



Welcome to

Ride the Downturn and Prosper in the Upturn

Executive Briefing on 2nd April 2009

Today's agenda

- 14:00 Welcome – Alan Braithwaite, LCP Consulting
- 14:10 Managing supply chains in turbulent times – Professor Martin Christopher
- 14:35 Supply chain integration and the role of S&OP – Christian Borel, Merck Serono
- 15:00 Creating visibility in a vertically integrated supply chain – Jerome Saint-Marc, Wm Morrison Supermarkets plc
- 15:25 Tea break
- 15:40 Achieving supply chain resilience through collaboration – Professor Richard Wilding, Cranfield School of Management
- 16:05 Practical experience in implementing S&OP – Atle Pedersen, Rieber & Sons ASA-Toro
- 16:30 Planning in an uncertain world – Emile Naus, Marks & Spencer plc
- 16:55 Reducing CO₂ emissions in the wine supply chain – Rob Hollis, Fosters EMEA
- 17:15 Discussion and closing remarks
- 17:30 Meeting close followed by drinks / canapés



Ride the Downturn and Prosper in the Upturn

The 5 Supply Chain Maxims

Alan Braithwaite

The economic environment is challenging!

From **NICE** to S!❄️◻

N on
I nflationary
C ontinuous
E xpansion

S eriously
?
❄️
◻

Sir Mervyn King: Governor of the Bank of England

In 4 months we have gone from Risk to Crisis

IMF in global 'meltdown' warning

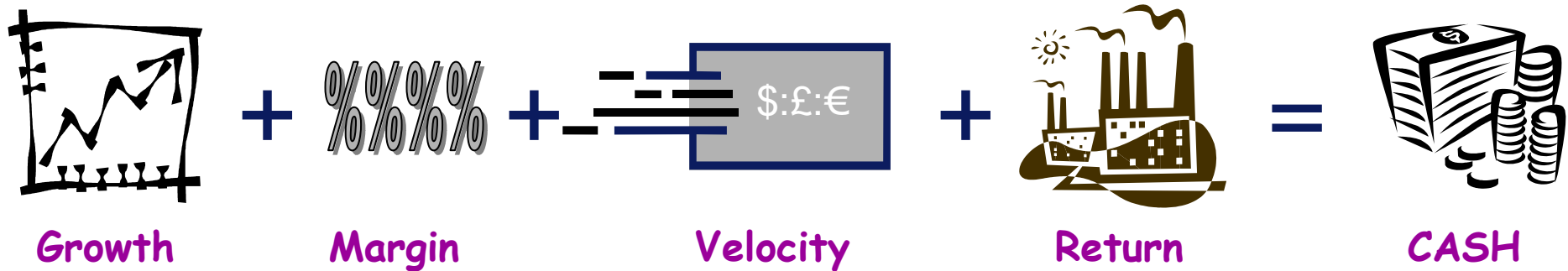
- The world financial system is teetering on the "brink of systemic meltdown", the head of the International Monetary Fund (IMF) has warned in Washington.
- Dominique Strauss-Kahn



12th October 2008

CEOs' are shifting their priorities

With growth less available and credit tight, the focus..... is on measures that drive for **CASH**



Adapted from 'What the CEO Wants You to Know' by Ram Charan

Crisis or opportunity? – we prefer opportunity!

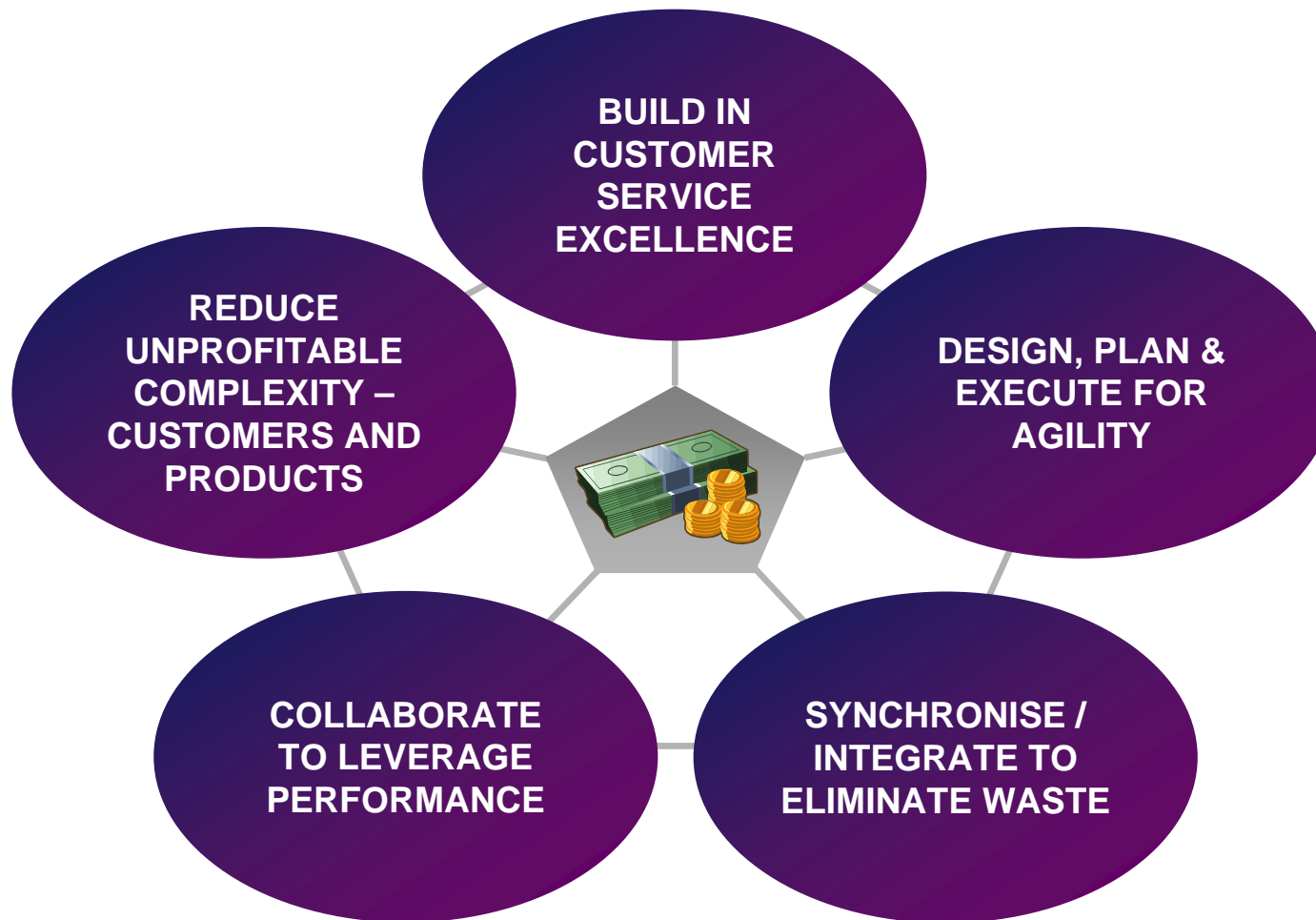
CRISIS

危機

Danger

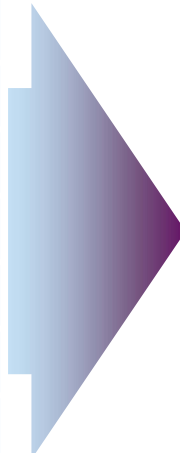
Hidden opportunity

5 Supply Chain Maxims to ride the downturn and prosper in the upturn

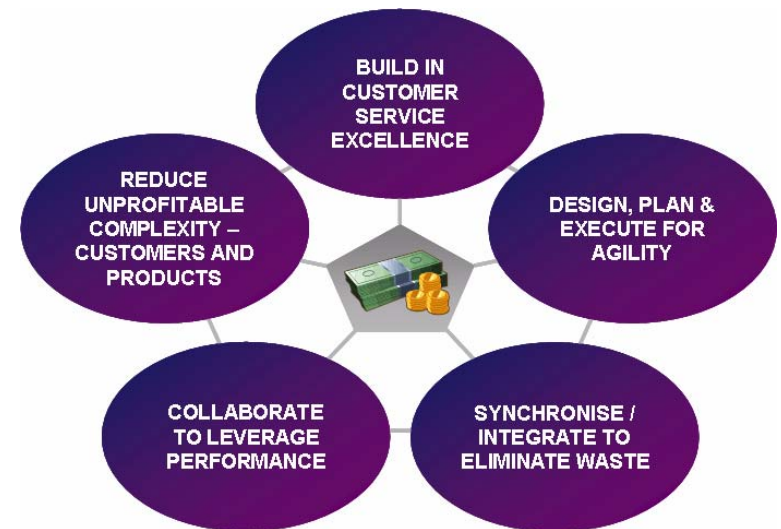


Unlocking the *5 Maxims* quickly proven diagnostic tools & process

Business & Supply Chain focus	LCP diagnostic tools
Business drivers	5 levers model & market analysis
Product & Customer Profitability	LCP Cost-to-Serve®
Supply Chain Risk and Sustainability	Risk & Sustainability Toolset
Supply Chain Effectiveness	End-to-end SC Diagnostic Set
Customer Service	LCP Performance Measures
Waste identification	Waste diagnostic and measurement
Inventory	Inventory analysis tools
Green Supply Chain	Carbon-to-Serve®
Supply Chain Maturity	LCP CRYSTAL maturity profiling
Sales & Operations Planning	LCP S&OP Toolset
Product Flow Management	LCP Flow Management Tool
Distribution & network	Network & warehouse modelling
Supply Chain Efficiency	LCP Benchmarks and Best Practice
Product Flow Management	LCP Flow Management Tool



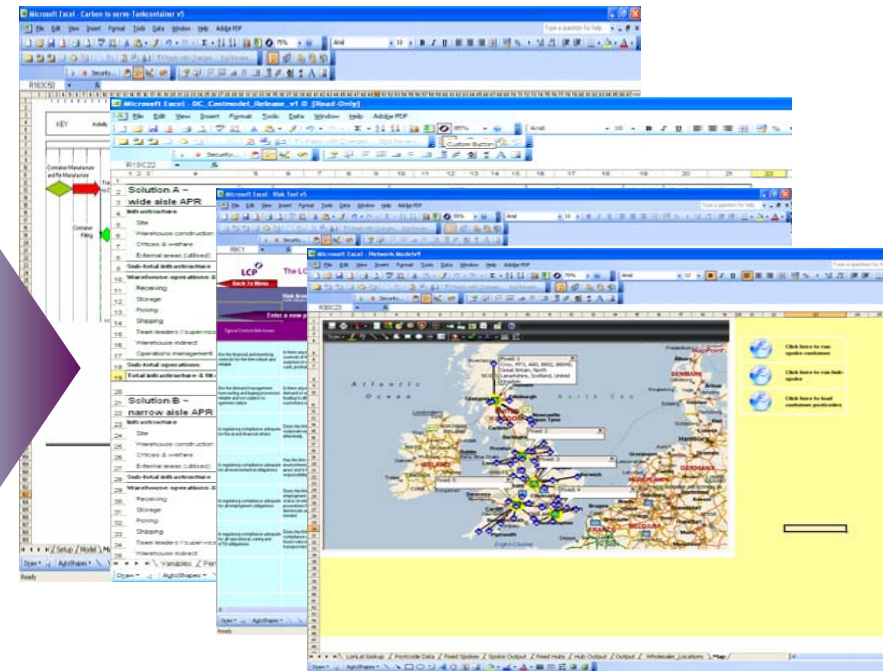
RapiSCAN®



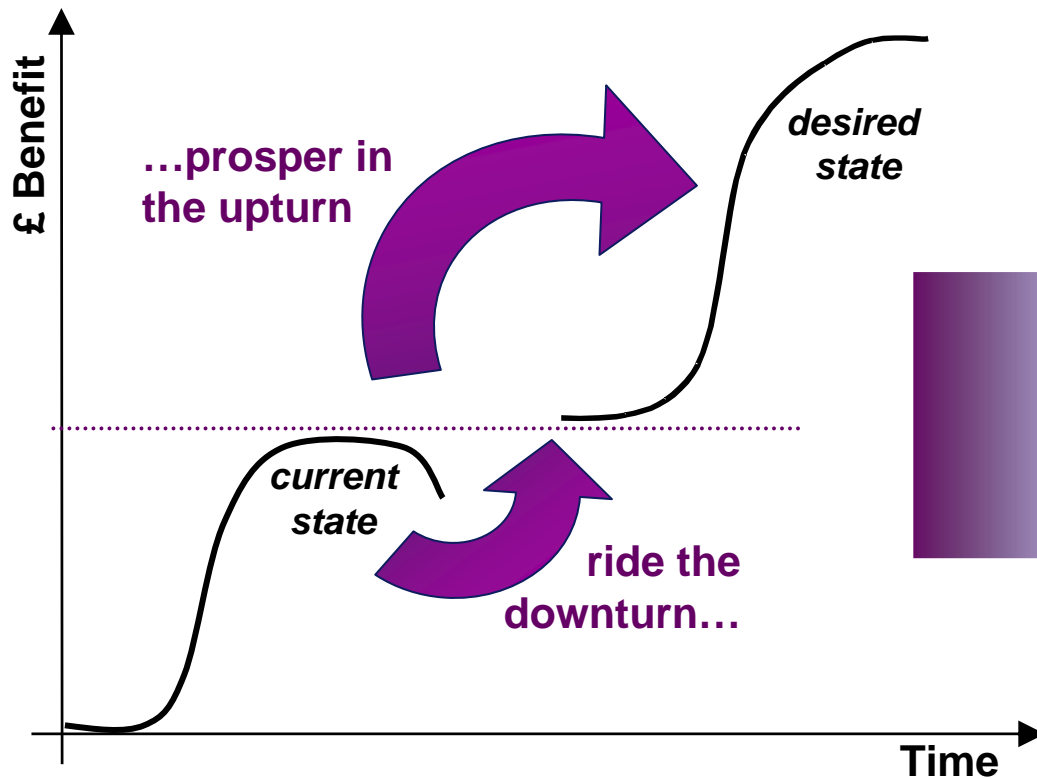
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Sales & Operations Planning	LCP S&OP Toolset
Product Flow Management	LCP Flow Management Tool
Distribution & network	Network & warehouse modelling
Supply Chain Efficiency	LCP Benchmarks and Best Practice
Product Flow Management	LCP Flow Management Tool

