



A Triple Crown Event

DISTRIBUTION, TECHNOLOGY & SUPPLY CHAIN



The Foodservice Distribution CONFERENCE & EXPO



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CONFERENCE & EXPO**
OCTOBER 7-9, 2007
LOUISVILLE, KY



How to Drive “The Perfect Order”

Randy Braverman, Hawkeye Foodservice Distribution
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Agenda

- “The Perfect Order” – Vision
- “The Perfect Order” – Reality

Session Takeaways

- “The Perfect Order” – Vision
 - What is “it”?
 - Why should you want to achieve “it”?
 - What are the benefits once you get “it”?
- “The Perfect Order” – Reality
 - What makes “it” so difficult?
 - Do most companies do “it”?
 - Is there only one way to execute “it”?
 - What are the phases of making “it” a reality?

“The Perfect Order”

- Order is delivered on time
- Order is delivered accurately
- Order is delivered damage free
- Order is delivered with correct documentation

“The Perfect Order”

Timeliness, Accuracy, Quality, Packaging

Really, what is “it”?

It's what happens when all the interactions among suppliers, distributors and end-customers work as intended

A framework to align the efforts on multiple fronts to improve the likelihood that everything works as intended

Really, what isn't “it”?

A radically new concept that will transform the way suppliers, distributors and customers conduct business

A ready-made, out of the box solution

Balancing Act

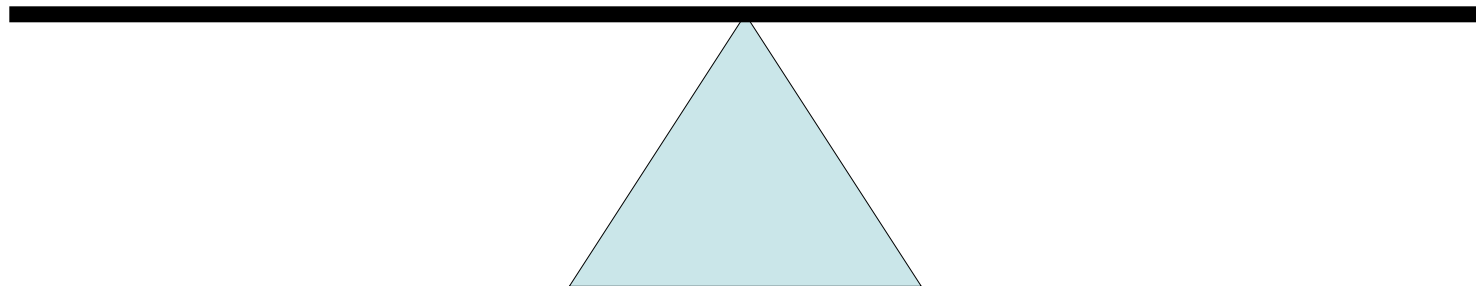
- Effectiveness of the entire fulfillment process
- Captures the customer experience
- Eliminates waste (e.g. Transportation, Out of Stocks, Labor)

The Perfect Order

On Time	x	Complete	x	Damage Free	x	Accurate Invoicing	=	POI
95%	x	95%	x	95%	x	95%	=	81.4%

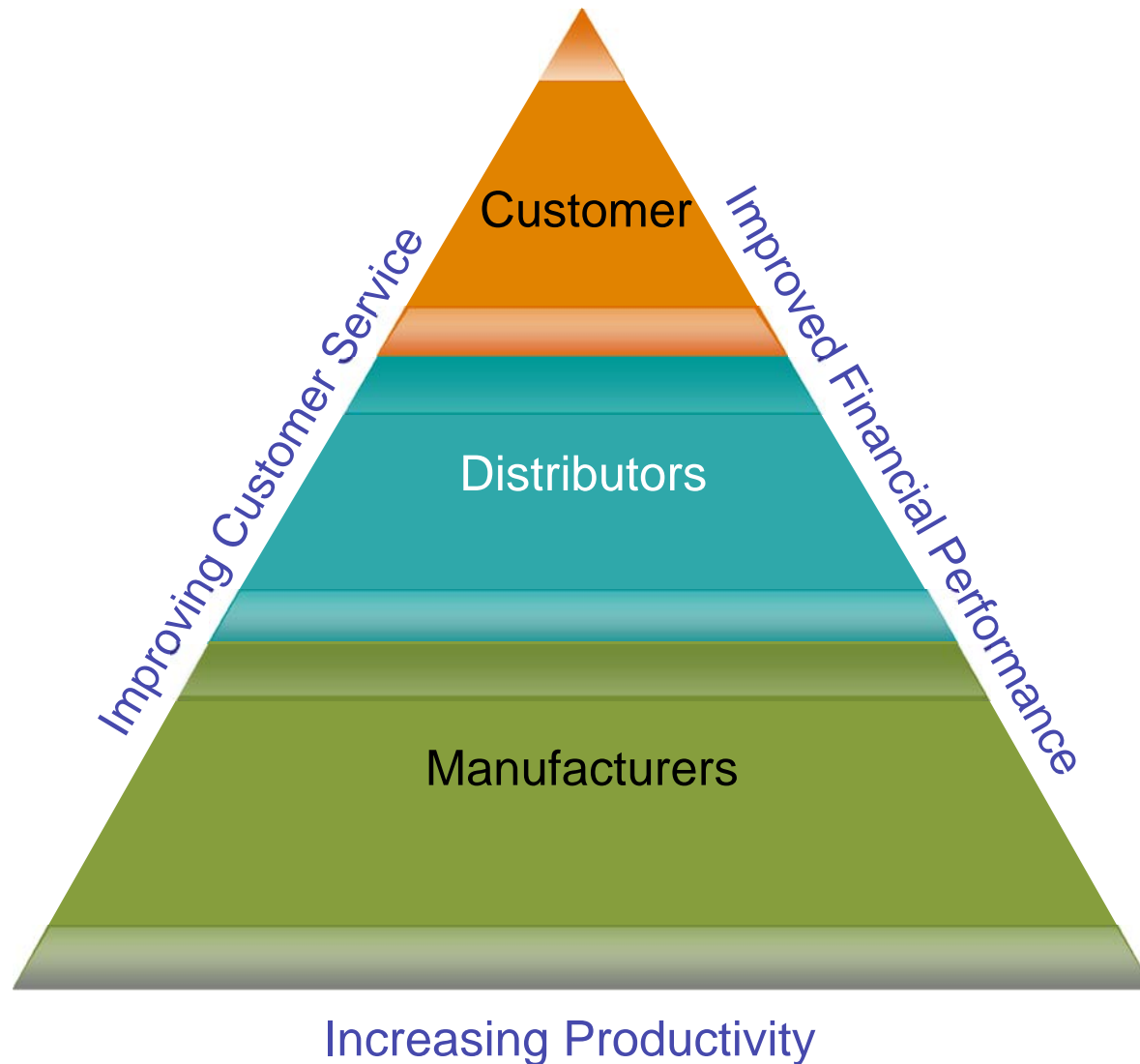
Acceptable Logistics Costs

Transportation + Labor + Inventory



“The Perfect Order”

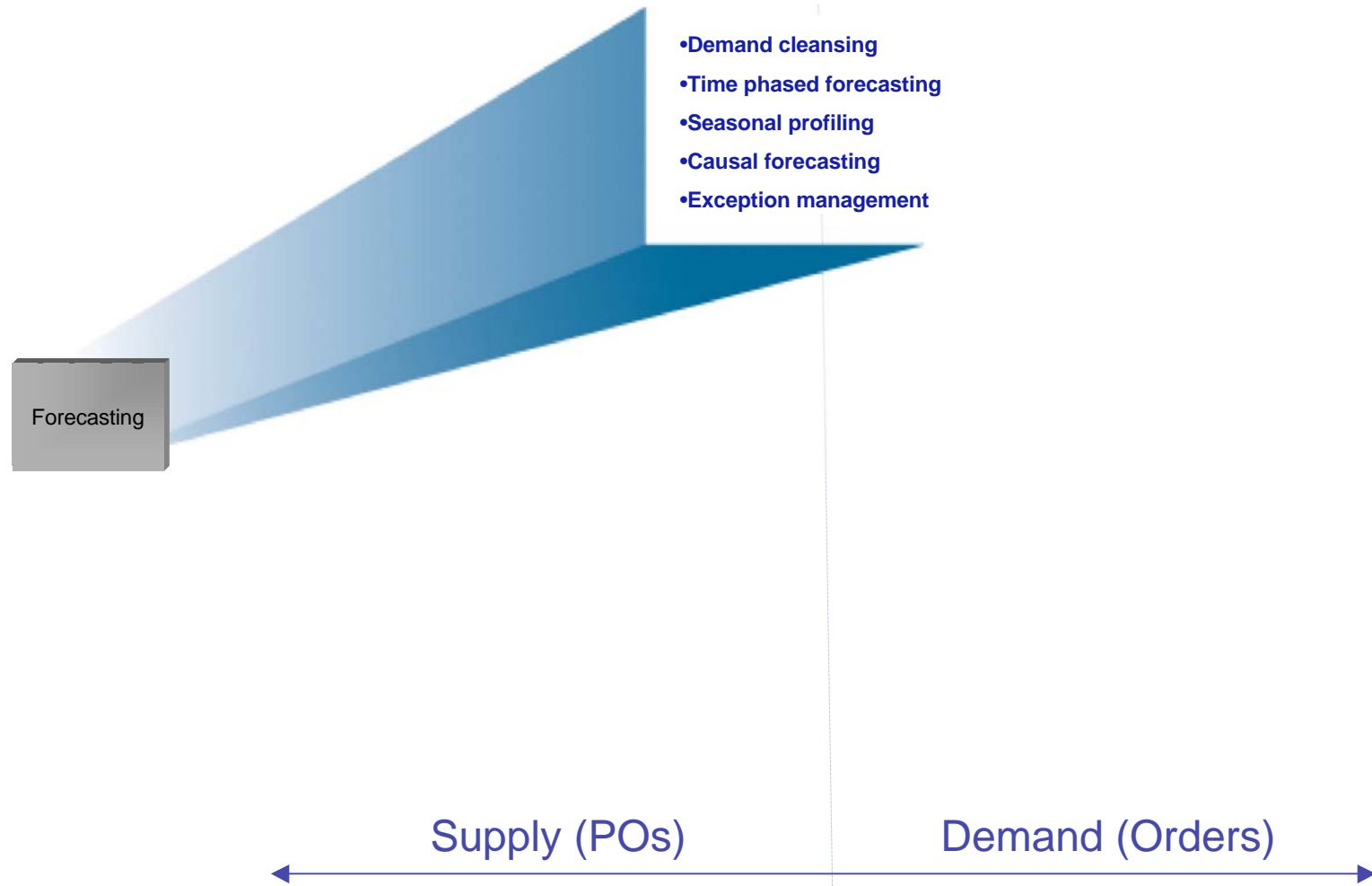
Total Customer Experience (TCE)



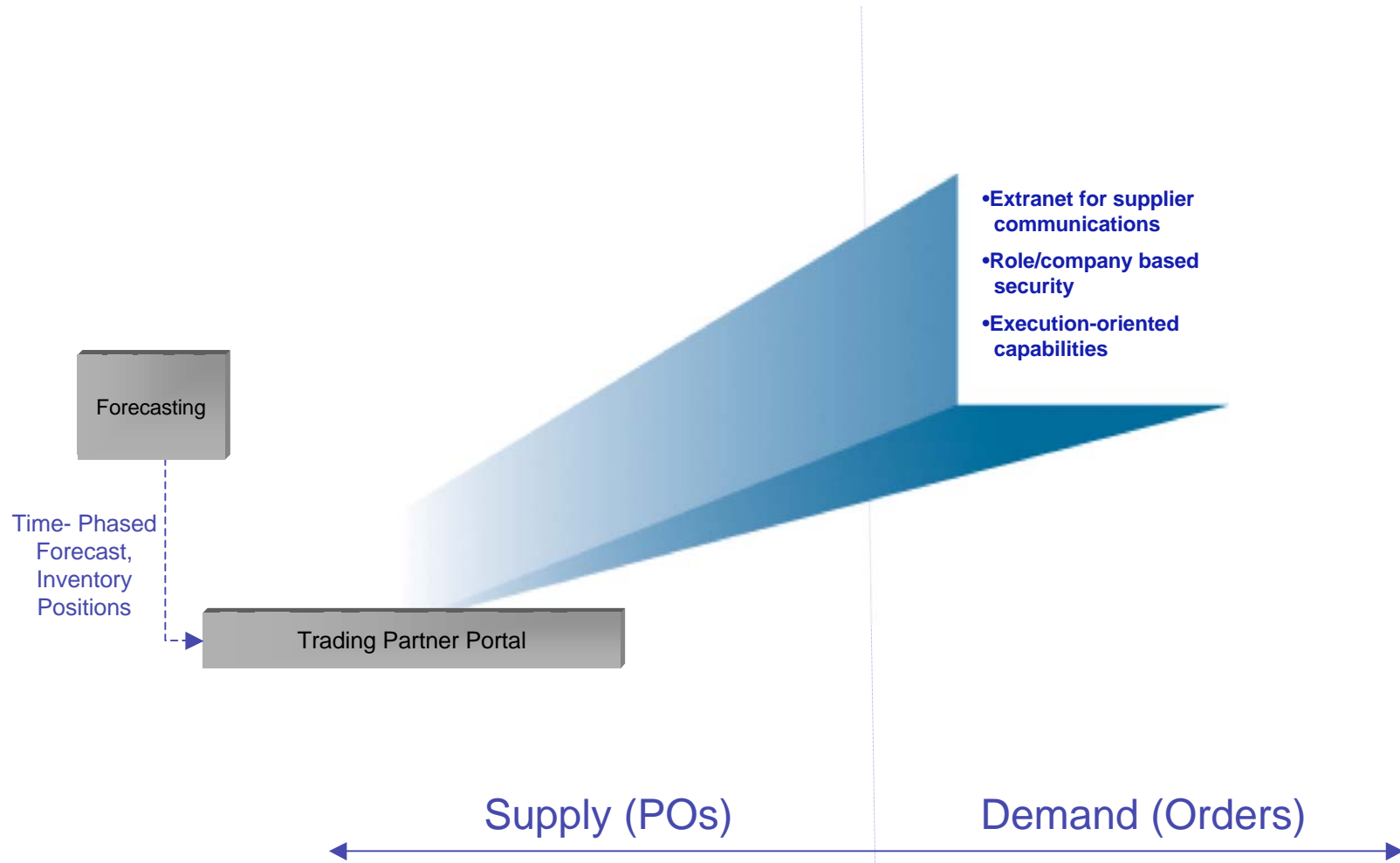
What Drives You?



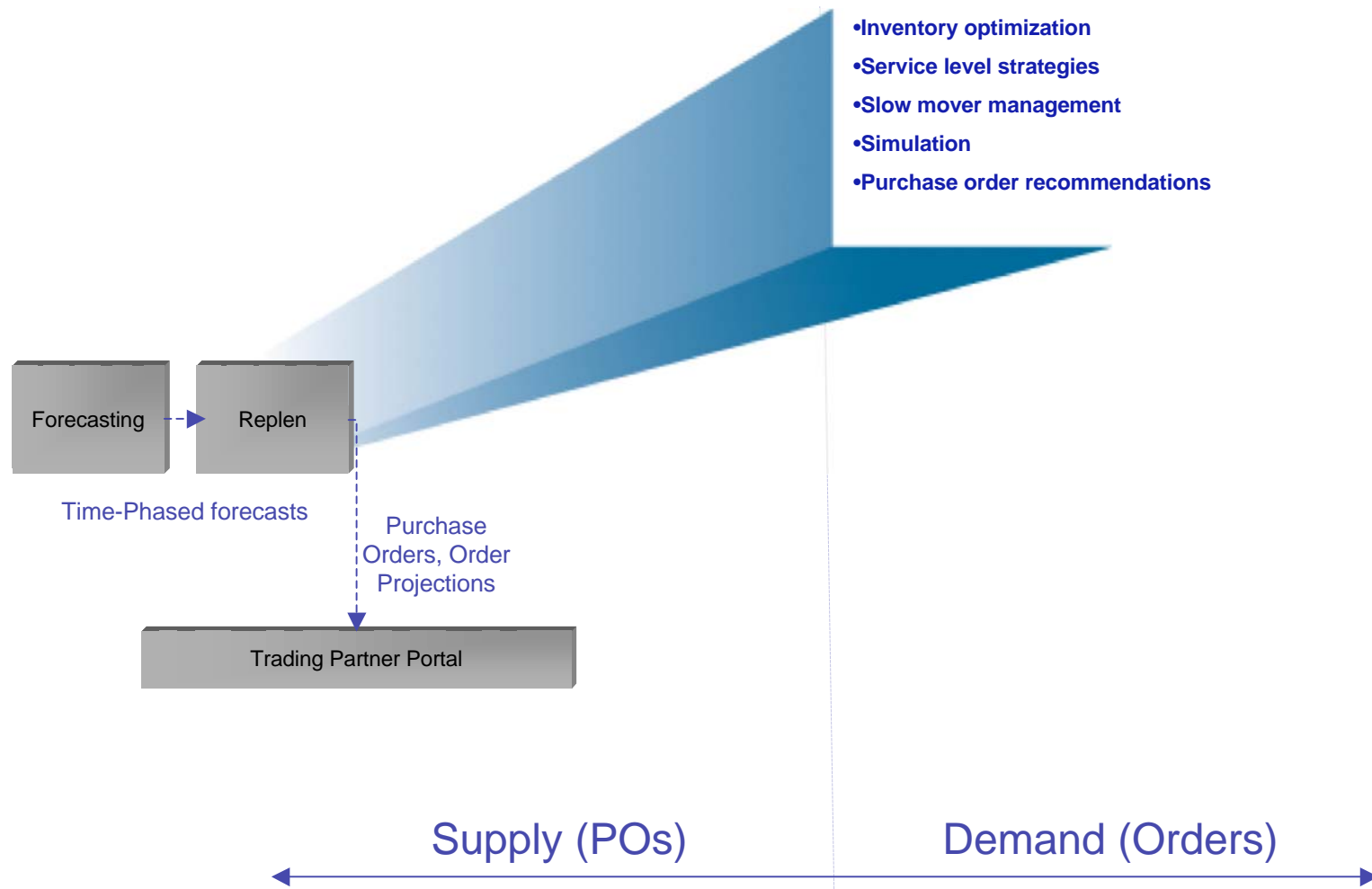
Demand Forecasting



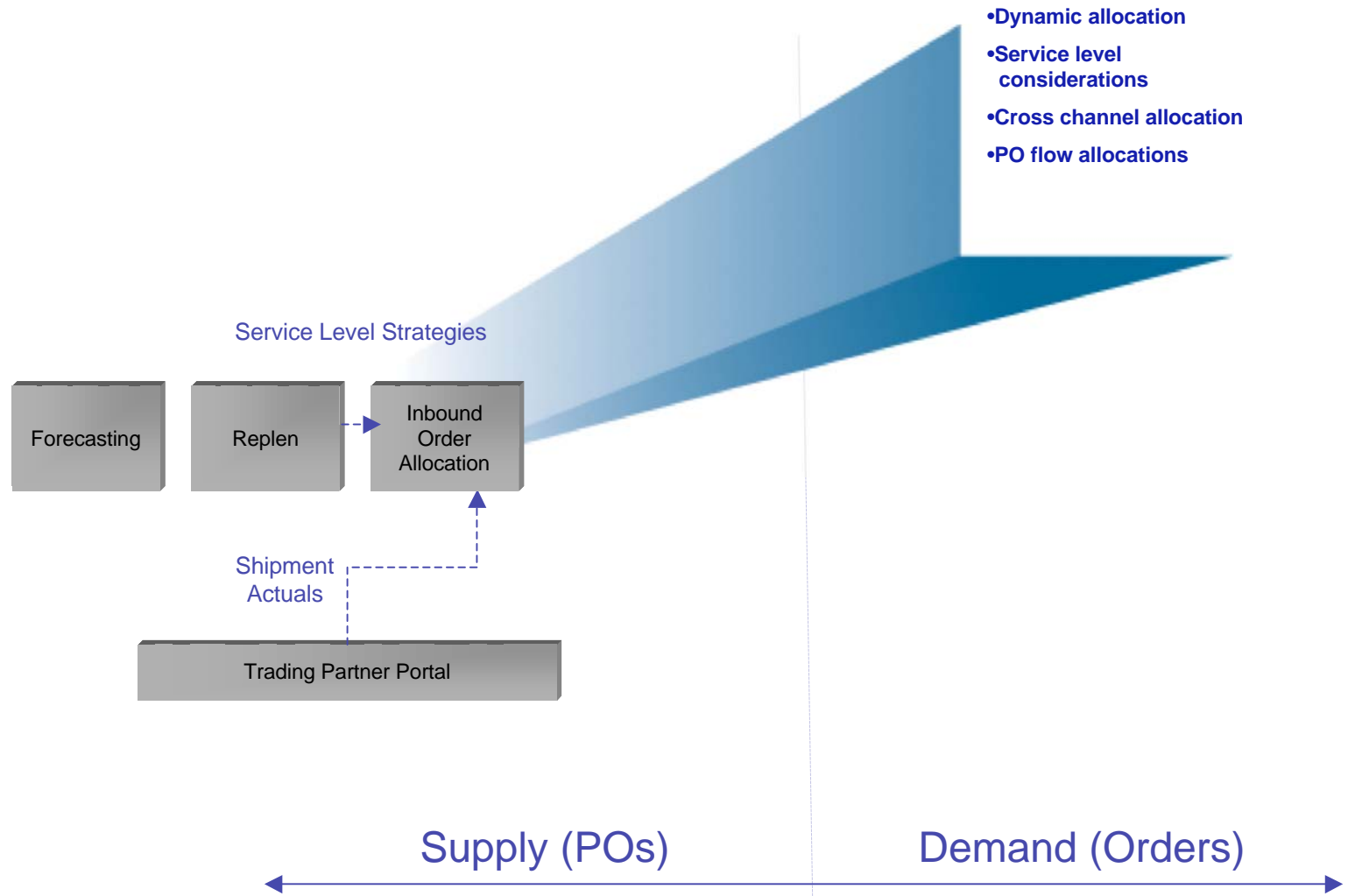
Trading Partner Portal



Replenishment

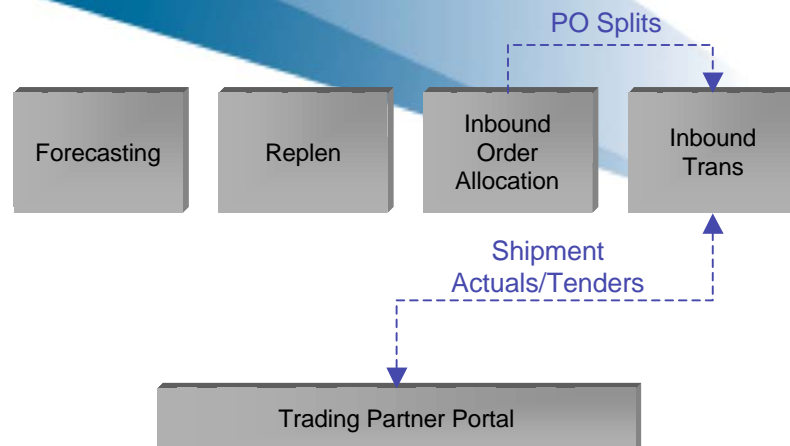


Inbound Order Allocation

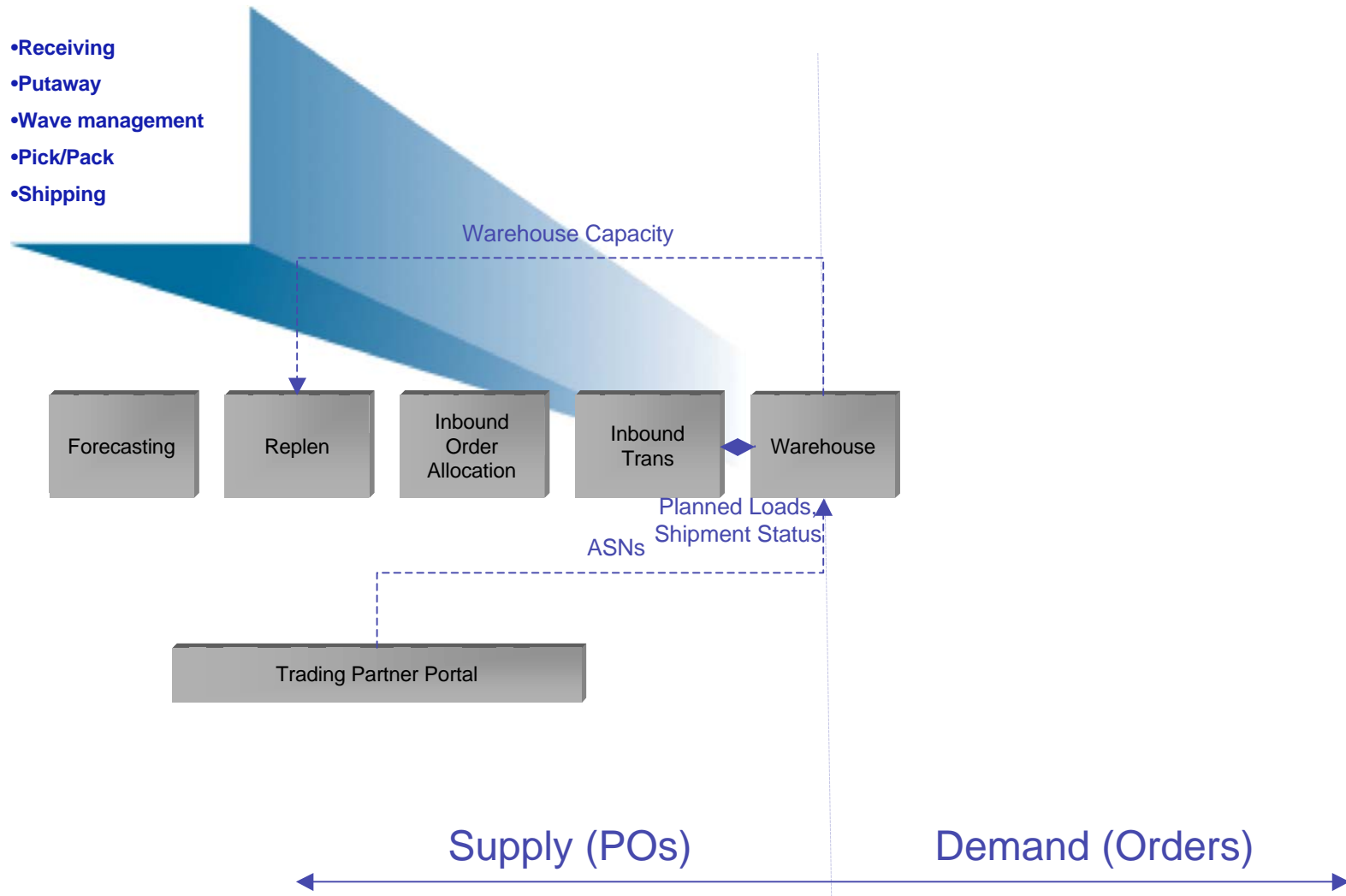


Inbound Transportation

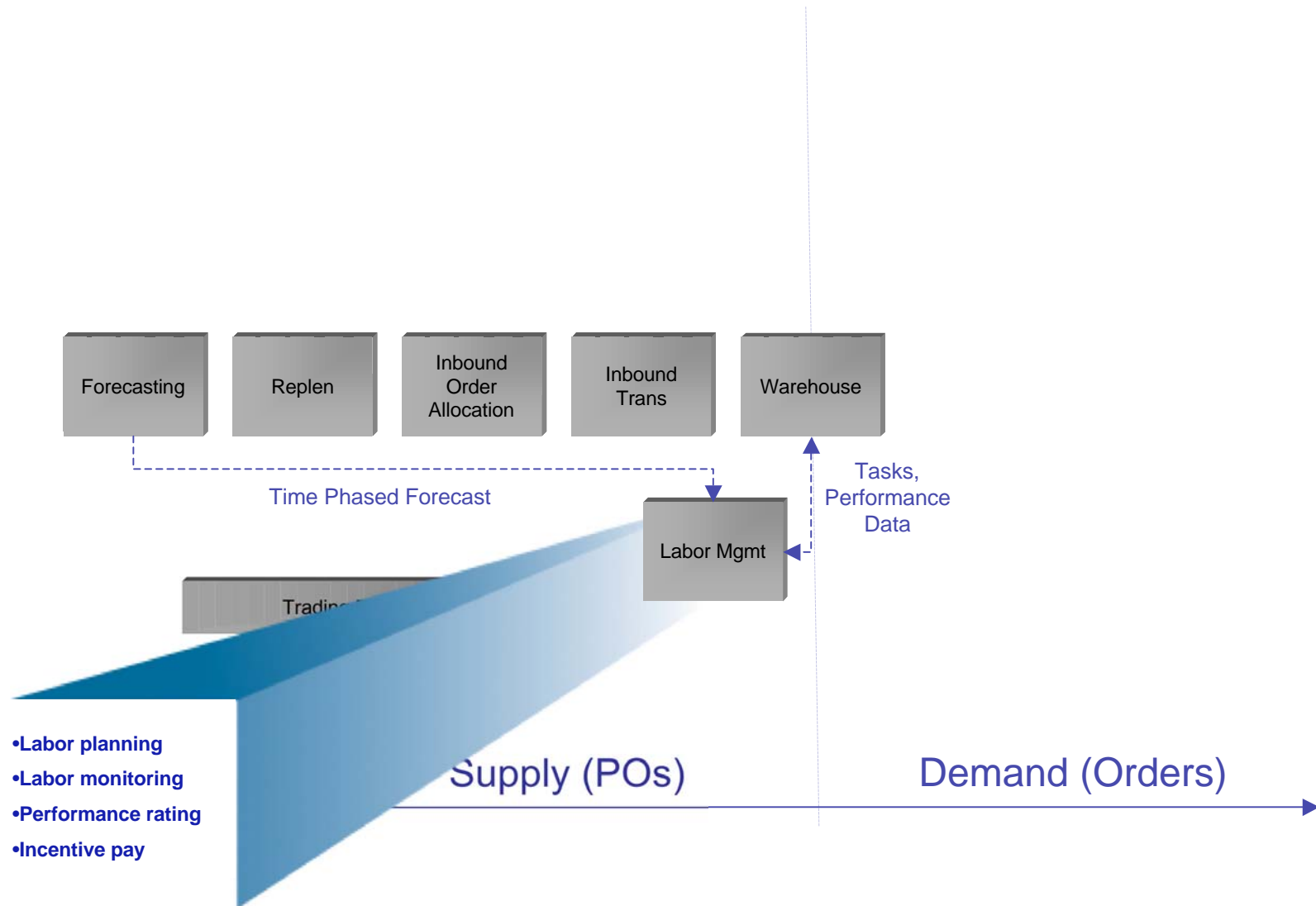
- Transportation planning
- Load tendering
- Fleet management
- Appointment scheduling
- Track and trace



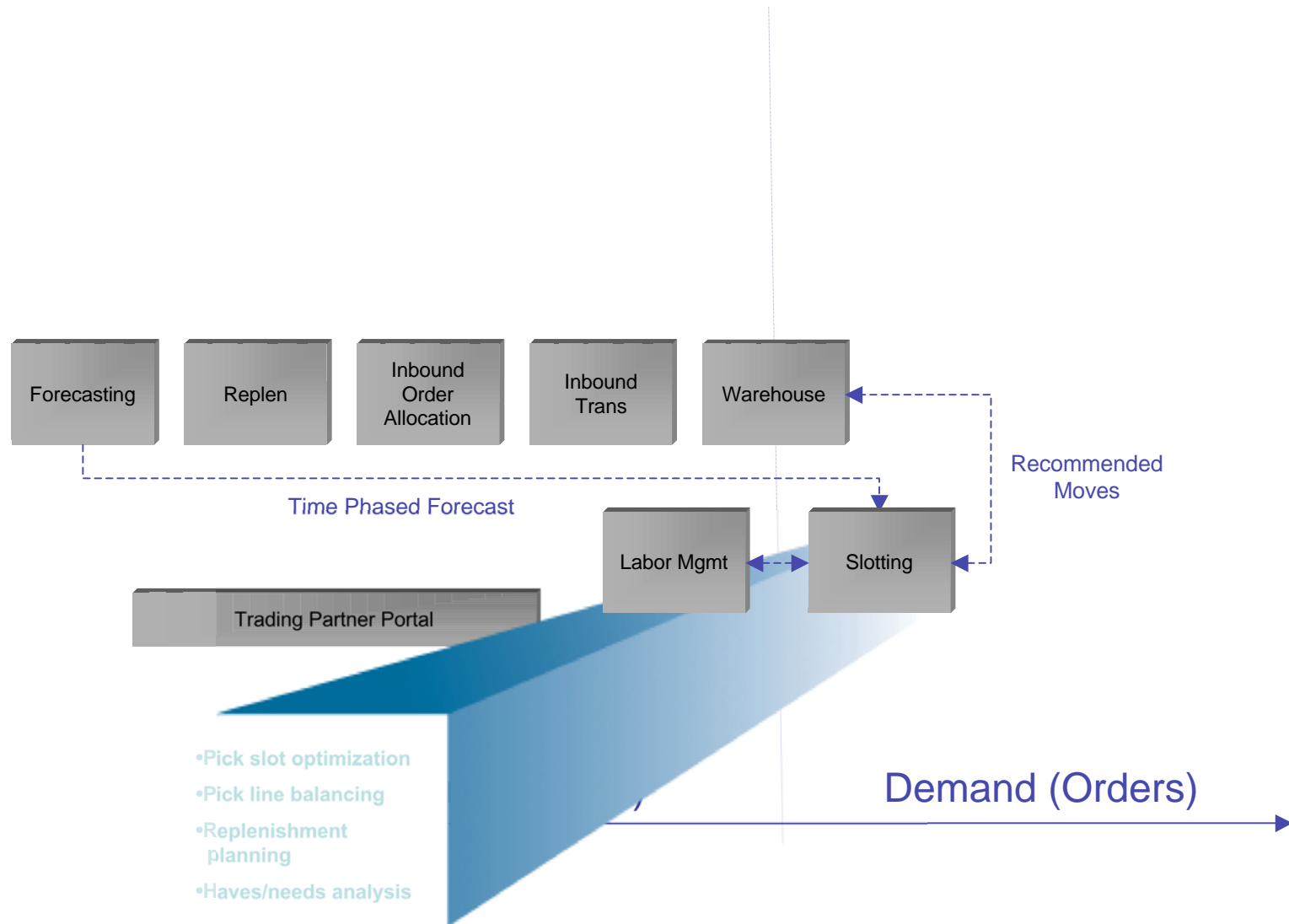
Warehouse Management



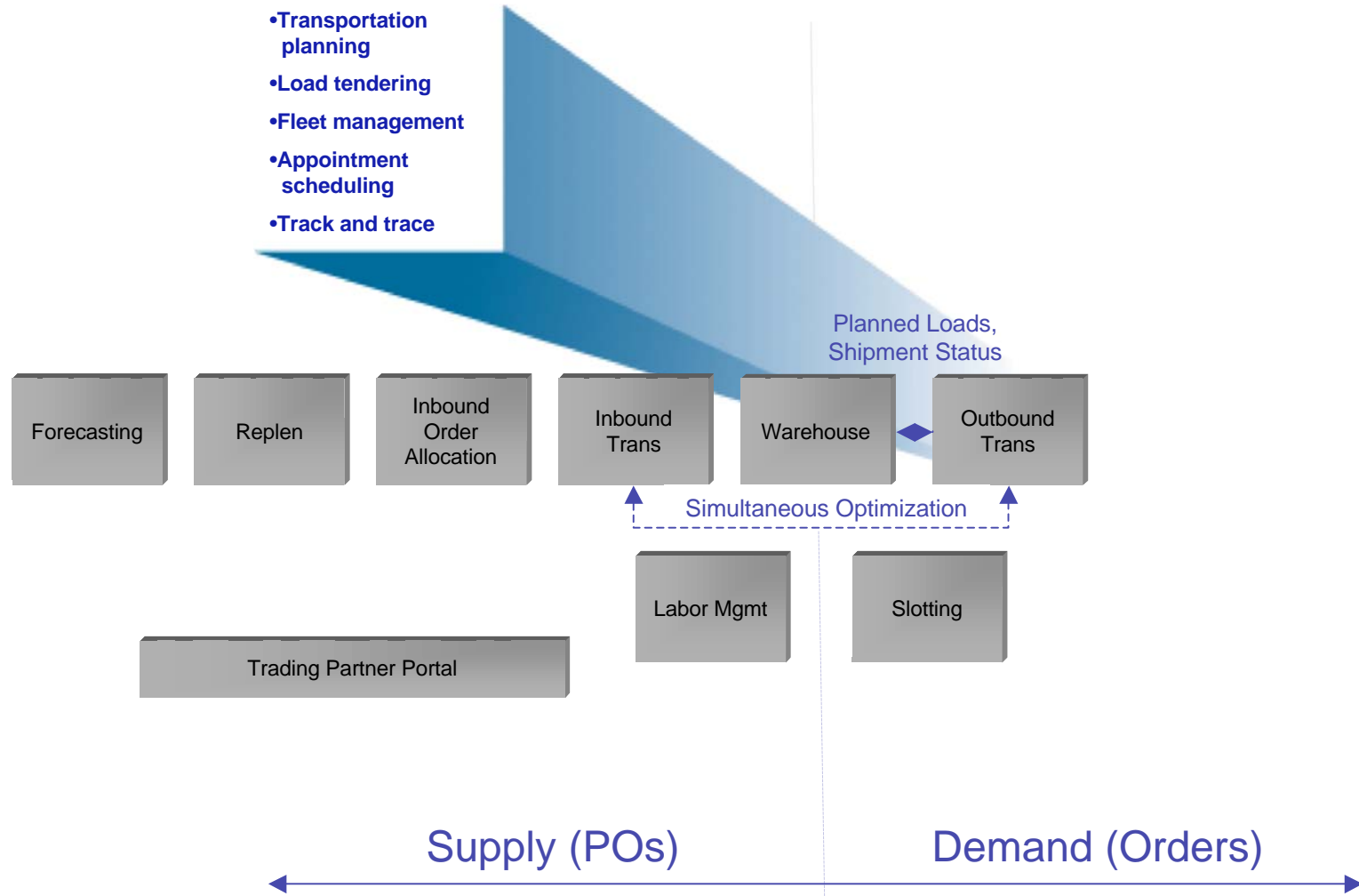
Labor Management



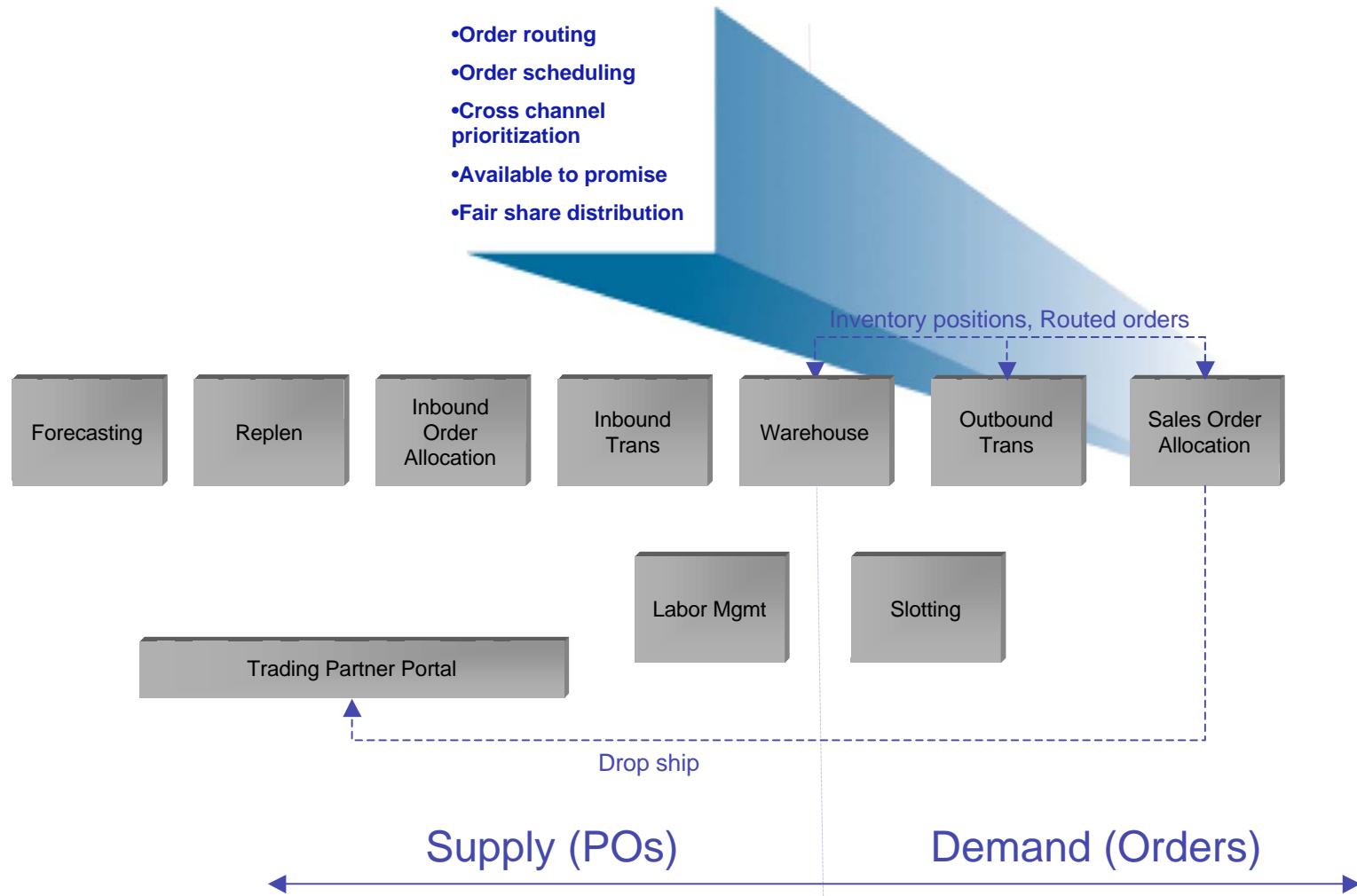
Slotting Optimization



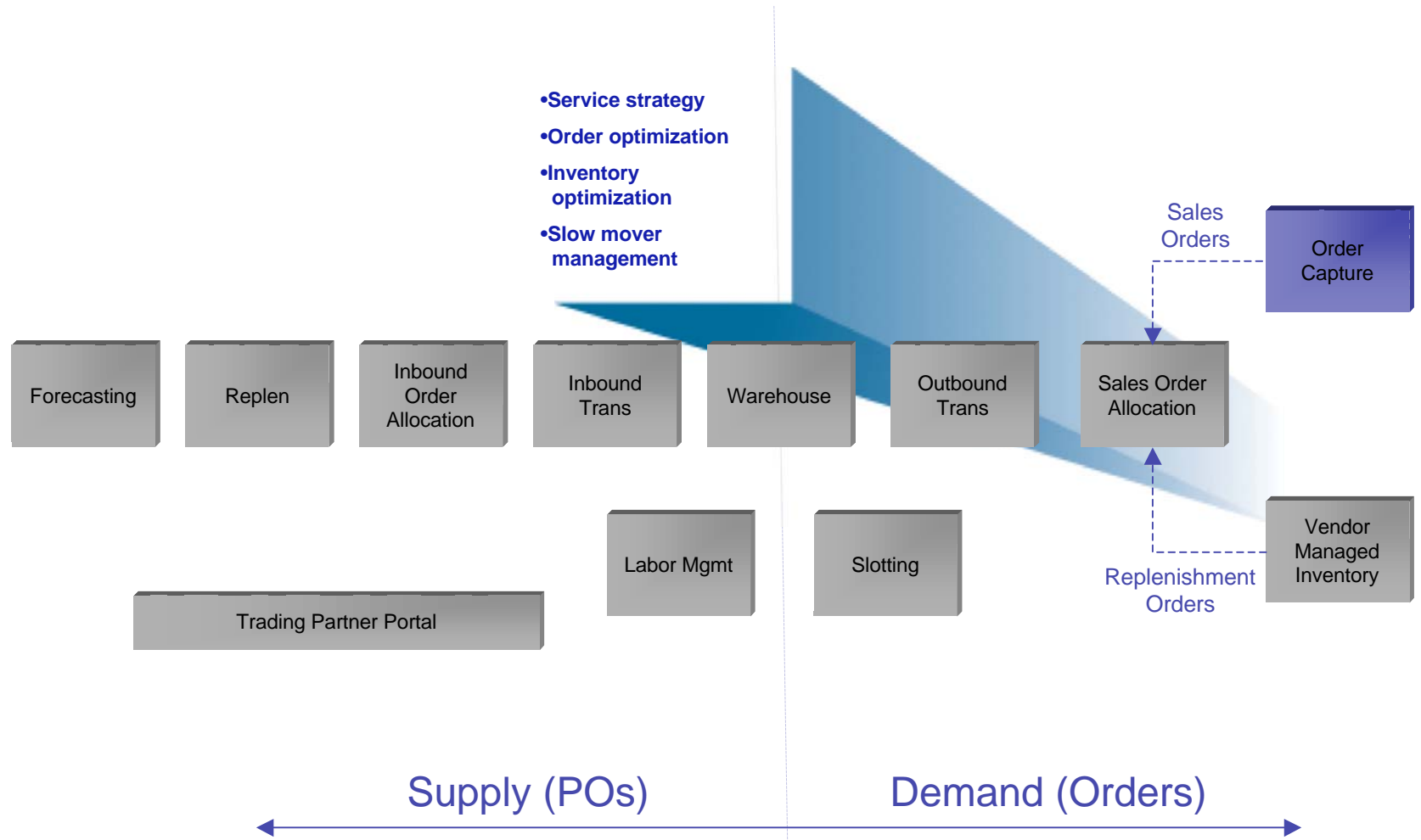
Outbound Transportation



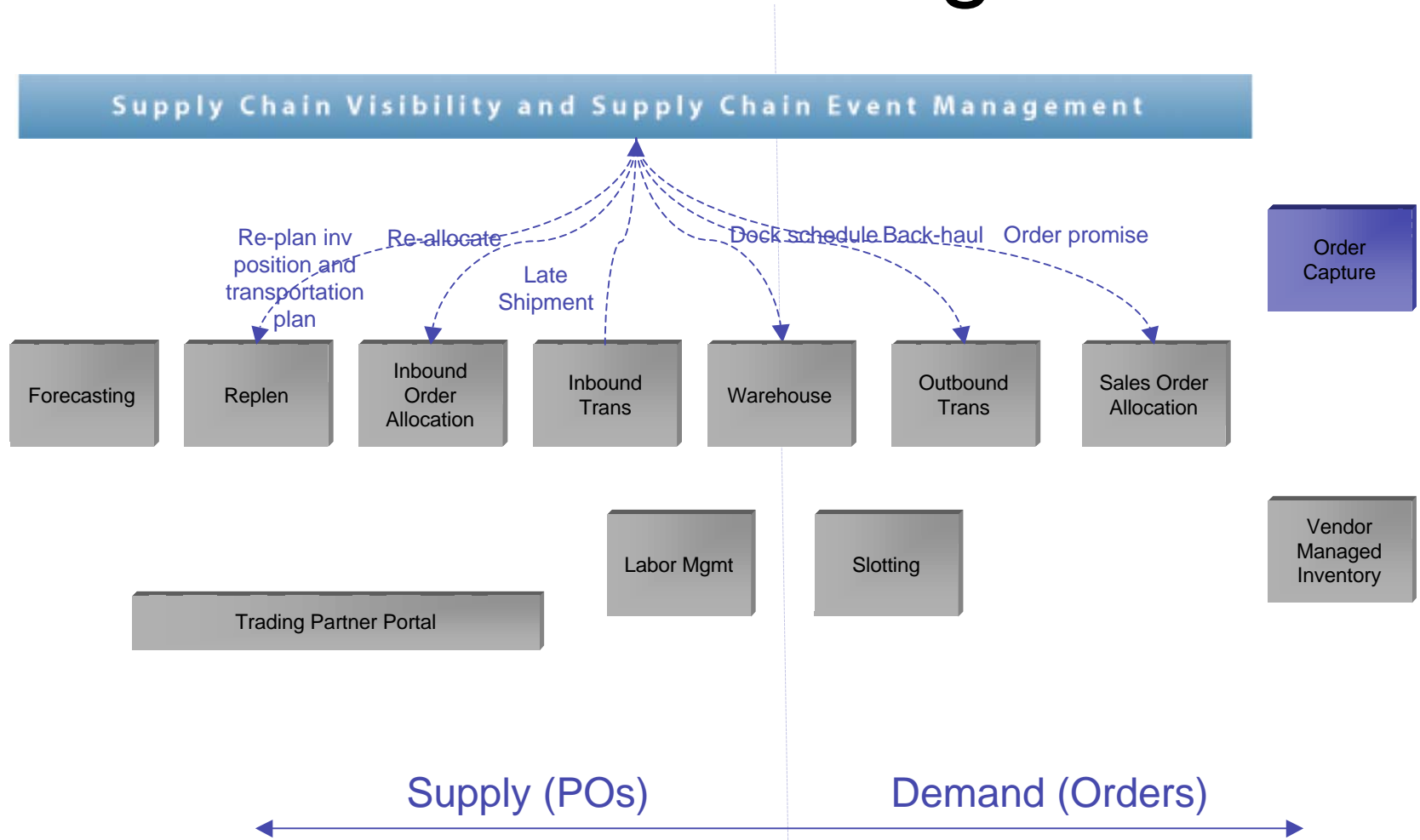
Sales Order Allocation



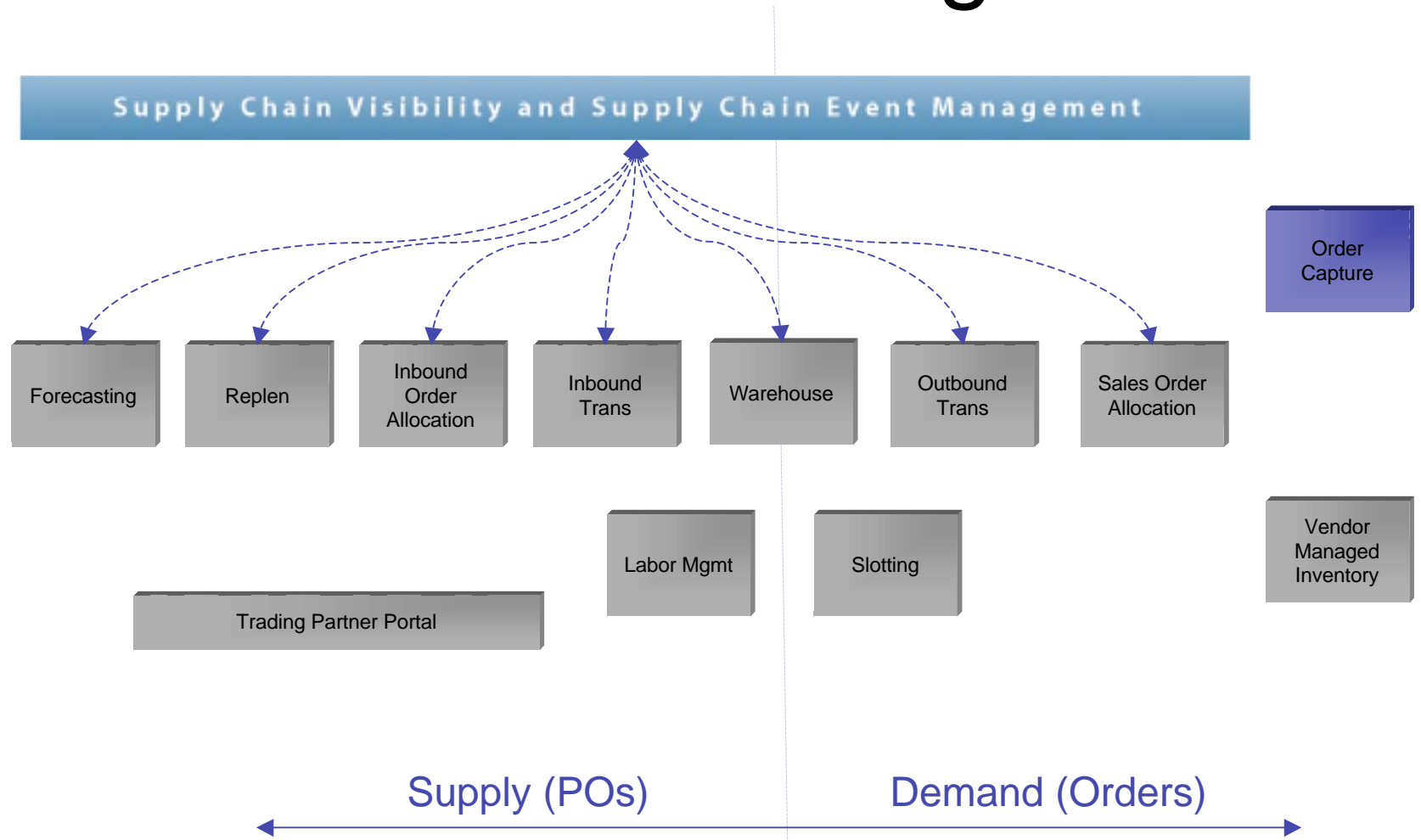
Order Creation



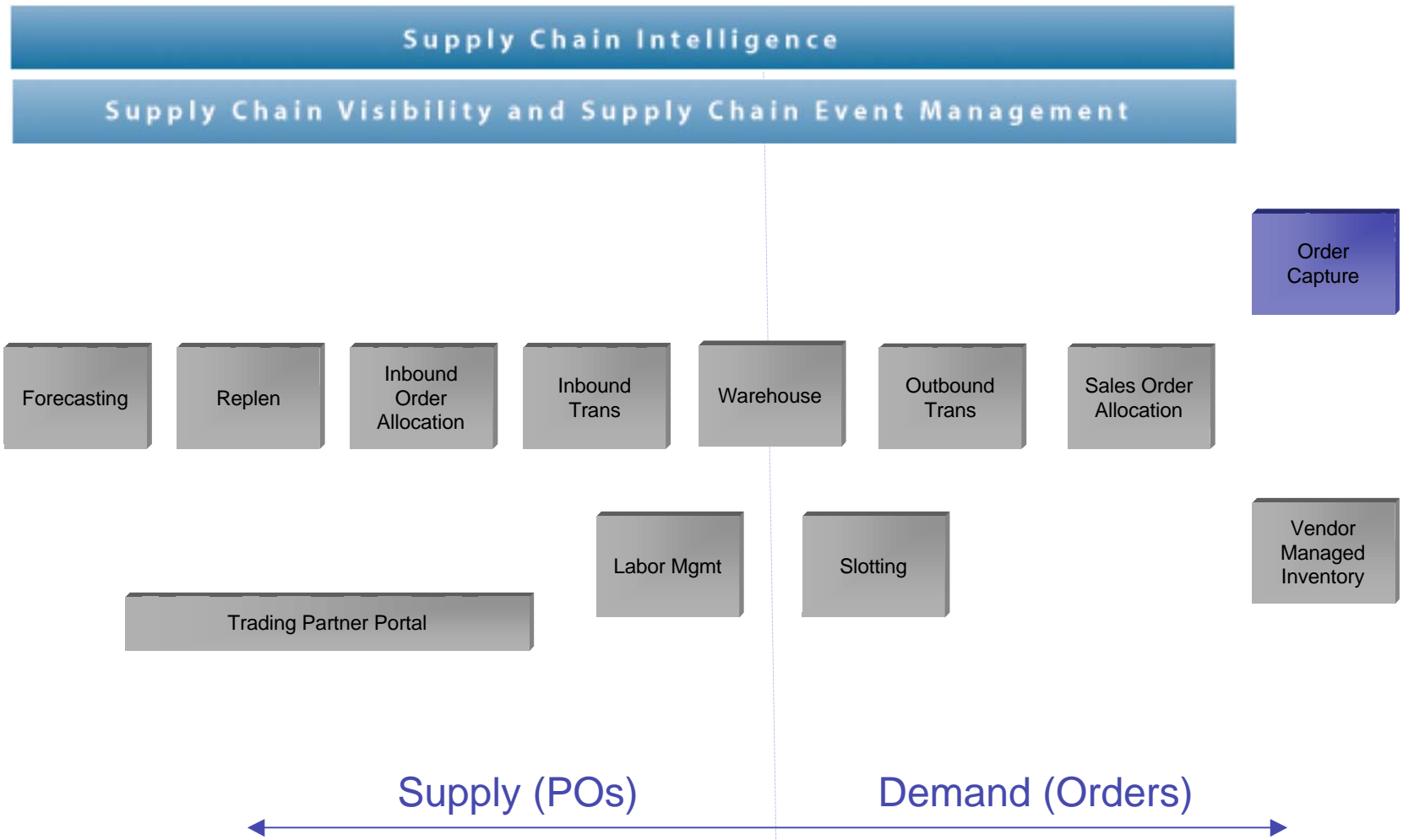
Inventory Visibility and Event Management



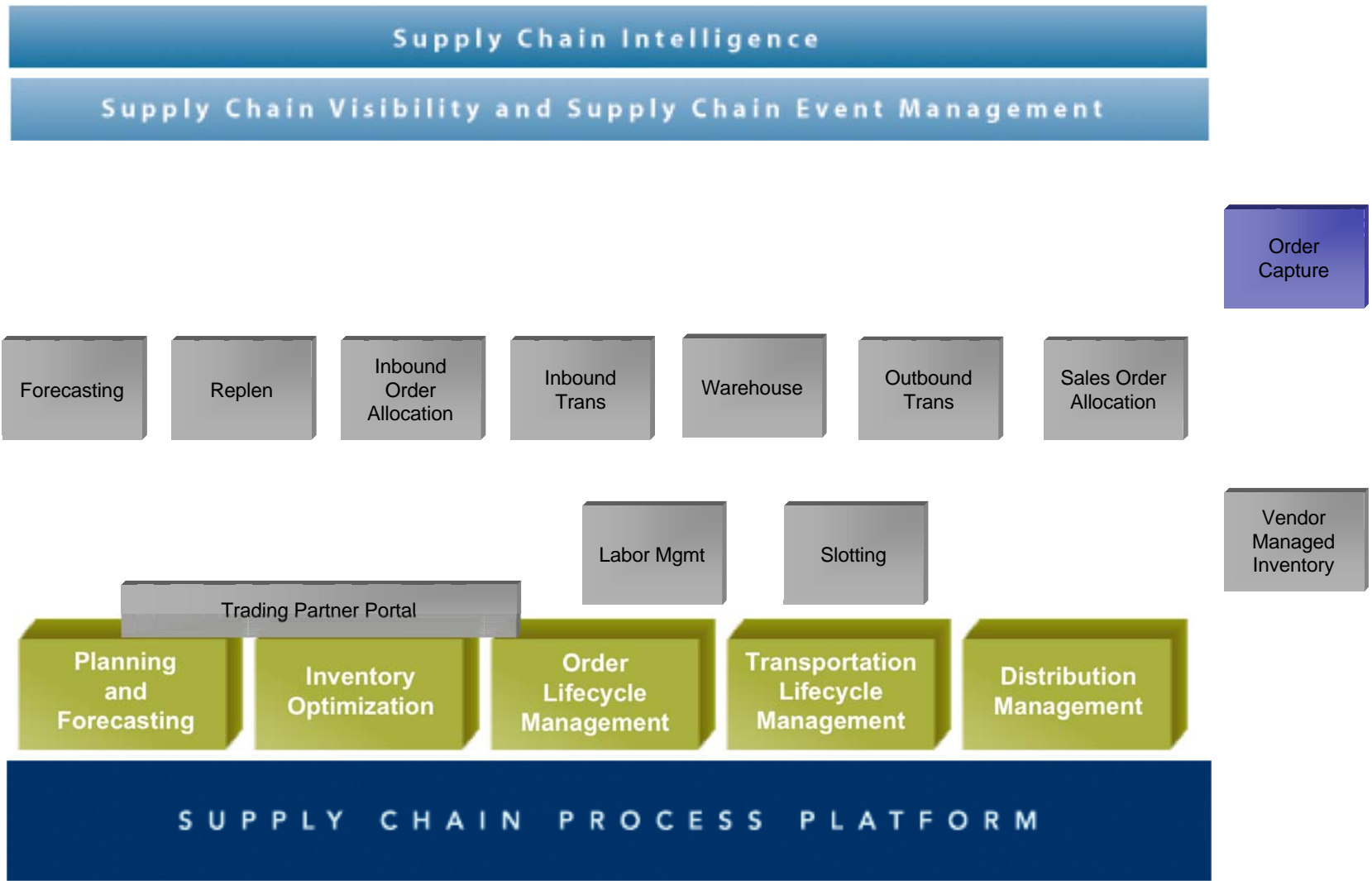
Inventory Visibility and Event Management



Supply Chain Intelligence



Supply Chain Solutions



Supply Chain Solutions

PLATFORM APPLICATIONS
Supply Chain Visibility and Control

SUPPLY CHAIN SOLUTIONS

- Planning and Forecasting
- Inventory Optimization
- Order Lifecycle Management
- Transportation Lifecycle Management
- Distribution Management

SUPPLY CHAIN PROCESS PLATFORM

What Drives You?



Agenda

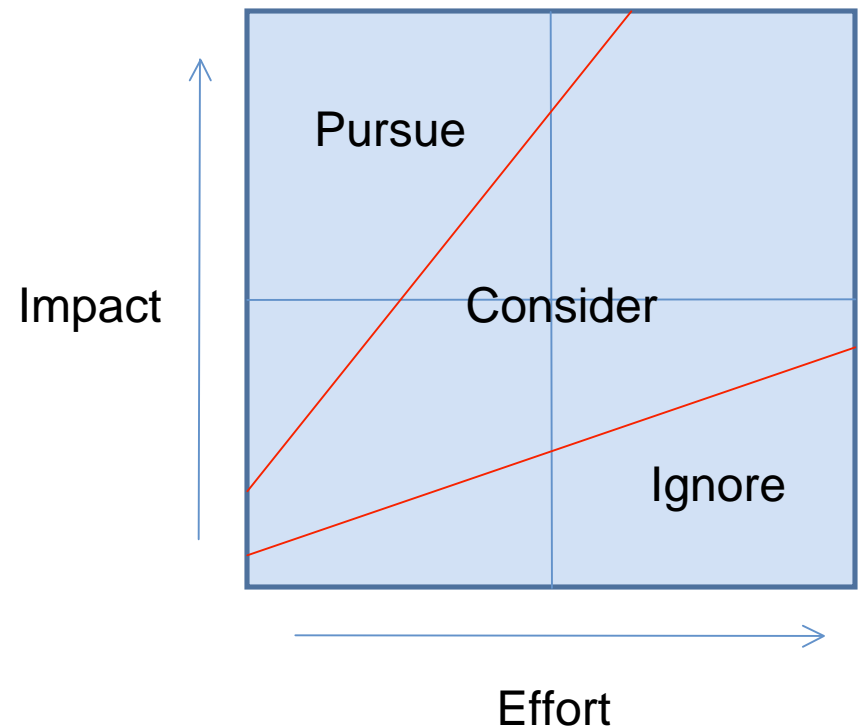
- “The Perfect Order” – Vision
- “The Perfect Order” – Reality

Hurdles / Opportunities

- Competing Objectives
- Functional Silos
- Lack of Standards
- Human Error
- Lack of Communication
- Unpredictability

Where to Begin

- Define the “to-be” state
 - Interdependencies
- Gap Assessment
- Identify Opportunities
 - Quantify
 - ROI Analysis
- Prioritize
- Plan and Execute



Thank You! Have a great session at the 2007 Distribution Conference!

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