

## Real-Time Enterprise Management

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President/CEO

- Introduction to Adexa
- Trends in Collaborative Commerce
- Solution Map
- Case Studies

Adexa is a leading provider of supply chain planning and collaboration software. Our iCollaboration solution is used by Global 2000 companies to create Real-time Enterprise Management solutions

### North America

- Los Angeles, CA
- Boston, MA
- Atlanta, GA
- Norwalk, CT
- Toronto, Canada



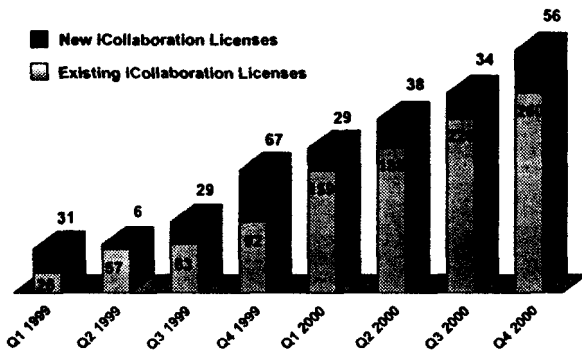
### Europe

- Brussels, Belgium
- Munich, Germany
- London, England

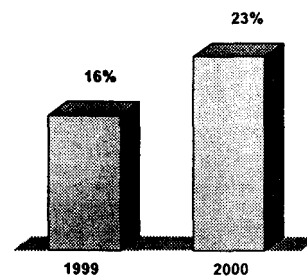
### Asia / Pacific

- Tokyo, Japan
- Seoul, South Korea
- Taipei, Taiwan
- Singapore

■ New iCollaboration Licenses  
■ Existing iCollaboration Licenses



### Revenue from Repeat Customers



**Vehicle Manufacturing**

**Soft Goods**

**General Industry**

**Semiconductor**

**Electronics**

**AMD** **UMC** **HITACHI** **TOSHIBA**

**Chartered** **CENTILUM COMMUNICATIONS, INC.**

**SHARP**

**CONEXANT**

**ESM**

**ISSI** **FUJITSU** **TSI**

**PHILIPS** **Sumitomo**

**SHARP** **PHILIPS** **RICOH**

**XEROX** **SYNNEX**

**TECO** **FRANATOME**

**Technitrol**

**GULISTAN CARPET** **QUAKER**

**Malden Mills** **MILLIKEN**

**MANNINGTON**

**TEIJIN** **RetailMetro**

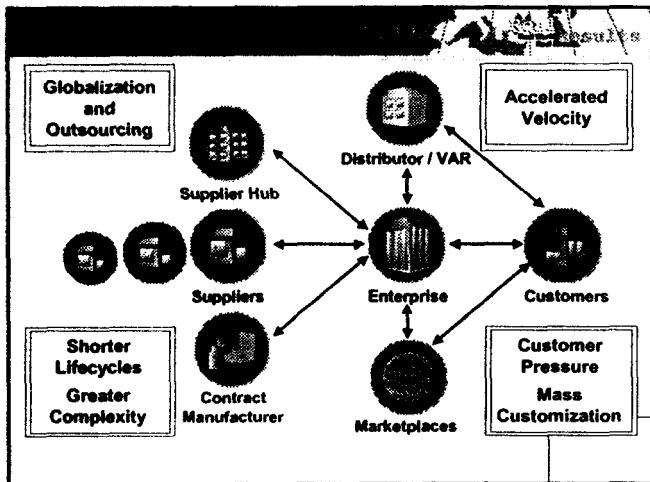
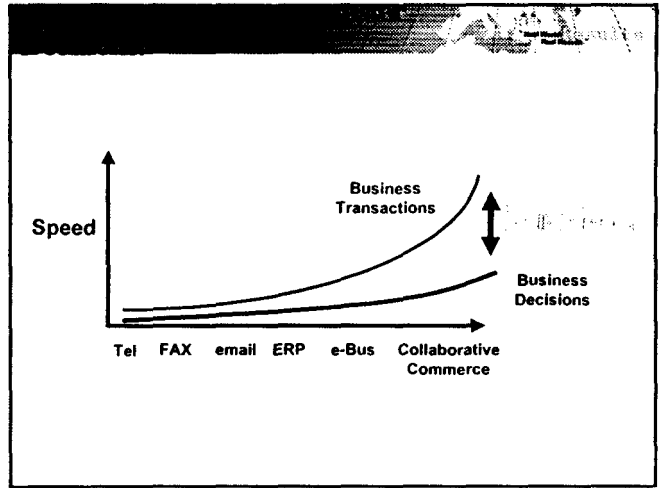
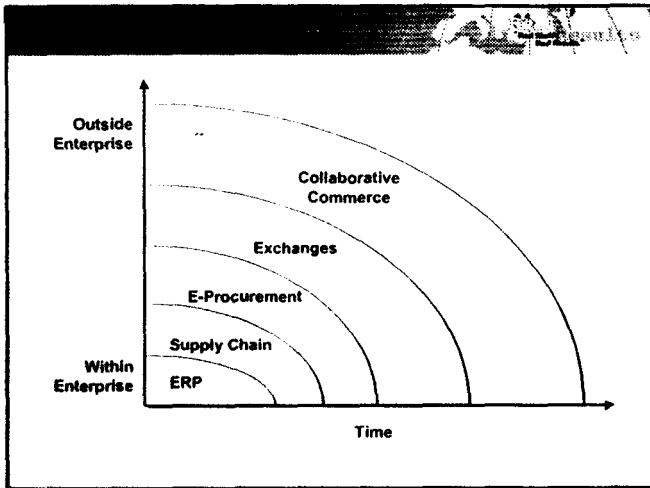
**Johnson & Johnson** **CNH**

**Boeing** **TEMPLATE SOFTWARE**

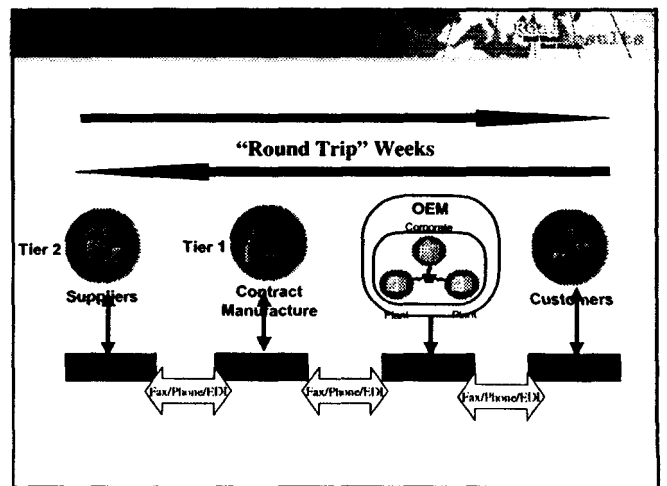
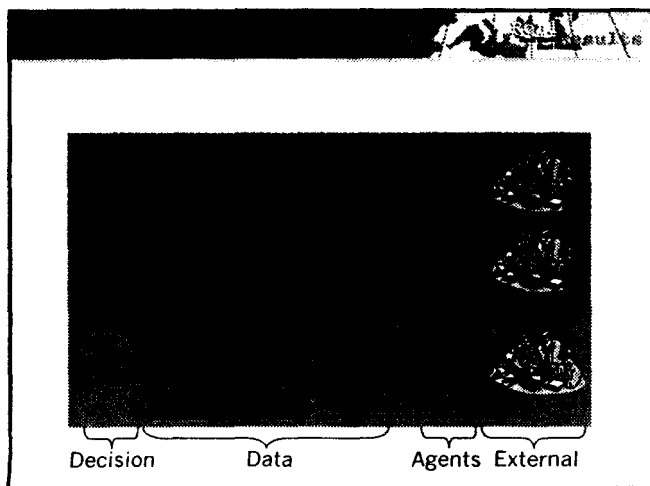
**Naval Aviation Systems** **Firmenich**

**RICH'S** **HunterDouglas**

**How it all started....**



- "Getting the house in order" - Enterprise solutions
  - ✓ Reductions in inventory
  - ✓ Improved on time performance
  - ✓ Improved customer service
  - ✓ Real time ATP information
  - ✓ Reduced cycle time for planning and responsiveness
- Extend to customers and suppliers
  - Costs are more and more outside the enterprise
  - Inventory owned but not in possession
  - Prices include inefficiencies of suppliers
  - Customers need to have access to information
  - Inter Enterprise Supply and Demand Management
  - Supply date and quantity negotiation
  - Coordination of WIP movement



Extend Supply Chains

- Manage supply chains beyond the enterprise
- Reduction in response times to customers
- Manage many tiers of suppliers

Virtual Supply Chains

- Brand owner may not own plants
- Manufacturing is Distributed
- Manufacturing is in low cost countries
- Computing systems are heterogeneous



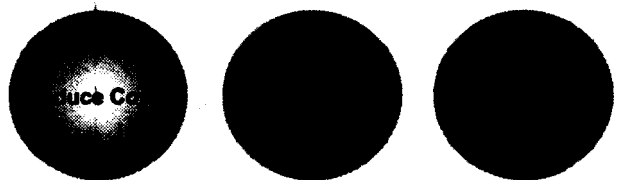
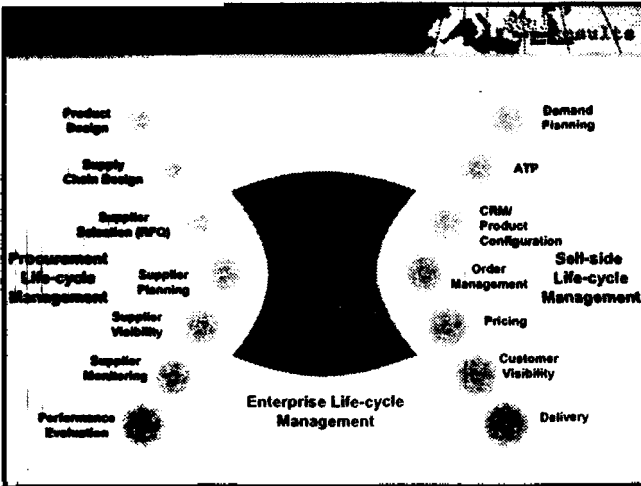
Traditional Supply Chain Planning Solutions

- Model the Supply Chain (central administration)
- Provide Supply Chain Visibility
- Allow "Centralized" intelligence and optimization
- Communicates plans and schedules to stakeholders
- Integrate to Enterprise systems for transaction data

Collaborative Supply Chain Solutions

- Models Extended Supply Chains (distributed maintenance)
- Provides Multi-tier Visibility (internet based and secure)
- Allows Distributed intelligence and automation
- Allows Collaboration between stakeholders
- Integrate b2b for core transaction data

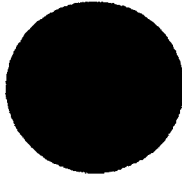
iCollaboration Technology



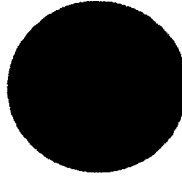
**Provide three essential capabilities:**



Recognized as the industry's best supply chain technology for direct materials!



Enables real-time, intra- and inter-enterprise collaboration on supply and demand & ATP through private exchanges.



Provides workflow and business agents to enable real-time exception handling and messaging across the supply chain.

**Optimization**



**Collaboration**

**Business Process Automation**

**Computing Power**

- ↳ Increasing WAN Bandwidth
- ↳ Open Standards
- ↳ Powerful Processors

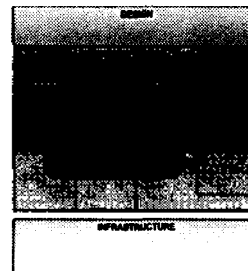
**Systems Developments**

- ↳ Browser Based Client
- ↳ Integration using the internet and XML
- ↳ Distributed Computing
- ↳ Secure Distributed Environments

**Application Advances**

- ↳ Object Based Solutions
- ↳ Agents and Brokers

**What are the solutions that are being put in place?**



**Business Process:**

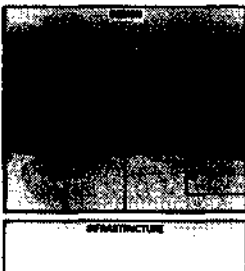
- > Factory Optimization
- > ATP/CTP
- > Supply Chain Optimization
- > Demand Forecasting

**Objective:**

Optimize inventory levels, increase customer service, reduce cycle time, increase throughput

**Target Customer:**

Enterprise with an existing ERP or MES systems that need a web-based solution with multi-user ATP/CTP and planning solution



**Business Process:**

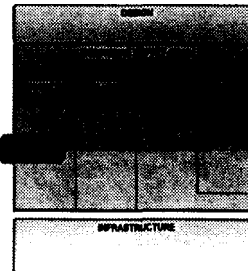
- Sell > Order Management
- > ATP/CTP
- > VMI
- > RFx

**Objective:**

Collaborate with sales force, customers, and distribution centers on orders, shipments, inventory, and availability

**Target Customer:**

Enterprise with an existing order management, or CRM system that need a web-based solution with multi-user ATP/CTP, visibility, and alerts



**Business Process:**

- Source > Purchasing
- > VMI
- > ATP
- > RFx

**Objective:**

Collaborate with suppliers on material requirements and purchase order acknowledgement, status, and modification

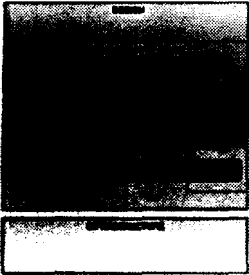
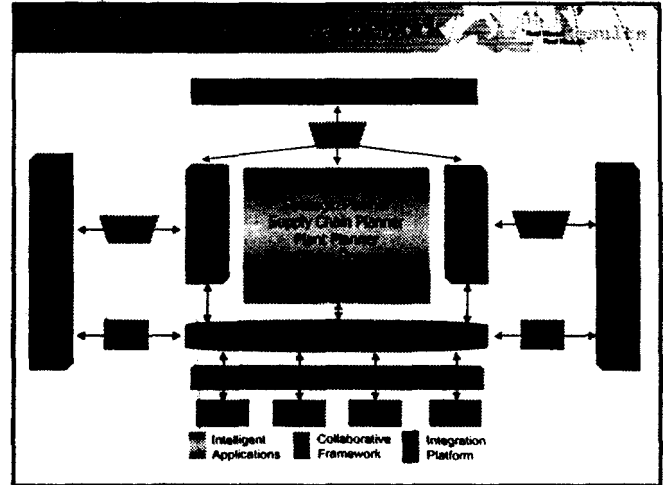
**Target Customer:**

Enterprise with an existing procurement system that needs a web-based solution with visibility and alerts directly inked to the supply chain plan

**Business Process:**  
 Source, Make, Deliver, Sell  
 > Exception Management  
 > Reporting and Visibility  
 > Performance Monitoring

**Objective:**  
 Collaborate across the extended supply chain on planned and unplanned events

**Prospective Customer:**  
 Enterprise with an existing iCollaboration solution that wants to provide visibility, exception management, and performance measurement internally or to supply chain partners

