

# Keeping Supply & Demand in Perfect Harmony

written by Lauri Moon | January 16, 2020

**How to improve sales and operations planning (S&OP) to create a collaborative environment of success**

The primary goal of any successful business is to keep sales and operations in perfect, balanced harmony. However, without a truly collaborative S&OP system in place, this balance can quickly fall apart. As a result, you face the constant risk of either selling products without inventory to support orders or overloading your inventory with unsold products. What are the key elements of the process to keep your teams running in sync?

Join executives from Rootstock Software and Salesforce on February 5 at 2 PM ET and see how combining Rootstock Cloud ERP and Salesforce Manufacturing Cloud can help eliminate these risks by enabling manufacturers like you to:

- Create more precise and dependable production, procurement and distribution plans
- Obtain a truly 360-degree view of your customers for forecasting and planning
- Optimize S&OP, inventory management, and customer satisfaction

## Speakers



**David Stephans, Chief Revenue Officer, Rootstock**

As the Chief Revenue Officer, David provides strategic direction for all revenue channels, customer acquisition, solution architecture and services activities for Rootstock Software. Mr. Stephans has more than 25 years of manufacturing and

technology experience and has held numerous senior management positions with firms such as Baan Supply Chain Solutions, i2 Technologies, and Relevant.



**Tom Brennan, CMO, Rootstock**

Tom Brennan is Rootstock's CMO. Tom has 30 years of professional experience working in ERP and for business software companies. He has been a long-time evangelist of cloud computing and has held many executive roles including several years as the Senior Vice President of Marketing at FinancialForce.



**Tony Kratovil, Industry Senior Director for Automotive & Manufacturing, Salesforce**

Tony Kratovil is a Senior Director within Salesforce's Industry team and focuses on customer and product strategy for Manufacturing and Automotive. As part of his role, he is tasked with helping clients understand the process, architecture, and value of Salesforce solutions within the context of Manufacturing Organizations. Prior to his role at Salesforce, Tony spent over 20 years in software and consulting roles focused on complex customer, operational, and supply chain transformation initiatives for global manufacturing customers.



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