

G O L D R A T T

W O R L D T O U R 2 0 0 1

DR ELI GOLDRATT

author of 'The Goal' and Critical Chain'



Dr Eliyahu M Goldratt

presents

Necessary and Sufficient

during the European leg of the

Goldratt World Tour 2001

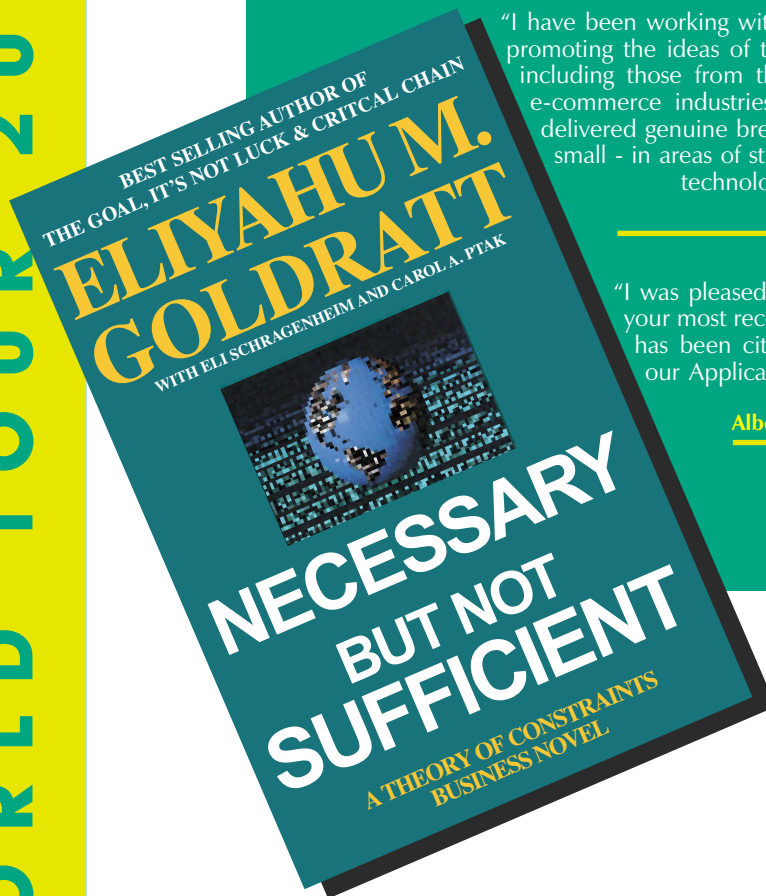
**"What you should be demanding
from your IT provider and how to get it"**

"I have been working with Dr Goldratt for the last 15 years, developing and promoting the ideas of the Theory of Constraints with a number of clients, including those from the manufacturing, services, health, high tech, and e-commerce industries across the globe. The approach has consistently delivered genuine breakthroughs in performance for companies large and small - in areas of strategy, operations, project management, information technology, research and development, marketing and sales."

Alex Knight, Director of Consulting, Ashridge

"I was pleased, but not at all surprised, to see the rigorousness of your most recent work - Necessary and sufficient. After all, Gartner has been citing your work since the early 1990s -especially in our Applications Development and Management Strategies and Business Process Re-engineering research practices."

Albert F. Case, Jr., President, Gartner eMetrix, Gartner Group



LONDON . PARIS . FRANKFURT . MADRID . AMSTERDAM . PRAGUE

EUROPE - MAY - JUNE 2001

You are invited to join Dr. Eliyahu M. Goldratt on the European leg of his 2001 World Tour. He details the 'classic' mistakes of IT implementation and management, addressing a number of urgent changes needed now.

He shares a vision of his new ground-breaking TOC (Theory of Constraints) approach, 'Necessary & Sufficient', detailing how IT systems, software and support must adapt to ensure that companies will finally be able to see a **'real'** bottom line return on their IT investment. As Eli says, "The vast

majority of Company Directors haven't seen enough payback from their IT investments, information systems or e-strategies, and they're getting impatient now. They won't wait any longer."

