

**Company**

We are a niche solutions organization that assists Manufacturers, Retailers and Service Providers with strategies and solutions in the areas of Forecasting, Material Planning, Supply Chain Modeling, Product and Merchandise Planning, Replenishment, Pricing, Logistics/Distribution Planning using advanced mathematical and statistical techniques and proprietary tools and services. Our approach to Supply Chain Risk Management comes from years of translating complex concepts into simple, practical solutions.

**Differentiators**

- Combination of supply chain domain knowledge, financial analysis and industry processes.
- Direct experiences drawn from a number of industries - Retail, Manufacturing, Construction and Telecom.
- Proprietary Supply Chain models and tools that incorporate causal factors (such as weather) in specific ways.
- Engagement model that makes tools and services available on an as-needed basis that reduces customers' total cost of ownership.
- Consultative approach to problem solving

**People**

Our team is a unique blend of Process Experts, Technology Specialists, Industry Veterans and Financial Analysts that can provide strategic advice to executives, assist operational managers with detailed analysis of problems and opportunities and finally, develop functional solutions that are easy to deploy and maintain.

**Founders/Management Bios**

- 15+ yrs of Business Process Reengineering, Strategic Planning, Management Consulting, Software Development and Operations
- Sr. Director, Product Marketing (CPG & Retail), Major supply chain software firm
- Sr. Manager, Ernst & Young LLP (Management Consulting)
- Analyst - Anheuser Busch, Energizer - Implementation of processes and technologies (Logistics, Supply Chain)
- Authoring and implementation of Best Practices (CPFR, ERS) at **Wal-Mart, Energizer, AB**
- Close engagement with Retail standards organizations (VICS, UCC, EAN, UCCnet)
- Frequent speaker at events such as Retail Systems and Stanford GSCM Forum
- M.S Comp Science from University of Missouri, Rolla and BSEE from IIT, India

- 12+ yrs of Supply Chain Analysis and Optimization in Manufacturing and Distribution environments; Sales & Operations Processes; Software Solution Engineering
- Management Consultant at Major Electronics Component Manufacturer
- Solutions Director, Major Supply Chain software firm
- Post Doctoral Research Fellow, Penn State University
- Architecture, Development and Deployment of Demand Supply Match and Service Level Attainment at high tech electronics subsidiary of **Siemens**
- Development and implementation of Supply Collaboration and Product Lifecycle Management solutions at **Compaq**
- Ph.D from Penn State University and BS Engineering from IIT, India

**Engagement Model**

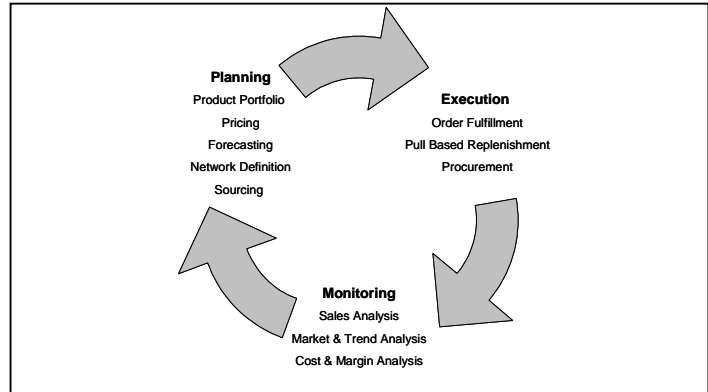
We recognize the pain, cost and complexity involved in the design, implementation and upkeep of supply chain planning solutions, having gone through several such implementations ourselves. We realize planning processes tend to be unique to each organization. We are at the forefront of a paradigm shift in the definition, delivery and maintenance of planning solutions, using a model that best combines software capabilities with analysis and services that align with an organization's planning cycle. Such services can effectively operate as extensions of planning organizations. This allows your business to concentrate on excellence in **operational execution**.

