

Lecture Series of the Research Institute for Supply Chain Management

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Summer-Semester 2017

**DynInTo – intelligent optimization based on validated forecasts**

**How an idea forms into a product**

March 20<sup>th</sup>, 2017, 5:00 pm - 6:30 pm

Building LC, Upper Level 2, Room 2.400 Clubraum



Prok. Mag. Sandra Ratzenböck  
COO Ibase



Clemens Wodak, MSC, BA  
Business Solutions and Project Management  
Ibase

**Abstract**

- Supply Chain Management within the retail sector proves to be one of the most challenging fields to compete in for modern logistics enterprises. Ongoing demographic change, ever increasing urbanisation and the resulting concentration within cities lead to a constantly changing environment.
- Ibase is developing a new product called DynInTo to incorporate various challenging limitations and to enable a planning and monitoring tool that will serve as a one stop solution to enhance visibility for distribution and delivery as well as to increase the use of available data to be able to plan on the spot in an ever changing daily business.
- The presentation will focus on how such an idea is created, how the process of promoting such a project for state sponsorship works in Austria, which technologies will be required and what challenges are ahead for developing an idea into a working solution and a marketable product.

**Biography Sandra Ratzenböck**

Received her Mag.rer.soc.oec. from the Johannes Kepler University Linz in 2004. Has an extensive background in CRM and sales.

Responsible COO for customer relationship management, organisation, administration and quality assurance at Ibase.

**Biography Clemens Wodak**

Received his MSc in Logistics and Supply Chain Management from Cranfield University in 2014 and worked before in different areas of the freight forwarding business.

Responsible for projects in the business solution area, research projects and business process consulting at Ibase.