

Leading CPO to watch out for, to share expertise on Supply-Side Visibility

PRINCETON, N.J., July 25, 2011: [Zynapse](#) - a division of Zycus that provides [Master Data Management Solutions](#) for ERP projects announced today that it is hosting an exclusive webinar “**Supply-Side Visibility: Actionable Asset for Procurement Performance Excellence**”

Supply-side Visibility is the new procurement asset that can help improve forecasting, planning choices, innovation strategy decisions and overall growth strategies. Actionable data is the key to move beyond Spend ‘Visibility’ and establish an extension to drive more fruitful supplier-business relationships, strengthening the overall bottom-line procure performance and establish shooting profit margins.

- This 60-minute webcast will be streamed live over the Web on Thursday, August 4th 2011, 2PM EST
- The Expert Panel addressing the audience will be **Roy Anderson**, Vice President, Metasys Inc. and **Arthur Raguette**, Vice President, Zynapse, a Zycus division.

In this webcast, Roy Anderson, famed as the leading CPOs on the rise by CPOrising.com, will share his immense expertise on the subject and walk us through:

- Procurement as the Crossroads of External & Internal Relationships - the corresponding value to procurement leaders for maintaining healthy relationships with suppliers and business partners.
- The changing mix of organizational expenses over the years, the impact and the act for procurement managers to leverage enterprise advantage from this trend
- Interlink between SIM, SPM & SRM - building a comprehensive supply base management strategy.
- Supply Chain logistics to optimize overall risk mitigation and manage the cost of bad supplier master data
- Improving overall supplier data quality with Supplier Diversity, Procurement synergies with Parent-Child Relations and supply base consolidations

About Zynapse

Zynapse, a Zycus division, is the Master Data Management (MDM) division of Zycus, which provides solutions for ERP projects. Zynapse is the only player to offer end-to-end automated ERP MDM solutions. Zycus' Artificial Intelligence (AI) driven automated solutions are used by more than 80 of the Fortune 500 customers to optimize their supply spend and supply management processes.

Registration to view this webcast is free of charge, courtesy of Zynapse and an archive of the webinar will be sent to all the registrants. Click [here](#) to register for this event today.

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