RapiSCAN®



Pulling the right levers to yield benefit now... ... and for the future



BENEFIT HIERARCHY

Business network optimisation

Demand response effectiveness

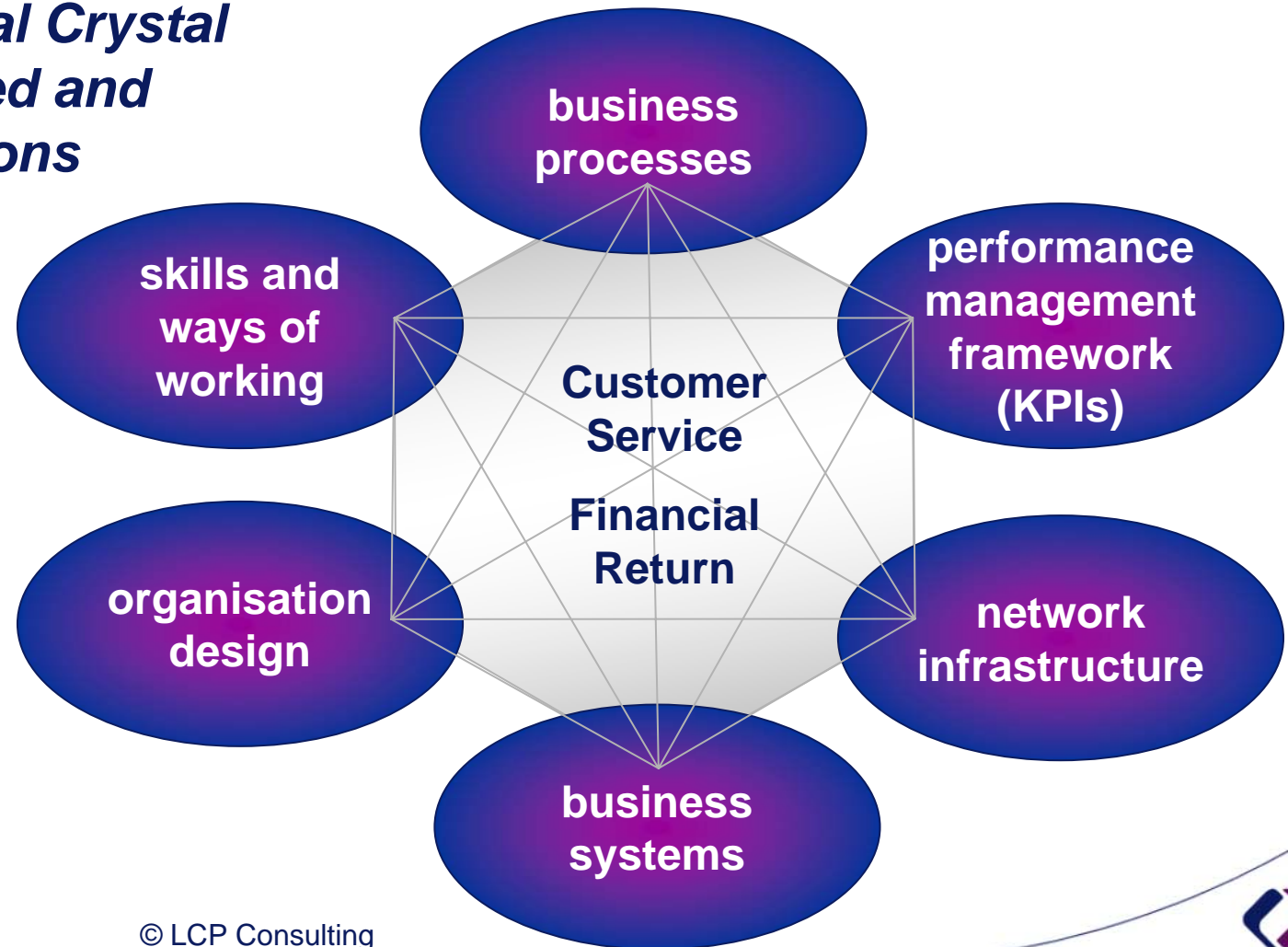
Supply chain process

Operational effectiveness

Rate and tariffs

Practical changes are defined through actions all around the 'LCP Crystal'

The LCP Operational Crystal defines an integrated and practical set of actions



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Functionally fit and working as a team

