

Welcome to
SievoFriends
AMERICAS

20
20

Sievo

Guide to Brella

#SievoFriendsAmericas

Agenda

1. General Practicalities
 - ✓ How to join the event
 - ✓ Bookmark the sessions
 - ✓ Calendar Sync
2. Networking in Brella
3. Insight Day
4. Action Day

What is Brella?

Brella is the leading AI based matchmaking tool for your event. Brella will recommend the most useful connections to meet with and you can plan your event day and meetings beforehand by using the event agenda. You can also sync Brella to your calendar. All of your meetings and chats are saved to your Brella account, so you can follow up with your matches even after the event is over.

Welcome to

SievoFriends Americas

To help you meet the most relevant people who can help you achieve your goals, let's first create your networking profile. Brella's matchmaking with artificial intelligence will then suggest people you may want to meet.

Let's get started!

Start networking

Skip networking

How to join SievoFriends Americas

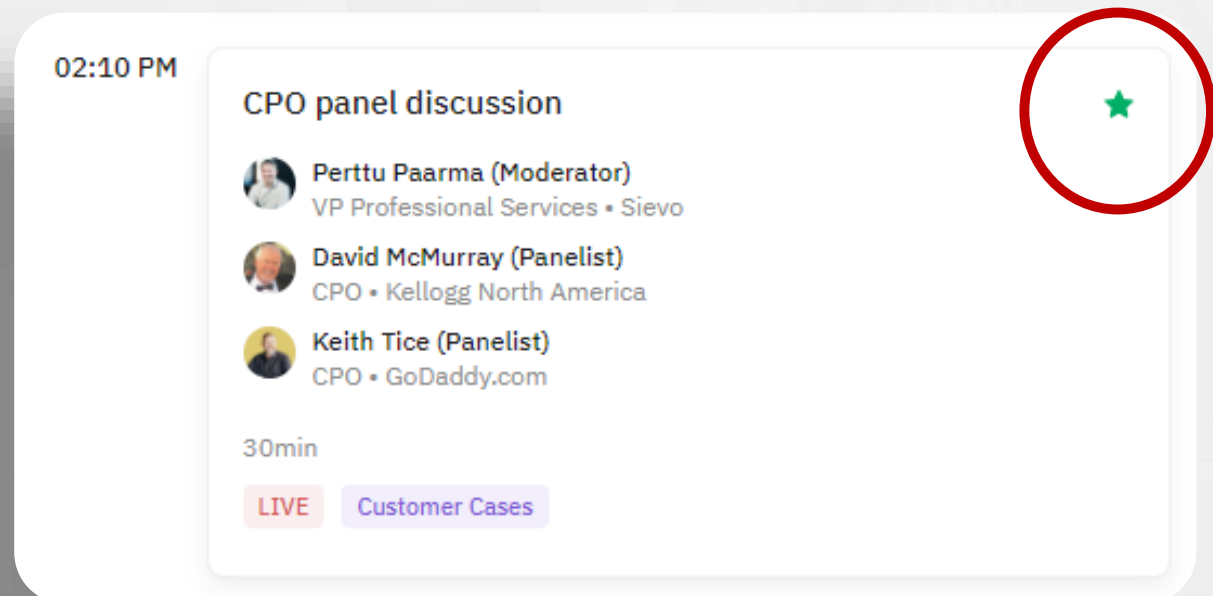
- 1. Go to [Brella - SievoFriends Americas](#)**

Join code: SievoFriendsAmericas

2. Create your profile
3. Schedule meetings and accept meeting invitations within the event platform




Bookmark sessions to create your own agenda

Bookmarking is an easy way to keep track of your favorite keynotes, panel discussions, and other sessions. You can bookmark your session by clicking on the star icon on the top-right corner of the session slot.



02:10 PM

CPO panel discussion

-  **Perttu Paarma (Moderator)**
VP Professional Services • Sievo
-  **David McMurray (Panelist)**
CPO • Kellogg North America
-  **Keith Tice (Panelist)**
CPO • GoDaddy.com

30min

LIVE Customer Cases

A green star icon in the top-right corner of the session card is circled in red, indicating the bookmarking feature.

