

FOCUS Value Delivery Kit



April 29 – May 2, 2012

ARIA Resort & Casino, Las Vegas, USA

Jda FOCUS 2012

WHY ATTEND FOCUS 2012

Start planning now to attend the industry's largest supply chain event, JDA FOCUS 2012, April 29 – May 2 at the ARIA Resort & Casino in Las Vegas. With 1,800-plus manufacturers, retailers, transportation providers, wholesaler-distributors and supply chain experts in attendance, there's no better place to network with other users and expand your JDA product knowledge than FOCUS.

The four-day conference will feature more than 270 sessions — including executive-level strategies, in-depth product insight, educational workshops, industry best practices and trends — all designed to help you take your business operations to the next level.

“ Being my first time at a JDA FOCUS event, I was blown away by how well organized and professional the conference was. The participants that I met were friendly, informative and willing to share ideas and information. I definitely will be attending next year's event! ”

Director, Information Services & Technology, Princess Auto Ltd.



“

JDA FOCUS 2011 was fantastic! I received way more helpful information than I could have imagined. I left the conference with a large list of action items. Can't wait until next year!

”

Vice President of Procurement, Dierks Waukesha Food Service

➤ Ten Reasons to Attend FOCUS 2012

- Learn tips and tricks on how to extend the value of your organization's JDA solution investment
- Discover what product enhancements are on the horizon
- Make valuable connections with other users that extend beyond FOCUS
- Stay current with industry trends and best practices
- Hear success stories from other JDA users and apply the lessons they've learned to your organization
- Schedule an Ask-the-Expert session to receive recommendations on how to address your company's specific business needs
- Influence product direction by joining JDA's Special Interest Group community
- Increase the number of sessions you can attend by sending your team to FOCUS
- Research complementary technology and resources from JDA alliance partners
- Share the knowledge gained at FOCUS with colleagues afterward

Act now and save!

Call 800-696-9317 or email focus@jda.com to register today.

Early Bird Rate: \$1,095	Advance Rate: \$1,395	Standard Rate: \$1,650	On-Site Rate: \$1,895
Available through December 31, 2011	Available through March 31, 2012	Available through April 28, 2012	Available through May 2, 2012

If four or more from your company register and pay to attend FOCUS, a fifth person can attend for free. To qualify for the group discount, the registrants must have paid the Advance Conference Rate of \$1,395 or higher.

BENEFITS WORKSHEET

One way to secure corporate funding to attend FOCUS 2012 is to illustrate how the conference can help you add more value to your organization through achieving your professional development goals. Following are some sample goal — which can be customized based on your role within the organization — to consider when discussing the conference with your manager.

GOALS

HOW ATTENDING FOCUS 2012 SUPPORTS THESE GOALS

Expand your JDA product knowledge.	FOCUS offers many technical sessions that feature tips and tricks to help you extend the value of the solutions you're using today. While many users only scratch the surface of a solution's capabilities, the product knowledge you'll gain during these sessions will enable you to better use your JDA solutions.
Stay current on the latest technology advancements.	As the industry's largest supply chain event, FOCUS is the ideal place to learn about the latest trends and technologies for achieving merchandising, supply chain and pricing excellence. You'll hear about the features available in the latest software releases and how your company can benefit from upgrading to the newest versions. Plus, you'll gain insight into JDA's vision and strategy for 2012 and beyond.
Network with other attendees to gain new ideas and inspiration.	With more than more than 1,800 retailers, manufacturers, transportation providers, wholesaler-distributors and supply chain experts in attendance, FOCUS offers numerous networking opportunities. Plus, JDA's Special Interest Group meetings provide you with opportunities to build relationships with other JDA customers who use the same products and share the same business challenges as your organization.
Make better, more informed decisions.	Many of the FOCUS sessions provide best practices, executive-level strategies and lessons learned from the frontlines of implementations. Learning how other companies are successfully leveraging JDA solutions can help you gain even more value out of your organization's JDA solution investment.
Evaluate products and services to support <current or future projects or initiatives>.	The Innovation Zone at FOCUS gives you the opportunity to research and evaluate the latest technologies and how they can help your organization. Open during key times at the event, the Innovation Zone is the perfect forum to discover how other JDA solutions can complement your current business operations, and how JDA's best-of-breed alliance partnerships can add further value.
Improve collaboration among team members.	Many customers who have multiple JDA solutions installed, or are evaluating new solutions, bring a team to FOCUS so they have a representative attending each session that applies to their solution investments. FOCUS provides a great forum for your team to discuss how potential technologies and process enhancements could improve your organization's effectiveness.



EXPENSES CALCULATION WORKSHEET

While the opportunities to network and learn at FOCUS are invaluable, you'll need to effectively justify the expense to your manager. The worksheet below can help you estimate your FOCUS 2012 expenses.

EXPENSE	EXPLANATION	COST
Conference Registration	<ul style="list-style-type: none"> • \$1,095 if you register by 12/31/11 • \$1,395 if you register by 3/31/12 • \$1,650 if you register by 4/28/12 • \$1,895 if you register by 5/2/12 <p>If four or more from your company register and pay to attend FOCUS, a fifth person can attend for free. To qualify for the group discount, the registrants must have paid the Advance Conference Rate of \$1,395 or higher.</p>	
Flight (if applicable)	Visit an online travel site for airfare estimates.	
Lodging (if applicable)	The FOCUS rate at the ARIA Resort & Casino is \$215/per night plus 12% Clark County tax.	
Transportation	Estimate \$20 each way for a cab to/from the LVS airport and the ARIA. For rental cars, check online for estimates.	
Mileage Reimbursement	Whether you're driving to the airport or to the conference, calculate the reimbursement using the rate of 55 cents/mile.	
Parking Reimbursement	Check the daily parking rates at your local airport.	
Food Per Diem	Breakfasts and lunches, as well as heavy hors d'oeuvres and/or dinner, are included as part of your conference registration.	
	Subtotal:	
	Multiply subtotal by total number of employees attending = TOTAL:	



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 Visit jda.com/FOCUS

 **FOCUS** 2012

