

SUCCESSFUL USE OF E-BUSINESS

Our Expertise

WACKER launched its first e-business project in 2000. Today, e-business is more than a project: it has become an integral part of WACKER's operations and processes.

The introduction of online sales channels and a progressive e-procurement system at WACKER led to ongoing process enhancement, constant updating of master data, and new organizational structures. In the seminar, we discuss what advantages this offers our customers and suppliers.

Training Concept

The one-day e-business seminar provides an interesting overview of WACKER's portfolio of procurement and sales applications. By providing case studies and allowing time for discussion, the seminar will inspire you to pursue this exciting topic in your own company.

Content

- Overview of key e-business applications
 - E-procurement (catalogs, auctions and Elemica)
 - E-sales and the integration of customers and suppliers
- Developing e-business strategies
 - Critical success factors

Participants

Experts and managers in the fields of procurement, marketing and sales

Your Benefits

- Topics geared toward your specific market environment
- Field reports on activities and current issues at WACKER
- Mixture of practical content and exercises, and compact theory sessions

Your Course Instructors

Ilaria Brillarelli is an e-business manager at WACKER POLYMERS and is responsible for devising strategy and the marketing of e-business solutions.

The economist has been at WACKER since 1998 in various roles such as head of international communications at WACKER POLYMERS, where she handled communications for a number of large-scale projects such as WACKER rebranding and the website relaunch.

Andreas Knobloch became team leader for Technical Procurement in 2005, and shares responsibility for e-procurement. He joined WACKER in 2000 as an engineering management graduate and was jointly responsible for implementing the Group's e-business management project. His areas of expertise are the design of electronic procurement processes and e-procurement feasibility studies.

Dates and Venue

If requested (languages: German and English)

VINNAPAS® ACADEMY, Burghausen, Germany

Course Registration

To register for a course, please contact:

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