

# EDIFICE Plenary 2013 at Infineon Technologies



**At the beginning of March 2013, Infineon hosted the EDIFICE conference.**

**Sponsored by Infineon CIO Mr. Robert Leindl.**

**Over 100 participants from 38 companies attended the three-day conference.**

## Preparation of the Plenary / Success factors

- We have incorporated the benefits of the EDIFICE Organization within the IT B2B department and Supply Chain, Sales, Purchasing, Finance departments
- **Fully committed and sponsored by Infineon CIO and IT Management level**
- Involvement of Management level from Supply Chain, Sales, Purchasing
- Marketing of the EDIFICE Organization to external Business Partners
- Actively involving external Business Partners with common presentations
- Fully Support from the EDIFICE Organization (Danke Dora 😊)

# Benefits for Infineon

- From a technology point of view, it provided an excellent forum for exchanging experience and new trends in the B2B environment.
- It also provided us with an opportunity to showcase Infineon as a high performance company to our customers, distributors, suppliers, service providers and other Business Partners.
- Outlining the company's global integrated supply chain, sales, purchasing, finance processes and the significant role played by B2B in these processes.
- Opportunity to expose and refresh the benefits of the B2B topic to the organization in all applicable areas (internal marketing of B2B)
- Internal networking improved, as well networking with other companies who participated