

# The Use of Optimization in the Supply Chain

Friday, February 7, 2014  
11:00 a.m. – 1:30 p.m. EST

GA Tech Hotel & Conference  
Center  
800 Spring Street NW  
Atlanta, GA 30308  
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Come join this panel discussion to learn about improvements in the use of optimization in the supply chain over the last 10 years, impacts of these changes and how the future will be influenced by growing emphasis on new concepts such as “cloud computing” and “big data.”

There will be an opportunity to have your questions answered by the panelists.



The panel discussion will focus on the following:

- Improvements in the use of optimization in the supply chain over the last 10 years
- Impacts of these changes
- How the future will be influenced by growing emphasis on new concepts such as “cloud computing” and “big data”

**Moderator:**

Dr. Don Ratliff, GT Supply Chain Logistics Institute

**Panelists from:**

Manhattan Associates  
Logility  
The Coca-Cola Company  
ORTEC

**Cost**

Member: \$25; Non-Members: \$35

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