Sync your Calendar with Brella

- Want to have the sessions in your calendar?
1. Open [Schedule Tab](#)
 2. Bookmark the sessions you would like to include
 3. Scroll down to **Calendar Sync** function
 4. Click “Open Instruction” and choose your calendar client

The screenshot displays the Sievo event page for 'SievoFriends AMERICAS' (15th Sep - 16th Sep). The left sidebar shows navigation options: People, Schedule (highlighted), Stream, and More. The main content area shows two sessions:

- 09:40 AM: Performance tracking Culture at Mars** by Samuel de Frates (Keynote speaker), Senior Director, Commercial Digitalization • Mars. Duration: 30min. Tags: LIVE, Customer Cases.
- 11:00 AM: Taking Buyer-Supplier Relationships to the Next Level** by Tobias Schoenherr (Keynote speaker), Hoagland-Metzler Endowed Professor of Purchasing and Supply Management • Michigan State University. Duration: 30min. Tag: LIVE.

On the right side, there are filters for Sessions, Meetings, and Networking availability. Below these are 'Tags / Tracks' with checkboxes for LIVE and Customer Cases. The 'Your availability' section is expanded, showing the 'Calendar sync' option with a dropdown arrow. The 'Calendar sync' section includes the text: 'Sync all Brella meetings and bookmarks with your calendar client.' and an 'Open instructions' button. This entire 'Your availability' section is circled in red.

Visit virtual booths of Sievo's partners to find complimentary solutions to your analytics

The screenshot displays the 'SIEVOFRIENDS ONLINE 2020' interface, running from June 3rd to 4th. A left-hand navigation menu includes options for People, Schedule, Stream, Speakers, Partners (which is highlighted), and More. The main content area, titled 'Some of our friends', features a grid of partner booths. Each booth includes the partner's logo, name, a list of attendees with profile pictures, and a right-pointing arrow to access the booth. The partners shown are Sievo, riskmethods, Allocation Network, Basware, SCANMARKET, and Mintec.

Partner Name	Attendees
Sievo	3 attendees + 27 more
riskmethods	3 attendees
Allocation Network	2 attendees
Basware	2 attendees
SCANMARKET	1 attendee
Mintec	2 attendees

Problems with Brella?

1. We recommend using Google Chrome
2. Knowledge base articles (<https://help.brella.io/>)
3. Email at support@brella.io
4. Support chat at brella.io
5. Question on networking? - Brellabot McRobot



Brellabot McRobot

11 days

Brella Ltd, Head of Robots

Hello and welcome! Suggest a meeting with me to discover how simple networking in Brella is. 😊

Suggest Meeting

Bookmark

SievoFriends
AMERICAS 20
20

Networking in Brella



#SievoFriendsAmericas

Networking in Brella

1. **Go to [Brella - SievoFriends Americas](#)**

Join code: SievoFriendsAmericas

2. Go to **People** tab

3. Once you find a person you'd like to meet – click

A green rectangular button with rounded corners containing the text "Suggest Meeting" in white.

4. Once the person accepted your meeting request you can chat, call and video call each other at the set time

5. More info <https://help.brella.io/>

Suggest a meeting

Sievo SievoFriends Americas ▾

SievoFriends AMERICAS 20 AMERICAS 20
15TH SEP - 15TH SEP

Find people by name, title and more

MATCHES NEWEST BOOKMARKS YOU FILTER

Heta Ruikka a day
Sievo, VP, Product Management
Hi! I'm VP of Sievo Product Management.
Operates in: Finland

Suggest Meeting Bookmark

Your schedule Event schedule

Tuesday

09:30 AM - 09:40 AM • 10min
Waiting acceptance from Abraham Morales

10 mins
Your local time: 10:10 AM
Their time: 06:10 PM
Available for both
Suggest Meeting

10 mins
Your local time: 10:50 AM
Their time: 06:50 PM
Available for both
Suggest Meeting

Booked meetings will automatically appear in your schedule

The screenshot displays the Sievo app interface for the event "SievoFriends AMERICAS" on Tuesday, 15th SEP - 16TH SEP. The main content area shows a schedule of meetings for Tuesday. A red circle highlights a meeting at 09:30 AM with Abraham Morales, Sievo Key Account Manager, who is currently "Waiting response". The meeting duration is 09:30 AM - 09:40 AM. Other visible meetings include a 10-minute welcome session at 09:00 AM, a 20-minute business update at 09:10 AM, and a 30-minute keynote at 09:40 AM. The right sidebar contains filters for "Sessions & Meetings", "All days", and "Tags / Tracks".

Sievo SievoFriends AMERICAS 20 20

SIEVOFRIENDS AMERICAS
15TH SEP - 16TH SEP

People
Schedule
Stream
Speakers
More

SievoFriends Americas ▾

All times in your preferred time zone: (-05:00 -05) America/Bogota [Change time zone](#)

Tuesday

09:00 AM
Welcome to SievoFriends Americas
Deep Singh (Host)
Senior Solution Consultant • Sievo
Janice Fang (Host)
Customer Development Manager • Sievo
10min

09:10 AM
Sievo Business Update
Johan-Peter Teppala (Speaker)
CEO • Sievo
20min
Sievo Insights

09:30 AM
Abraham Morales
Sievo
Key Account Manager
Waiting response
09:30 AM - 09:40 AM

09:40 AM
Performance tracking Culture at Mars
Samuel de Frates (Keynote speaker)
Senior Director, Commercial Digitalization • Mars
30min
LIVE Customer Cases

Show
 Bookmarks
 Past content

Filter
 Sessions & Meetings
 Sessions
 Meetings
 Networking availability

Day
 All days
 Tuesday 15th September
 Wednesday 16th September

Tags / Tracks
 LIVE
 Customer Cases
 Keynote
 Sievo Insights
 Collaborative Design
 Procurement Information
 Hub
 Demo
 Focused Training

Your availability >
Calendar sync >

Set your networking availability

You can activate and deactivate the slots for networking in accordance with your schedule.

1. Go to Schedule Tab
2. Networking availability
3. Enable/disable the slots

The screenshot displays the Sievo interface for the event 'SievoFriends AMERICAS' (15th Sep - 16th Sep). The 'Schedule' tab is selected in the left sidebar. The main content area shows a list of networking slots for Tuesday, each with a toggle switch for 'I'm available for requests'. The time slots are: 10:10 AM (10min), 10:50 AM (10min), 11:30 AM (10min), 12:00 PM (15min), 12:20 PM (15min), 12:40 PM (15min), and 01:30 PM (10min). All toggle switches are turned on. On the right side, there is a filter menu with a red circle around the 'Networking availability' option, which is selected. Other filter options include 'Sessions & Meetings', 'Sessions', and 'Meetings'. The 'Day' filter is set to 'All days'. The 'Tags / Tracks' section includes options like 'LIVE', 'Customer Cases', 'Keynote', 'Sievo Insights', 'Collaborative Design', 'Procurement Information Hub', 'Demo', and 'Focused Training'. The 'Your availability' and 'Calendar sync' sections are also visible on the right.

SievoFriends
AMERICAS 20
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Insight Day

A full day of insightful presentations, customer success cases and 1-1 meeting with peers.

#SievoFriendsAmericas

How to join the sessions?

1. Go to [Brella – SievoFriends Americas](#)

Join code: SievoFriendsAmericas

2. Go to **Schedule** tab
 3. Choose session you want to join
 4. If the stream doesn't start automatically – refresh your browser window
- Alternatively the whole day is streamed in the **Stream** tab

How to join SievoFriends Sessions - Schedule

The screenshot displays the Sievo app interface for 'SievoFriends Americas'. On the left, a navigation menu includes 'People', 'Schedule' (highlighted with a red circle and a green bar), 'Stream', 'Speakers', and 'More'. An arrow points from the 'Schedule' menu to the main content area. The main area shows a calendar view for Tuesday, September 15th, with sessions listed from 09:00 AM to 09:40 AM. The sessions are:

- 09:00 AM**: Welcome to SievoFriends Americas (10min), hosted by Deep Singh and Janice Fang.
- 09:10 AM**: Sievo Business Update (20min), presented by Johan-Peter Teppala (CEO).
- 09:30 AM**: Abraham Morales (Key Account Manager) is in a 'Waiting response' state from 09:30 AM to 09:40 AM.
- 09:40 AM**: Performance tracking Culture at Mars (30min), presented by Samuel de Frates (Senior Director).

