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Oliver Wight speak at Shanghai summit on managing the future with Integrated Business Planning

Peter Metcalfe, Associate at business improvement specialists, Oliver Wight, will speak on 'Managing the Future with Integrated Business Planning (IBP)' at the S&OP Innovation Summit at Le Royal Meridien Hotel in Shanghai on 23 October 2014.

Metcalfe's presentation, which takes place on day one of the event, looks at how Chinese executives can take control of their mid- to long-term strategy to make sure they achieve ambitious growth targets.

"Whilst most Chinese organisations have forward looking strategies, they tend to operate in the short-term and don't focus on deploying strategic initiatives until they really have to. This approach may have worked in the past, but with increasing overseas competition, GDP slowing and local consumers becoming ever more demanding, being proactive over the long term is going to be vital to future success," says Metcalfe.

This is the second year the two-day event has taken place in Shanghai. Attracting the most dynamic and senior executives in the industry, through a series of case studies and interactive workshops, the summit aims to arm delegates with the information to exploit opportunities and overcome challenges presented by the modern business environment.

"Arguably the business landscape is becoming more challenging in China, but there is still a plethora of opportunities. Those organisations that do not effectively plan for the long term will struggle to make the most of them, and subsequently struggle to achieve their targets," says Metcalfe.

He believes the answer lies in Integrated Business Planning, also known as advanced S&OP. "With its integrated plans and rolling 24-month horizon, IBP is a powerful tool in providing the visibility and control needed to strategically manage the entire organisation. By aligning the tactical plans every month, it allows an organisation to identify any potential gaps early, and to allocate critical resources to satisfy customers in the most profitable way."

For more information on Integrated Business Planning or the S&OP Innovation Summit email information@oliverwight-ap.com or visit <http://theinnovationenterprise.com/summits/sop-shanghai-2014>

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Notes to editors

About Oliver Wight

At Oliver Wight, we believe sustainable business improvement can only be delivered by your own people; so, unlike other consultancy firms, we transfer our knowledge to you. Pioneers of Sales and Operations Planning and originators of the fundamentals behind supply chain planning, Oliver Wight professionals are the acknowledged industry thought leaders for Integrated Business Planning (IBP).

Integrated Business Planning allows your senior executives to plan and manage the entire organisation over a 24-month horizon, while Oliver Wight's extended Supply Chain Planning and Optimization ensures your supply chain is designed and structured to deliver best-in-class customer service with minimal costs. Using the Oliver Wight Maturity Model to pursue our globally recognised Class A standard for best practice will determine a tailored improvement journey for you to develop your organisation's processes, and reach and sustain excellent business performance. With a track record of more than 40 years of helping some of the world's best-known organisations, Oliver Wight will help you define your company's vision for the future and deliver performance and financial results that last.

More information

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