EIDR Annual Meeting – January 19, 2017
Breakout Sessions - Defining the Industry Business Cases for EIDR

Session Title: Supply Chain Efficiency

Session Summary: Machine-readable, industry-accepted IDs enable supply chain efficiencies for retailers and their content suppliers. Session will document how EIDR helps, and extend digital learnings to MVPD, Digital Cinema, other supply chains.

Session Objective: Share and discover how Retailers are using EIDR with their content supply partners.

Session Outline:

Topic	Facilitator	Time
Google Overview – How EIDR is being used at Google	Jason Pena	15 mins
Group Breakout: • **Roundtable Q & A** 1. **Is EIDR part of your supply chain?** 2. **Do you or could you see value similar to what Google is realizing?** 3. **In which work flows have you added EIDR?** 4. **Have you seen costs savings in EIDR use?** 5. **What new companies are likely to integrate with EIDR based on this use case – e.g. distributors?**	Jason (or multiple breakout leaders)	30 mins
Recap	Session Scribe	15 mins
Case Study Recruitment • **Find 3 or 4 volunteers willing to participate in a deeper dive business case assessment over the next six weeks**	Jason	15 mins

Notes: