



CHAINSEQUENCE INC

CORPORATE PROFILE

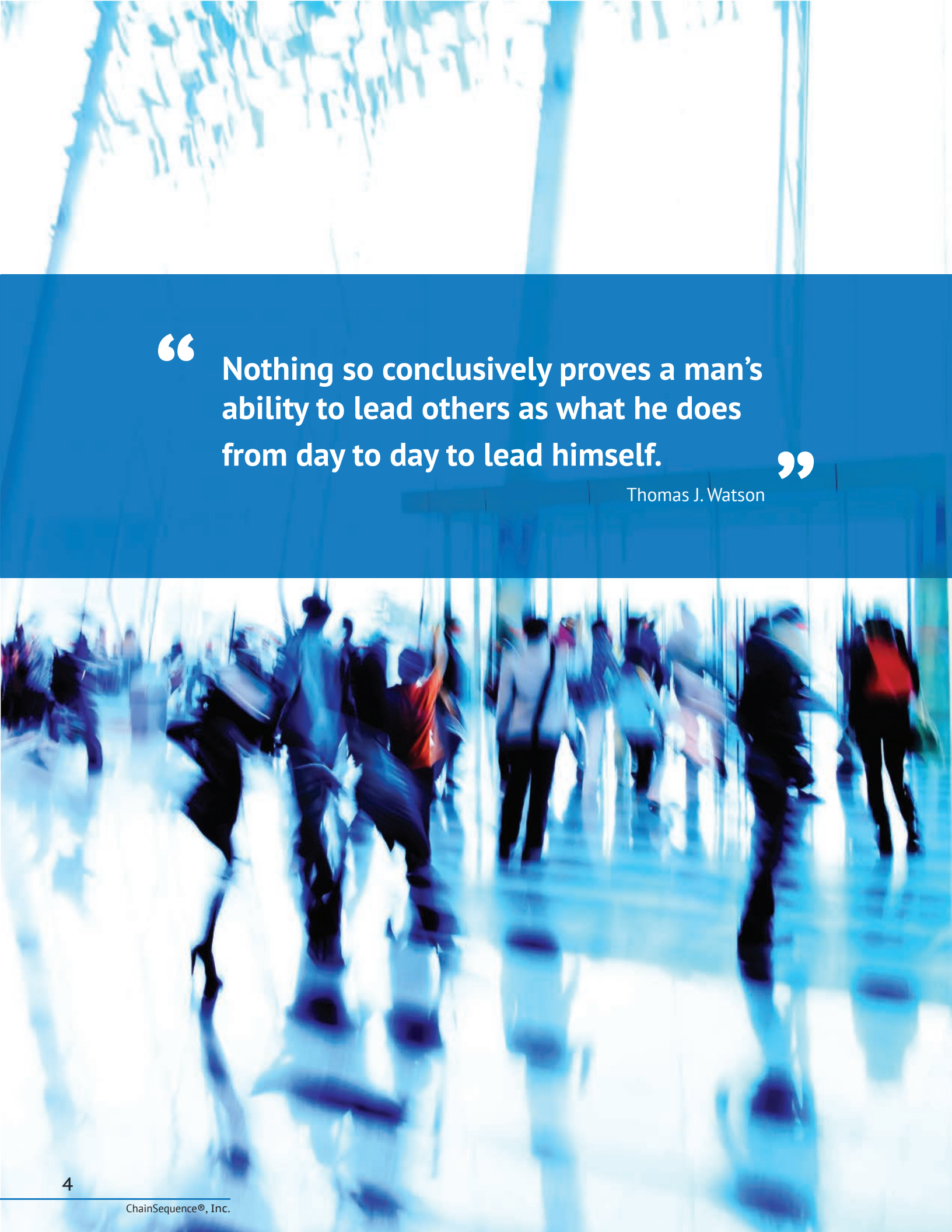


OUR MISSION

Committed to helping enterprises identify challenges, create innovative solutions, and implement lasting improvements in Supply Chain processes to advance Sales & Operations goals.

CONTENTS

CHAINSEQUENCE APPROACH	05
SUPPLY CHAIN PLANNING	06
S&OP PLANNING SERVICES	08
PROCESS-TO-SYSTEM INTEGRATION	09
EDUCATION & TRAINING	10
GLOBAL EXPERIENCE	12
CLIENT PARTNERS	14
LEADERSHIP	15



“ Nothing so conclusively proves a man’s ability to lead others as what he does from day to day to lead himself. ”

Thomas J. Watson

OUR APPROACH

At Chainsequence®, we have always held to the principle that business is a marathon, not a sprint. More than ever before in today's global marketplace, running a successful, lasting enterprise has become a continuous race to stay ahead of the competition.

HELPING CLIENTS TO ENGAGE

Enterprises that put in the hard work to become more fit from a business process perspective—developing nimble, efficient processes that can go the distance in terms of sales, operations, and supply chain practices—are the companies that stand the best chance of winning.

Since 1995, the experienced leaders of ChainSequence® have continued to help businesses successfully prepare for and run that race.

ChainSequence does not engage in the traditional “consultants by the busload” approach. Simply put, ChainSequence facilitates change, with industry-leading expertise in Supply Chain/S&OP planning solutions to back it up.

Our objective does not focus on creating volumes of fancy charts, but to impart a well-designed and consistent business process. We quickly assimilate into your environment, listen to your goals, and build consensus among divergent groups to determine the pain points and define a supply chain and/or S&OP planning process that is right for you.

Our comprehensive services go way above and beyond typical cookie-cutter solutions, leveraging proven expertise and over twenty years of experience in planning, designing, and implementing more advanced business processes. Our team-based model measurably improves our client organizations' ability to integrate supply chain processes with sales and operations goals.

Discover how ChainSequence's Supply Chain Planning and S&OP services can give your business the forward-thinking tools and training it requires to better compete and effectively respond to ever-shifting supply chain requirements, increased client demand, and fluctuating market changes.

Involving key people in all decisions, we help your enterprise develop the crucial tools and capabilities it needs to quickly pivot and shift resources to where they are needed the most—transforming your business into a leaner, faster, and more competitive entity,



Bill Mrzlak, *President*
ChainSequence, Inc.

SUPPLY CHAIN PLANNING ▲



SECRETS TO BUILDING AN OUTSTANDING SUPPLY CHAIN PROCESS


In sports, in life, and in business, understanding the rules and how to strategically apply them to your best advantage is crucial in achieving objectives. This is particularly true as it relates to Supply Chain Planning.

At ChainSequence, we teach your business the logic behind best-practice rules of supply chain engineering science, as well as how to leverage these principles when planning, re-aligning, or re-engineering your enterprise's supply chain processes.

All supply chain planning processes comprise the same set of core components: **Demand Management, Supply Management, Demand/Supply Alignment, and Order Management**. First, our supply chain planning services are designed to give businesses a much better understanding

of 1) how these interdependent elements can support each other and align together; and 2) what differentiates a best-in-class supply chain planning process from other, less systematic approaches.

Next, we guide your business in developing and implementing processes that adhere to these best-practice governance rules within each component. Finally, we integrate these practices across all four elements within the supply chain spectrum.



Supply Chain networks are more complex and challenging than ever before. Our **Core Supply Chain Services** create a true, “end-to-end” business strategy to reach measurable goals.

DEMAND MANAGEMENT

Understand all of the demands on your supply chain:

- Aggregated demand planning through customer/product hierarchies and historically-based mix ratios;
- Balance of quantitative statistical models and qualitative human judgment;
- Defined customer and product segmentation models;
- Proactively identified customer requirements;
- Potential impact of engineering and NPI demand.

SUPPLY MANAGEMENT

Visibility of all resources in your supply chain:

- Bill of Routing models for all internal and external nodes across the supply chain network;
- Flexible capacity planning models;
- Material Requirements Planning;
- Inventory management policies defined

DEMAND/SUPPLY ALIGNMENT

Clearly define planning cycles with rules-based alignment of demand and supply:

- Appropriately defined build/procure-to-forecast/order models based on product characteristics
- Application of business rules for a prioritized use of resources
- Produce enterprise-level planned procure and build schedules across the entire supply chain network
- Integration with your Sales and Operations Planning process

ORDER MANAGEMENT

Feasible, rules-based order scheduling that achieves first-time reliable commit dates, supports business objectives & financial goals, and improves customer satisfaction:

- Prioritized Available to Promise (ATP)
- Defined business rules for ATP consumption during order scheduling/re-scheduling
- Early warning process

Develop process first, then systems.

In fact, most of our work occurs before your teams bring on new software systems to provide decision support and speed to your business practices.

Part of ChainSequence’s role is to work hand-in-hand with your core team to develop a clear set of rules, requirements and specifications to potential software systems vendors. Because ChainSequence maintains a strict, software-agnostic stance, we provide truly impartial expertise as you consider the software systems and tools that offer the best potential ROI for your organization.

TYPICAL RESULTS

Administrative Cycle Time Reduction:

up to **60%**

Inventory Reduction:

as much as **40%**

On-Time Delivery Attainment:

+95%

SALES & OPERATIONS PLANNING

“ The journey of a thousand miles begins with one step.

Lao Tzo ”



STRATEGIC S&OP PLANNING FOR FUTURE GROWTH & SUCCESS

While some form of traditional supply chain planning exists in most organizations, in many cases these processes focus only on the short-term execution horizon. A robust, disciplined Sales & Operations Planning (S&OP) or Integrated Business Planning (IBP) program can provide invaluable “wellness checks” on your operational and organizational health.



While the concept of S&OP planning is certainly not new, developing an effective S&OP process involves cooperation from many entities. ChainSequence also stresses that S&OP Planning depends on periodic review and updates, which can be critical to the success of an organization’s ability to achieve its long-term strategic goals.

Our cycle-driven approach allows your business to gain insights and measure progress to help maintain focus, alignment and synchronization among all of your business units.

ChainSequence’s S&OP planning services work in concert with traditional supply chain planning practices, complementing these processes with relevant data, forecasting tools, and financial information to achieve a more beneficial, long-term view.

Data can include but isn’t limited to sales, production, and inventory planning, customer lead time planning, and new product development, as well as strategic and financial planning. These elements all focus on the strategic horizon where change and scalability can be applied as needed to positively impact execution.

Our approach also stresses due diligence—we guide your business in considering and integrating all of the cogs within the S&OP planning wheel to achieve more transparency and opportunities for growth. Whether you’re looking to implement a new process, or improve the current program your organization already has in place, the ChainSequence team has the experience to take you through the journey.

PROCESS-TO-SYSTEM INTEGRATION

Developing the right business process, in terms of supply chain and S&OP planning, takes considerable time and effort—once it's deployed, the end result should clearly represent that intended plan, and by extension, an upward direction for your business.

One key lesson learned from over twenty years of experience in Supply Chain and S&OP planning is that deviating from a well-developed, thoughtful approach in the interest of saving time or money will only deliver a bad result faster. Our **Process-to-System Integration** services will help your business eliminate as many unexpected variables as possible to ensure a smooth transition from old methodologies to new business processes that will best support your organization's business objectives and financial goals.

Many times during the implementation phase of a project—particularly when ex-

isting architectures are involved—unexpected events, last-minute resistance, or even recommendations for shortcuts are virtually guaranteed. ChainSequence's Process-to-System Integration services provide your client teams with the strong support, documentation, and expertise they will need to best reinforce the planning effort, while maintaining the integrity of the process design.

Implementing the systems and technology required to bring your planning efforts to life will provide much needed automation and speed to a new process. However, speed and automation should never

come at the expense of reliability, quality, and adherence to rigorously tested, best-practice rules your business teams have worked so hard to develop.

ChainSequence's Process-to-System Integration services will help safeguard your new planning process—the driving factor that will provide the best performance results—through intellectual support, experience with many software specialists/installations, and the tenacity to see your deployment through to successful completion.

PEOPLE

Identify the key stakeholders from the business community and ensure they are actively engaged in the process.

PROCESS

Define a business process, within the business community, that will best achieve the organization's business goals and financial objectives.

SYSTEM

Coordinate system configuration with both internal and external technical teams that best adheres to the defined business process.

- 1 We start with your existing business process, or one developed by ChainSequence
- 2 Identify the absolute “must haves” of the process to be included in the system configuration
- 3 Develop strategy and team structure with members from the business, internal IT, and external systems integrator (if applicable)
- 4 Identify key success criteria in advance of any system development
- 5 Co-develop test cases to validate that system results are in alignment with business process requirements
- 6 Provide the necessary governance and oversight to ensure business requirements are being met during system development/configuration
- 7 Develop and conduct conference room pilots for progressive validation of system development and continued collaboration with business community
- 8 Co-develop training programs for post-rollout ongoing education and continued staff development

EDUCATION & TRAINING PROGRAMS



SUPPLY CHAIN PLANNING—EDUCATION & TRAINING COURSES

Today's unpredictable global marketplace makes supply chain systems much more complicated to quantify and control. For many organizations, this creates new, uphill-both-ways challenges in supply vs. demand. Education and training in the art and science of best-practice supply chain planning is crucial to its success.

The enterprise-wide business processes a firm needs in today's environment to maintain or grow market share should be continually reviewed to ensure that your operations are running as efficiently and effectively as possible.

However, too many organizations lack the in-house, in-depth expertise in supply chain planning to perform this task. To overcome this limiting disadvantage, ChainSequence provides facilitated training sessions to help companies understand all of the moving parts that must work in concert within a truly functional supply chain system.

ChainSequence's Supply Chain Education and Training Sessions have long-term value for those businesses that have one or more of the following concerns:

- Diverse sourcing networks that continue to grow worldwide;
- Staff who lack proficiency or experience in evaluating current processes/internal operations against best-practice rules or against what other successful firms are doing;
- Sound financial or long-term ROI justification for developing in-house proficiencies to make common-sense, cost-effective improvements on your own.

Whether you're a mid- to large-size organization, or a smaller sub-contracted manufacturer, ChainSequence's interactive education and training sessions—using your issues as the business case—provide a superior, low-cost/high-reward roadmap for successful change.

S&OP PLANNING—EDUCATION PROGRAM

ChainSequence's Education and Training sessions that focus on best-practice rules in Sales and Operations planning were developed as a data analysis-based companion service to our Supply Chain Training sessions.

Most organizations want to better understand how more thoughtful, periodic sales and operations reviews using analysis and benchmarking can positively impact the bottom line.

Our goal is to help you jumpstart your sales and operations planning initiatives, with examples and what-if scenarios that won't deplete resources or operating budgets.

Every business is different, so our S&OP facilitators first take the time to learn more about your business, mission and goals. Our interactive sessions are then tailored to help your staff better understand and develop a clear roadmap for creating new or improving current standard practices. Our deliverables include how to best adhere to those new processes.

TRAINING PROGRAM BENEFITS

- Awareness of components needed to execute a best-in-class global supply chain, from forecasting to customer delivery
- Recommended alternative solutions to some of the key issues you may be facing today
- Synchronization of project(s) as currently defined, for better implementation, prioritization and alignment of business processes within systems
- Preliminary, integrated view of planning and execution processes and systems landscape
- Insight into future project focus

TYPICAL EDUCATION TOPICS

- ✓ Introductions, Objectives and Agenda Review
- ✓ Corporate Objectives Review
- ✓ Current Supply Chain Planning Process Review
- ✓ Supply Chain Planning Process Best-Practices Overview
- ✓ Demand Management
- ✓ Supply Management
- ✓ Demand/Supply Alignment
- ✓ Order Management
- ✓ Key Metrics Review
- ✓ Preliminary Recommendations Review (A formal report to be presented after the workshop)

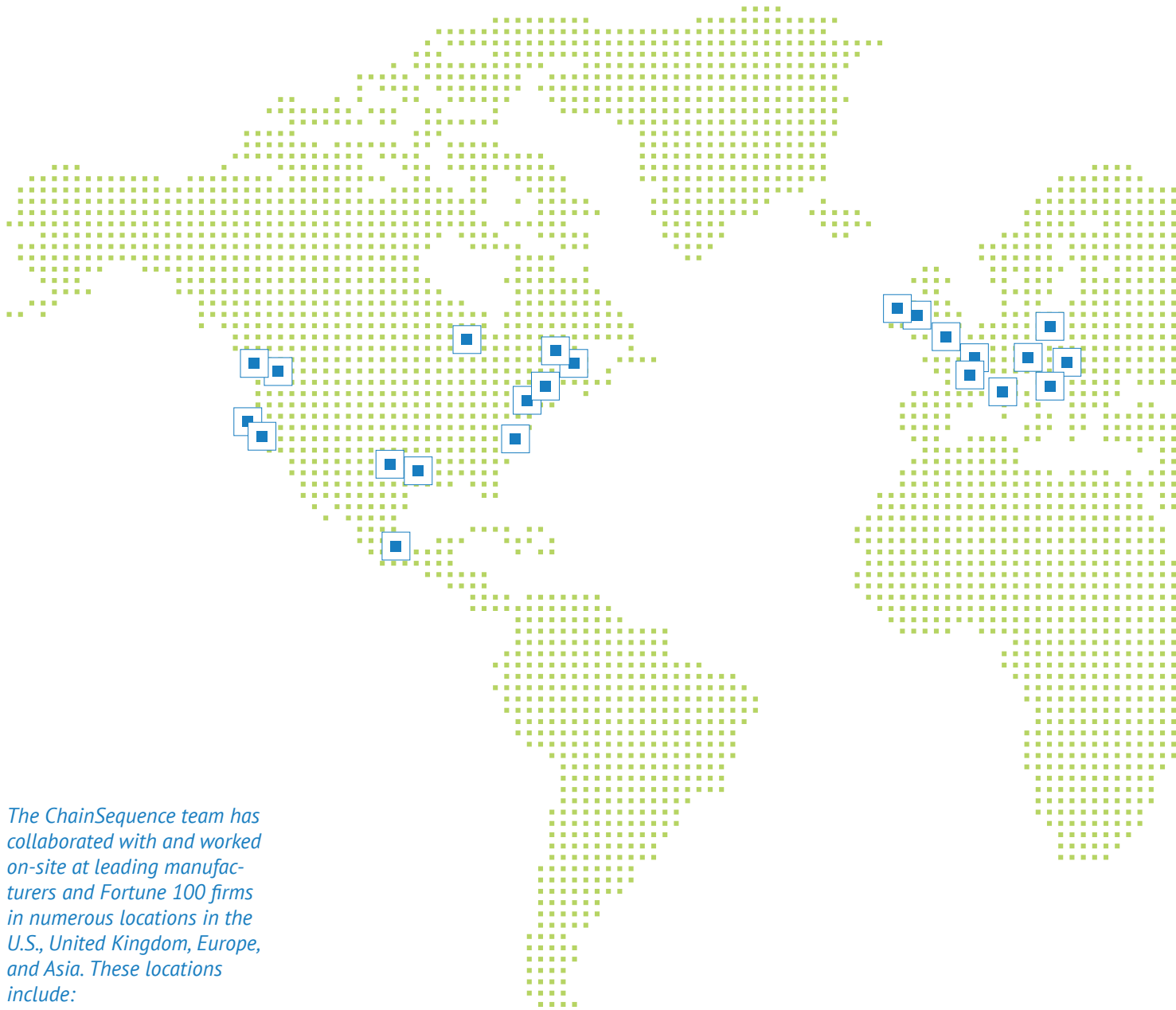
“

I've worked closely with ChainSequence to develop and implement a comprehensive, end-to-end planning process for a global multi-billion dollar corporation. The effort proved to be game-changing with significant improvements in on-time delivery and customer commitments, excess and obsolescence, and planning cycle times. ChainSequence helped transform our business from a good supply chain to a best-in-class supply chain.

Senior Director, Supply Chain
Leading Wireless Corporation

”

GLOBAL EXPERIENCE



The ChainSequence team has collaborated with and worked on-site at leading manufacturers and Fortune 100 firms in numerous locations in the U.S., United Kingdom, Europe, and Asia. These locations include:

BANKOK, THAILAND	CHICAGO, ILLINOIS	ESSONES, FRANCE
BEIJING, CHINA	DJAKARTA, INDONESIA	FISHKILL, NEW YORK
BERLIN, GERMANY	DRESDEN, GERMANY	GENEVA, SWITZERLAND
BOSTON, MASSACHUSETTS	DUBLIN, IRELAND	GUADALAJARA, MEXICO
BURLINGTON, VERMONT	DUSSELDORF, GERMANY	HOUSTON, TEXAS
CEBU, PHILLIPINES	EDINBURGH, U.K.	LIMERICK, IRELAND



Many of our client partners have global enterprises, with facilities all over the world.

Our services focus on the integration of all moving parts from an Enterprise Resource Planning perspective.

Our international expertise in developing solutions within diverse business and geographic cultures has resulted in transformative improvements on behalf of our clients.

LONDON, U.K.	RALEIGH, NORTH CAROLINA	SINGAPORE, SINGAPORE
MUNICH, GERMANY	SAN JOSE, CALIFORNIA	TIANJIN, CHINA
PARIS, FRANCE	SANTA CLARA, CALIFORNIA	TOKYO, JAPAN
PENANG, MALAYSIA	SEOUL, KOREA	YASU, JAPAN
PORTLAND, MAINE	SHANGHAI, CHINA	YOKOHAMA, JAPAN
PORTLAND, OREGON	SHENZHEN, CHINA	SEATTLE, WASHINGTON

CLIENT PARTNERS



DEDICATED TO MAKING YOUR GOALS OUR GOALS

ChainSequence views our work with our clients as a partnership, in which we engage client teams both at the executive management level and at the project team level.

As your partner, the ultimate goal isn't to just provide your enterprise with a solution. Our goal is to provide a strategic, educational approach that lifts all boats in terms of understanding how to improve your supply, demand, order management, process-to-system integration, and S&OP planning capabilities. Our mission is to give your organization control over its own destiny, with forward-thinking tools, world-class training, and the ability to effectively forecast advances in technology production to effectively respond to shifting market factors on your own.

We have also been significant players in several Global Business Transformation projects focused on integrating the supply chain planning processes of international high-tech manufacturers.

These kinds of projects inevitably involve complex coordination and scheduling, engagement with and respect for cultural nuances, collaborative work efforts, and, ultimately, consensus and enterprise buy-in over the course of our work.

ChainSequence is thankful to these many international teams located in the U.S., Asia, and Europe for their continued trust and faith in what we do. While professional agreements, such as NDAs, prohibit ChainSequence from disclosing many of the organizations we've worked with, we are pleased to share a sampling of our client partners, above.

LEADERSHIP

Led international business process reengineering teams at a \$30 billion cellular phone manufacturer, with project benefits that included:

80%

increase in forecast accuracy;

35%

reduction in S&OP cycle times;

50%

and reduction in customer order acceptance lead times.



“ Bill’s mission, as ChainSequence’s leader, is to impart instrumental knowledge to help his clients succeed long after the work is finished. ”



Since 1995, the leaders of ChainSequence, Inc. have focused on providing best-in-class Supply Chain planning and Sales & Operations planning improvements for a multitude of international Fortune 100 companies. Our client organizations, which span numerous industries—manufacturing, retail, healthcare, consumer packaged goods—have reaped lasting benefits from ChainSequence’s leading subject matter expertise and facilitation skills in guiding clients toward long-term operational efficiencies and ROI.

Bill Mrzlak is co-founder and managing partner of ChainSequence, Inc., with over 25 years of experience leading teams in driving the development and optimization of best-in-class supply chain planning organizations and processes in the U.S., Europe and Asia. His specialization is in the area of business process re-engineering through facilitated sessions, as well as managing systems development and project deployments.

Bill and his teams possess a sterling reputation for guiding client groups toward getting to the heart of what’s really holding their enterprises back. The goal is to help businesses learn and facilitate a clear path for developing the most appropriate solutions going forward. Many professionals who have moved on to new positions within

other organizations continue to seek out Bill’s advice and counsel for two very important reasons: 1) he is able to relate to executive stakeholders, understanding the importance for management to develop consensus and ownership on the big-picture attributes of enterprise resource planning; and 2) he rolls up his sleeves to mentor and help designated core groups better understand the technical, nuts-and-bolts logic behind supply chain and S&OP business process improvement initiatives.

Bill’s mission, as ChainSequence’s leader, is to impart instrumental knowledge to help his clients succeed long after the work is finished.



CHAINSEQUENCE® , INC.

117 South Cook Street, #236

Barrington, IL 60010 USA

Ph +1 877 635 9245

Fax +1 847 382 5784

email: info@chainsequence.com

www.chainsequence.com