

## What does PipeChain do?

- » Increases control and visibility
- » Enhances collaboration and responsiveness
- » Integrates planning and execution
- » Aligns supply and demand

### Why act?

The incremental benefit from conventional, inward focused supply chain solutions is reducing. Significant gains in responsiveness and agility can be achieved with an outward focus which is the new foundation for competitive advantage.

- » focus on responsiveness and agility rather than optimisation
- » increase the speed of planning, speed of execution, and ultimately the speed of the supply chain

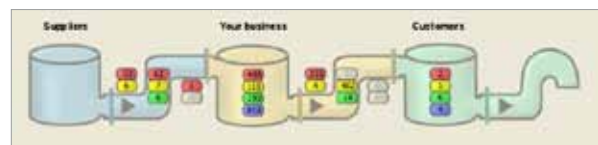
### How does PipeChain do it?

PipeChain focuses on managing the **flow** of products in the entire supply chain. Our goal is to ensure that this flow is seamless and uninterrupted. To do this, we:

- » establish a supply chain **backbone**
- » connect the different entities in the supply chain
- » automate the flow of information between them
- » use business rules to ensure that supply and demand is aligned and that replenishment is lean and efficient
- » rapidly and efficiently communicate demand signals up the supply chain
- » highlight exceptions and issues to enable a fast response and improve productivity
- » deliver real-time visibility to reduce the risk of customer service failures or excess stock
- » enable new business models such as VMI and flow-based replenishment

### Why is PipeChain unique?

- » bridges the gap between planning and execution
- » intelligent planning functionality combined with multi-enterprise data interchange
- » real-time, flow-based planning and execution
- » enables the Lean supply chain
- » demand driven
- » we don't just enable the exchange of information, we use it for real-time decision making
- » flexible balance between automation and decision-support
- » implemented as SaaS or on-premise

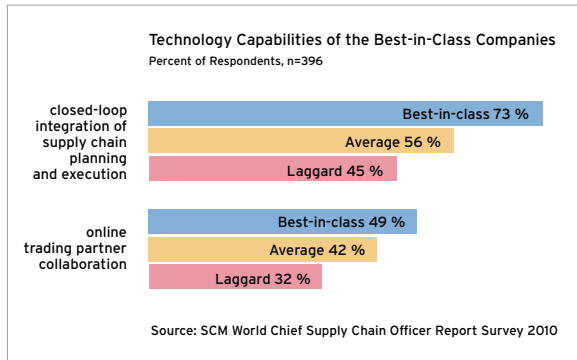


We have found that the one of the keys to improving our value proposition lies in a transparent supply chain. Raising the information level allows us to greatly increase supply security and save money for our customers, as well as for ourselves.

# SCM World Chief Supply Chain Officers' Report 2010

"The best performers have better integrated planning and execution as well as a focus on integrating with their trading community. The SCM World Chief Supply Chain Officers' Report 2010 tells a compelling story about the evolution of the SCM information techno-

logy where the integration between the planning and execution parts of the cycle has become a Best-in-Class differentiator. This integration between planning and execution results in both visibility as well as gaining responsiveness. However, perhaps **the most important benefit of trading partner connectivity is that it establishes a pipeline for process collaboration.** Once a pipeline is created for basic purchasing transactions, it can be used to share critical planning and status information. This information can include sales activity, forecasts, inventory positions, and work-in-process and shipment statuses. Moreover, this information can be shared daily or weekly (or even in real time for certain processes), versus monthly or quarterly, creating leaner and more synchronized processes."



Responsiveness and agility have become the core attributes of a competitive supply chain network. A high-performance responsive supply chain that focuses on continuous improvements leads directly to competitive advantage.

Martin Christopher, Emeritus Professor of Marketing & Logistics at Cranfield School of Management, Cranfield

One can say that we have now handed over responsibility to our suppliers. They no longer have to wait for us, but instead find out how much they need to deliver via our system. Today, service level is close to 100 % and we have a better material availability and increased flexibility.

Dan Andersson, Material Planning, The Absolut Company

