

# Webinar: The ERP Playbook - A Step by Step Guide to Modernizing Operations

written by Lauri Moon | June 11, 2018

**It's hard to find a manufacturer that doesn't want to modernize their ERP, create a factory of the future or create a new business model. But what exactly do these projects entail? If your firm is pondering such strategic initiatives, you owe it to your firm to catch Brian Sommer, founder of research firm Vital Analysis, as he details which technologies are most important and how to prioritize, plan and execute these projects.**

Brian will also candidly discuss:

- The timing and purpose behind an ERP replacement effort
- The most relevant factors to consider when aligning new technologies with new business strategies today
- The top technology and modernization areas to focus on
- A foolproof strategy to acquire a new ERP solution that will position you for the future

## Speakers

 **Brian Sommer, Enterprise Software Industry Analyst, Vital Analysis**

Enterprise software industry analyst Brian Sommer covers the ERP, finance and HR sectors for Diginomica and other publications. Brian began his career by re-writing a payroll/time-reporting system for a fast food chain and subsequently reworked numerous application software systems. He went on to run Accenture's Global Software Intelligence organization where he advised hundreds of clients on software selection and shared services initiatives. Brian also headed up Accenture's Global HR Center of Excellence and its Global Finance/Performance Management Center of Excellence.

More recently, Brian has been a consultant to and an expert witness for major software litigation cases and anti-trust matters. He remains involved in numerous software strategy and selection efforts.

Brian has won the Software Advice 2011 Authority Award - ERP Expert and numerous ERP Writers' Awards. He has keynoted numerous software conferences globally including events for NetSuite, PeopleSoft, and Sage.

Brian is guest lecturer at major university MBA programs. He has a BBA (Marketing) and a MBA (Finance) from the University of Texas at Austin.

 **Tom Brennan, CMO, Rootstock**

Tom Brennan is Rootstock's CMO. Tom has 30 years of professional experience in ERP and business software. He has held many executive roles including being at Financial Force where he was the VP of Marketing.



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