On the right side of the interface, there are filters and settings:

- Show**: Bookmarks, Past content.
- Filter**: Sessions & Meetings (selected), Sessions, Meetings, Networking availability.
- Day**: All days (selected), Tuesday 15th September, Wednesday 16th September.
- Tags / Tracks**: LIVE, Customer Cases, Keynote, Sievo Insights, Collaborative Design, Procurement Information Hub, Demo, Focused Training.
- Your availability** and **Calendar sync** are shown with expandable arrows.

How to join: Filter by Days

Tuesday

09:00 AM

Welcome to SievoFriends Americas

Deep Singh (Host)
Senior Solution Consultant • Sievo

Janice Fang (Host)
Customer Development Manager • Sievo

10min

09:10 AM

Sievo Business Update

Johan-Peter Teppala (Speaker)
CEO • Sievo

20min

Sievo Insights

09:30 AM

Abraham Morales
Sievo
Key Account Manager

Waiting response 09:30 AM - 09:40 AM

09:40 AM

Performance tracking Culture at Mars

Samuel de Frates (Keynote speaker)
Senior Director, Commercial Digitalization • Mars

30min

LIVE Customer Cases

10:20 AM

Product Update & Direction

LIVE Q&A session

Filter

- Bookmarks
- Past content
- Sessions & Meetings
- Sessions
- Meetings
- Networking available

Day

- All days
- Tuesday 15th September
- Wednesday 16th September

Tags / Tracks

- LIVE
- Customer Cases
- Keynote
- Sievo Insights
- Collaborative Design
- Procurement Information Hub
- Demo
- Focused Training

Your availability >

Calendar sync >

Wednesday

09:00 AM

From Opportunity Insights to Action

Ville Tukiainen (Facilitator)
Head of Service Design • Sievo

30min

Sievo Insights Collaborative Design LIVE

09:40 AM

Supplier Diversity with Citrix

Aaron Plush (Facilitator)
Senior Manager, Supplier Value Optimization (SVO) • Citrix Solutions

30min

Customer Cases LIVE

10:20 AM

Using Data to Accelerate your Supplier Diversity Program

Neeraj Shah (Keynote speaker)
CEO • supplier.io

30min

LIVE Procurement Information Hub

11:00 AM

Future of Self Service

Tuomas Kähärä (Facilitator)
Analytics Architect • Sievo

Ville Tukiainen (Facilitator)
Head of Service Design • Sievo

30min

Collaborative Design Sievo Insights LIVE

Filter

- Bookmarks
- Past content
- Sessions & Meetings
- Sessions
- Meetings
- Networking available

Day

- All days
- Tuesday 15th September
- Wednesday 16th September

Tags / Tracks

- LIVE
- Customer Cases
- Keynote
- Sievo Insights
- Collaborative Design
- Procurement Information Hub
- Demo
- Focused Training

Your availability >

Calendar sync >

How to join: Filter by Tags

Tuesday

09:40 AM

Performance tracking Culture at Mars ☆

Samuel de Frates (Keynote speaker)
Senior Director, Commercial Digitalization • Mars

30min

LIVE Customer Cases

01:00 PM

WernerCo & Sievo ☆

Darren McGrath (Keynote speaker)
Vice President Global Procurement • WernerCo

30min

LIVE Customer Cases

02:10 PM

CPO panel discussion ★

Perttu Paarma (Moderator)
VP Professional Services • Sievo

David McMurray (Panelist)
CPO • Kellogg North America

Keith Tice (Panelist)
CPO • GoDaddy.com

30min

LIVE Customer Cases

Bookmarks

Past content

Filter

Sessions & Meetings

Sessions

Meetings

Networking availability

Day

All days

Tuesday 15th September

Wednesday 16th September

Tags / Tracks

LIVE

Customer Cases

Keynote

Sievo Insights

Collaborative Design

Procurement Information Hub

Demo

Focused Training

Your availability >

Calendar sync >

Live Sessions


Make sure you don't miss any live sessions; they are marked with the live tag!



