, innovation has been in works for years as retailers adapt to evolving customer and industry demands. So when 2020's disruptions hit, businesses like Total Wine & More were able to accelerate projects already in their pipeline in order to service their customers while keeping their associates and customers safe. Join us for this session as we In this executive interview as we explore how innovation and technology have helped Total Wine & More stay ahead of the best curve to serve customers and associates.

1:00 p.m. - 1:45 p.m. CT

How to Escalate and Differentiate Your Customer Experience

Woody Walton, Director, Partner Technology Strategist, Microsoft

The definition of escalate is "to increase rapidly." For many organizations, 2020's business disruptions reveal how their customer experiences aren't good enough, and why they need to escalate this opportunity with digital first approaches. Join us for this session as we explore the strategy of looking at the technology you already have, then leveraging it for incremental and tectonic change—all with the objective to fundamentally transform how you acquire, maintain, and retain customers.

Wednesday, September 16, 2020

10:00 a.m. - 10:45 a.m. CT

The Network Effect: Five Must-Have Networking Attributes for Navigating Today's Disruption

Patrick LaPorte, Sr. Director, Cloud and Software Marketing , Aruba Networks

Businesses have been devastated in 2020 by disruptions as communities require citizens to shelter in place. But where there are challenges come opportunities. In fact, a recent study of CIOs and tech leaders finds 61 percent say the effects of the disruption are accelerating digital transformation projects. To maximize the full potential of digital transformation and meet the unique challenges of a global business disruption, organizations need a reliable, high performing and secure network. Join us for this session as we walk through the five must-have networking attributes you should look for—and how they address the business challenges today and throughout your digital transformation journey.

1:00 p.m. - 1:45 p.m. CT

Building Innovative Clinical and Patient Experiences to Address Today's Healthcare Dynamic

Allison Norfleet, Global Healthcare Lead, Industry Solutions Group, Cisco

Change is constantly redefining the healthcare landscape, whether triggered by technology innovations, cultural shifts, or world events. 2020 brought a year of accelerating trends in healthcare—like telehealth and shifting sites of care, refueling priority investment into cybersecurity and security of medical devices, and addressing the new dynamics of remote work, field and mobile hospitals and safer facilities. With this rapid change, there's never been a more critical time for healthcare organizations to pivot business strategies, reimagine care delivery, look beyond the "new normal" and embrace the ever-changing reality with new levels of resilience. Join us for this session as we discuss how the events of 2020 have become the catalyst for change and the time for healthcare innovation and transformation. We'll also explore ways to leverage technology as the foundation to drive change.