The World Tour will reveal the level of support already received for Dr Goldratt's plan. 'Necessary & Sufficient' is backed by US & Europe's leading IT system, software and consultancy groups. See for yourself how his revolutionary 'no-nonsense' approach will bring about irreversible change in the way we do business.

the mysteries

who should attend?

- * Company directors who have invested significantly in IT systems and e-strategies without a significant return on investment
- * Directors or Department Managers in IT, Finance, Marketing, Distribution, Operations, Engineering, HR etc.
- * Senior managers developing business strategies for improving performance
- * Software developers and distributors concerned about the future of their sector
- * Theory of Constraints practitioners

1

In 1998 there was heavy emphasis on ERP computer software for organisations. ERP organisations effortlessly raised huge sums of money. However within 18-months, investors weren't as keen to invest in ERP firms.

What caused a radical change in attitude?

2

As market forces increased, business demanded a quicker and more accurate method of gathering and analysing information. ERP promised to deliver the solution but the installations haven't fully matched the expectations of companies.

Why is this the case?

3

As supply chains and business to business became more important why haven't we seen any significant change in the way we do business, especially when we have more powerful technology.

What lies behind the lack of change?

"an iconoclast"
The Economist

"a genius"
Business Week

"a guru to industry"
Fortune Magazine

the challenge

What are the answers to our mysteries and how do we devise robust solutions? And, is it possible to achieve a situation where companies can get a quick bottom-line return on their IT investment and in doing so revitalise the ERP industry? What plans have the major players in the IT world been discussing recently?

the solution

Through the collaborative efforts of three leading experts; Dr Goldratt, Eli Schragenheim (one of TOCs pioneers) and Carol Ptak (best-selling author with over 20 years experience in operations management). Dr Goldratt will deliver their findings and the answers, in his well-known gregarious style.

the seminar

After reviewing the major mistakes of IT implementation, Dr. Goldratt will focus on how to quickly gain significantly better results. Current business practices are analysed and a pragmatic plan is outlined, detailing exactly what we must do to start delivering results now.

The seminar will conclude with actual endorsements from Europe's main IT players. You'll be surprised at what they have to say!

And for those of you already familiar with Dr. Goldratt's Theory of Constraints, his books or the 'Necessary but not Sufficient' theory, this World Tour will give you an even greater grasp of the issues.

"Miss this event at your peril!"

the agenda

9:00 - 10:00	Why technology is necessary but not sufficient - demonstrated on extreme examples: MRP and ERP.
10:00 - 10:30	Analysis of the evolution of computer systems - How and why we have reached a lose-lose situation.
10:30- 10:45	Coffee break
10:45 - 11:30	Did resistance to change stop us changing or is there another more fundamental problem?
11:30- 12:30	Common sense 'guaranteed wins' for operations, engineering and distribution - with testimonials
12:30 - 13:30	Lunch
13:30 - 14:30	Dollar-days based operational measurements - the key to an effective supply chain.
14:30 - 15:15	Creating a consensus for implementing a holistic approach - group dynamic.
15:15 - 15:30	Coffee break
15:30 - 16:30	The Jewel in the crown - The Necessary & Sufficient offer
16:30 - 17:30	Questions from the floor

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for additional registrants please copy form or register online at
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020 8237 7437

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Inter Continental Frankfurt

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Prague - Sep 3

Prague Marriot Hotel

420 2 2288 8822

Madrid - Oct 18

NH Euro Building

34 91 353 7373

Paris - Sept 6

Hotel Royal Monceau

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Registration for ALL seminars 8:15 - 9:00

Seminars commence at 9:00

I require a vegetarian lunch ☐

Do you have any disabilities that require special assistance? (Please detail any needs below)

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Registration Fees

Individual € 695 (euros) Europe, or UK £ 460 (London only)

APICS member € 645 (euros) Europe, or UK £ 430 (London only)

Group booking (6-10) € 645 (euros) Europe, or UK £ 430 (London only)

Group booking (11-20) € 595 (euros) Europe, or UK £ 400 (London only)

TEAM FORMS MUST BE MAILED / FAXED AT SAME TIME

Payment information

All payments must be made in €(euros) except for the London event (payable in UK £)

Payment Methods please tick box (you can also book online at www.goldratt-tour.com)

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**Please tick the seminar
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or, book online: www.goldratt-tour.com

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