**Sample Customers and Experience Base**

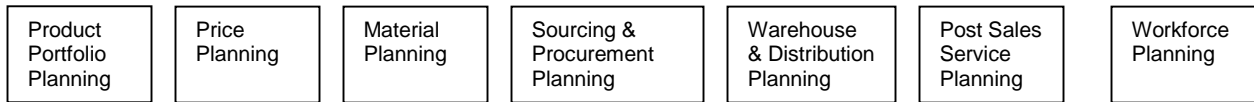


### The planning function

As the adjoining picture shows, in any business, planning, execution and monitoring processes are iterative processes that are closely interconnected. The importance of formal planning as a core function of business operations has never been greater - with increased global competition, shifting business models, and the need for a business to be both operationally efficient and well-positioned for growth. Success requires great execution which in turn requires the right, optimal plans to execute upon.



### Key Planning Domains



Planning functions are scattered throughout an organization and have varying cycles - yearly, quarterly and daily. Considerations differ from industry to industry, company to company and involve factors that are often dynamic. The output of plans drive operational decisions. Planning solutions need careful evaluation of all these factors as well as the extent of the impact of best practices and technologies (EDI, VMI, RFID etc), that govern operational execution of plans.

### Portfolio of Offerings



<b>Strategic Assessments</b> <ul style="list-style-type: none"> <li>Asset and operational efficiencies, revenue optimization</li> <li>Inventory &amp; Cash Flow Analysis</li> <li>ROI measurements</li> </ul>	<b>Process Mapping</b> <ul style="list-style-type: none"> <li>Current State Analysis</li> <li>Future State Definition</li> <li>S &amp; OP analysis, Best Practices Implementation</li> </ul>	<b>Market Planning</b> <ul style="list-style-type: none"> <li>Technology and Industry trends studies</li> <li>Workshops, Seminars and White Papers</li> <li>Product Marketing Assistance</li> </ul>	<b>Technology Planning</b> <ul style="list-style-type: none"> <li>Technology rationalization</li> <li>Solution definition, Initiative planning</li> <li>Outsourcing strategy</li> </ul>
---	--	---	---

**Planning As A Service**

- Benefit Assessment Framework* - Web based, customizable ROI assessment tool
- Product Portfolio Planning Service* – Trend Analysis (historical, market and other) to evaluate category and product profitability
- Forecast Planning Service* – Forecast model tailored to specific causal factors of a business
- Replenishment Planning Service* – Replenishment model tailored to specific constraints of a business
- Operations Planning Service* - Comprehensive demand-supply-margins match

**Engagement & Service Management**

- Engagement Planning and Design
- Project and Program Management
- Ongoing Service Support

Copyright 2005 © Nathan Research Inc

### Case Studies

- New England based mid-size manufacturer**
- Program to transition them into a branded marketing and distribution firm - historical sales & margins analysis, portfolio planning, price modeling, establishment of sourcing & distribution network - *Efficiencies achieved in sourcing - 10%, Revenue growth anticipated - 8%*
- Large National Telecommunications Provider**
- Load forecasting and field service technicians planning across a 5 state geography for a large telecom service provider, based on weather, infrastructure and other factors, optimizing customer service targets with budgets and overtime spend. - *Decrease in labor spend by 5-8% and Increase in revenues by 1-8%*
- Large TX retailer**
- Assortment rationalization based on rates of sale, store clusters, etc for a retailer - *Decreased inventory one-time by 1%, Reduced days of inventory on average by 10%*
- Large Consumer Goods Manufacturers**
- Outsourcing of the warehousing function for a manufacturer of consumer products – *Reduced costs of warehousing - 10%, Reduced days in inventory by 15%*
  - Reengineering of the procure-to-pay process for a beverage maker, to allow for invoice-less settlements to suppliers and transportation service providers - *Reduced claims and invoice processing costs by 30%*

**Focus Industries** – Retail, Telecom, Hospitality (Service Supply Chains), Manufacturing, Technology (Product Supply Chains)

### Principles and Values that Guide Us

- Nathan Research adopts a unique approach to solutions development/delivery by combining original thought leadership with
- Customer involvement in problem and solution definition
  - Field validation by working with users
  - Continuous R&D and innovation for practical solutions
  - Knowledge/experience in a variety of solutions and techniques
  - Relationships with leading industry organizations, academia

### Contact

Nathan Research Inc  
 1705 Blair Ct, Ste 100  
 Carrollton, TX 75010  
 214-507-0015  
[info@nathanresearch.com](mailto:info@nathanresearch.com)  
[www.nathanresearch.com](http://www.nathanresearch.com)