Wednesday

09:00 AM

From Opportunity Insights to Action ☆


 **Ville Tukiainen (Facilitator)**
Head of Service Design • Sievo

30min

Sievo Insights Collaborative Design LIVE

09:40 AM

Procurement Diversity at Citrix ☆


 **Aaron Plush (Facilitator)**
Senior Manager, Supplier Value Optimization (SVO) • Citrix Solutions

30min

Customer Cases LIVE

10:20 AM

Session with supplier.io ☆


 **Neeraj Shah (Keynote speaker)**
CEO • supplier.io


30min

LIVE Procurement Information Hub

11:00 AM

Future of Self Service ☆

 **Tuomas Kähärä (Facilitator)**
Analytics Architect • Sievo

 **Ville Tukiainen (Facilitator)**
Head of Service Design • Sievo

30min

Collaborative Design Sievo Insights LIVE

How to join Live Sessions - Stream

The screenshot displays the Sievo event interface. At the top left is the Sievo logo. Below it is a header for 'SievoFriends AMERICAS 2020' with a date range of '15TH SEP - 16TH SEP'. A navigation menu on the left includes 'People', 'Schedule', 'Stream' (highlighted), 'Speakers', and 'More'. The main content area features a video player with a city skyline background. The text on the video reads 'Welcome to SievoFriends AMERICAS 2020' and 'Event starting in 6 minutes'. The video player controls show a play button, a progress bar at 00:01, and a Vimeo logo. A 'Powered by Brelia' logo is visible at the bottom left of the page.

SievoFriends
AMERICAS 20
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Action Day

Turn your insights to action and get more out of Sievo solutions!

Exclusive training and presentations from product specialists and Sievo customers team.

#SievoFriendsAmericas

Action Day Tags

Customer Cases

Discover how our customers are dealing with supply chain disruption and what are they doing differently

Collaborative Design

Your opinion matters! Make sure to give your input and leave a trace in Sievo's development - join the collaborative design track with our Project Managers and Service Designers

Procurement Information Hub

Curious about where does all that data come from? Check out the session with our data partners and meet their senior leadership

Focused Training

Wondering how to use your Sievo? Check out trainings by our Customer Development team, the sessions are named after Sievo modules, sessions are pre-recorded, watch them on your own pace

Demo

New to Sievo? Want to learn about other modules you don't have yet? Join our presales team in Demo track

How to join Collaborative Design Sessions?

Collaborative design sessions are conducted through Microsoft Teams, that way participants get to interact live with Sievo team and other participants

1. Go to [Brella - SievoFriends Americas](#)

Join code: SievoFriendsAmericas

2. Go to **Schedule** tab
3. Choose session you want to join
4. Click **Join Microsoft Teams Meeting**
5. It will open a new window in your browser (or MS Teams Desktop App)
6. You may need to wait in the lobby before the session starts (the facilitator will admit you once the session starts)

How to join Collaborative Design Sessions?

DESCRIPTION

Join the interactive session by pressing the link below 📌

Join Microsoft Teams Meeting



riends: PHOT...

Open Microsoft Teams?

https://teams.microsoft.com wants to open this application.

Open Microsoft Teams

Cancel



Experience the best of Teams meetings with the desktop app

Download the Windows app

Join on the web instead

Already have the Teams app? [Launch it now](#)

Choose your audio and video settings for

Meeting now



First & Last name

Join now

🔊 ⚙️ Devices

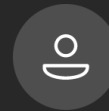
Other join options

🔊 Audio off

📞 Phone audio

For a better experience [sign in](#) or [download the desktop version](#).

Someone in the meeting should let you in soon



🔊 ⚙️ Devices

SievoFriends
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Thank you!

#SievoFriendsAmericas