# Case Studies

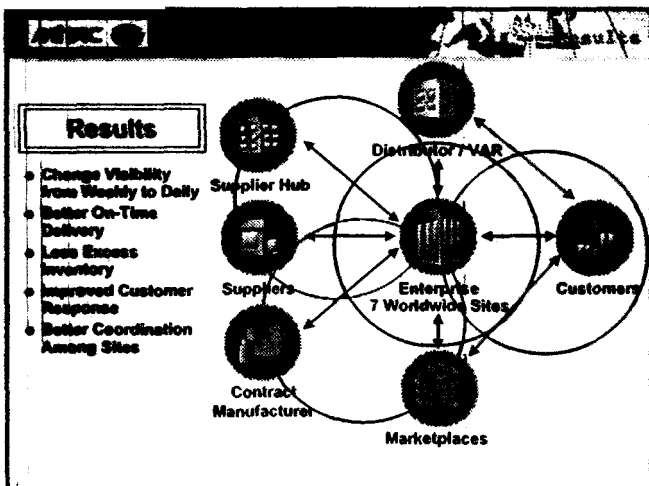
**\$6B PC Manufacturer**

**Challenge**

- 7 Worldwide Sites
- 2 ERP Systems
- Short Product Life Cycle
- Central Planning Needed

**Solution**

- Plant Optimization
- Consolidated Supply Chain Visibility
- Customer / Supplier Visibility



**Top Manufacturer of Fragrances, Flavors and Chemicals in the world**

**Challenge**

- 3 Million Items
- 24 Plants Worldwide
- 12,000 Customers
- 100 New Products / Day
- 85,000 Linear supply chains

**Solution**

- Optimization of Inventory
- Visibility for Suppliers

**firmenich**

**Results**

- Deployed in 6 Months
- Up-to-the-Minute Visibility and Monitoring
- Inventory Reduction
  - 10's Millions in Joint Inventory
- Internet Connection with Suppliers

**PHILIPS**

**Challenge**

- Multiple Facilities
- Hundreds of Thousands of Lots
- Each Product has 200-600 Steps for Processing

**Solution**

- Modeling of the Site and Facilities
- Ability to Process Hundreds of Thousands of Lots in Minutes
- Integration with MES Systems
- Used at Every Level of Management

**PHILIPS**

**Results**

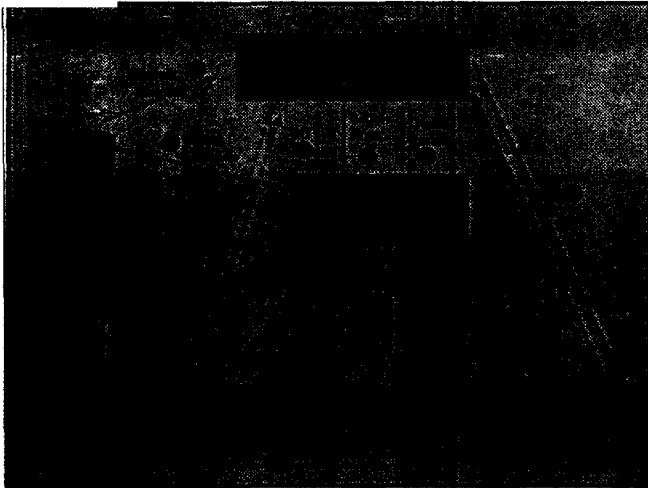
- 10% Reduction in WIP
- 100% On-Time Delivery
- 20% Reduction in Cycle Times

**Multi Tier Supplier Collaboration**

**Multi-tier supply chain**

- Supply chain visibility

- Value chain dominated by OEM
  - Material Intensive business
  - Dominates Tier 1 and Tier 2 suppliers
- Inventory is high yet stock outs too common
  - Need to reduce part obsolescence
  - Schedule uncertainty causes high inventory
  - Common Parts across products
- Management of Tier 2 Suppliers
  - Manage Open and Closed Book Supplier
  - Manage price differential with component supplier
  - Allow visibility and control



- Collaboration of demand to Contract Manufacturer
- Calculation of Tier 2 material requirements
- Sourcing of component demand  
OEM overstock or supplier
- Full visibility on component sourcing activities
- Rebate calculation & Rebate Clearing

**Thank You**