

NEWSLETTER 2009



WAM Systems delivers advanced supply chain planning and visibility solutions designed for companies in the process industry

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Advanced Supply Chain Planning Solutions



WAM Systems delivers advanced supply chain planning and visibility solutions designed for companies in the process industry.

Our enterprise solution, Picaso™, provides industry-leading functionality and visibility to enable supply chain executives to optimize production, minimize costs and inventory, react to unplanned disruptions and maintain high customer service levels.

To help maximize the benefits of our solutions, we also offer industry best-practices

Visibility and Agility in Troubled Times

Supply Chain Leaders Look to Technology for Answers

First released to CHEManager Europe, vol. April 2009

Chemical supply chain teams are challenged to maintain profits and service levels during these turbulent economic times. Plant closings, staff reductions, depressed sales, and volatile prices confound operating plans. To succeed, companies must adopt planning processes and strategies to support rapidly changing market forces. Supply chain leaders are deploying advanced planning technology to enhance market visibility and hone strategies to gain competitive advantage over rivals.

Chemical supply chain practitioners are reeling from the effects of the global economic downturn. Balancing supply and demand to optimize operating performance in the chemical industry has never been harder. Sales volumes are down in most chemical markets resulting in an unprecedented wave of plant closures and downward pricing pressure. Raw material prices remain

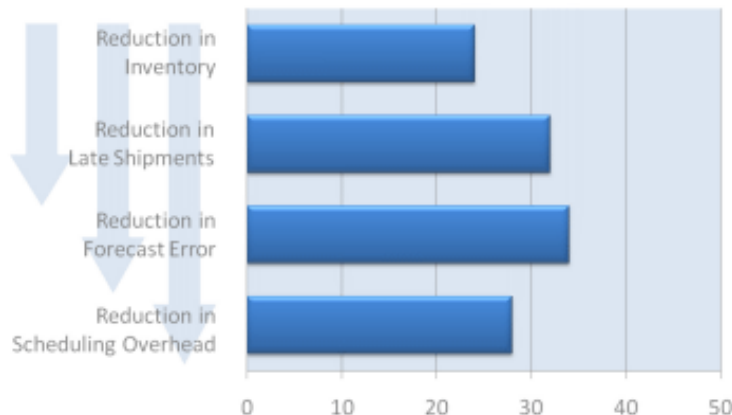
volatile and uncertainty reigns. Chemical industry executives are unable or unwilling to predict if and when business conditions will improve.

In light of all this uncertainty, how are supply chain professionals who are tasked with planning and deploying your company's manufacturing and distribution assets able to see the forest through the trees? These planners are accustomed to balancing customer service demands against inventory, manufacturing, distribution and other operating costs to meet company profit targets. Traditionally, chemical planners coordinate monthly sales and operations planning (S&OP) cycles to derive operating plans that in turn inform tactical purchasing, manufacturing, distribution, and customer service decisions. These tactical decisions are essential to corporate performance. Under typical business conditions, planners rely heavily on historical sales patterns and standard operating rules of thumb to create these operating plans. Unfortunately, current market conditions are so unusual and volatile that standard operating practices may not be relevant to supply chain professionals as they steer a course to acceptable supply chain performance in 2009.

"Supply chain leaders in the chemical industry are reengineering their planning processes to cope with increased volatility and the uncertain market conditions that are likely to persist throughout 2009", said Jack Weiss, CEO of WAM Systems, a 22-year veteran supply chain solution provider based in Philadelphia, PA. "Planners need better visibility to changing business conditions and analytical tools to help them more rapidly sense and respond to market changes. We are helping more and more chemical companies upgrade to planning tools that support a move from static monthly S&OP to evergreen planning. In such an environment, near real-time demand, transportation, and production data are used to continuously monitor performance and make operating course corrections whenever market conditions dictate."

Industry analysts tout this best practice approach to successfully navigate 2009's chaotic business conditions. Consensus opinion suggests an orchestrated approach to improved processes and supply chain planning technology can—in the short term—optimize inventories, production and purchase plans to achieve a profitable financial balance. This will also help a company react to unplanned events and market swings more quickly than competitors to garner increased market share. As the chemical

Selected Improvements from WAM Systems' Supply Chain Solutions



benchmarking and consulting services which help companies assess tangible benefits for process and toolset improvement.

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industry emerges from the downturn, these companies will find themselves in the strongest position to capitalize on new opportunities as the global market expands.



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For over 20 years, WAM Systems has played a key role in helping large multi-national chemical and polymer companies refine supply chain planning processes to improve collaboration, communication, agility and visibility. WAM's three-pronged approach consists of benchmarking programs to assess chemical industry trends, best practice consulting, and development of best-of-breed supply chain planning technology under its Picaso™ software brand. WAM's clientele includes a wide variety of leading chemical companies including Eastman, Inneos, Kraton, LyondellBasell, and Petrochina. Picaso is designed to install quickly and cost-effectively with limited demand on IT resources. It feeds supply chain executives and other stakeholders reliable planning and operational data upon which accurate and effective planning decisions can be made. Companies using Picaso have realized significant gains in efficiency including 25% reduction in inventories, 15% reduction in logistics cost, and 10% reduction in overhead due to better visibility and communication. Picaso's out-of-the-box chemical industry functionality assures a low risk project and a rapid return-on-investment.

Progressive chemical companies are using today's challenging business environment as a catalyst to drive improved supply chain processes and tools through which they expect to gain competitive advantage, bolster profitability and improve service levels. The current market downturn will hopefully be short lived, but market uncertainty and operating complexity are here to stay. Tomorrow's leaders will act now to upgrade their company's supply chain performance and competitive position.

WAM Systems Announces Strategic Partnership with ORTEMS to Provide an Expanded Supply Chain Planning and Scheduling Solution

Enhanced Supply Chain Planning and Optimization Solution Brings Unparalleled Functionality to the Global Process Industry

WAM Systems announces the formation of a strategic partnership with ORTEMS S.A.S. to deliver an expanded solution set for advanced supply chain planning and optimization. WAM Systems and ORTEMS deliver supply chain planning and scheduling functionality to a number of industries, including chemicals, pharmaceuticals, food and beverage, refining, consumer packaged goods (CPG), cosmetics and personal care. Their combined solution merges detailed scheduling with advanced planning, forecasting and visibility to bring a new level of functionality to an industry seeking the benefits of optimized global operations.

"Our collaboration with ORTEMS provides an unprecedented approach for advanced scheduling that many of our target customers will be able to leverage to great advantage. The synergy between our solutions enhances the already strong functionality of two leading players in the supply chain planning space," said Jack Weiss, CEO and founder of WAM Systems. "Since first introducing our joint solution in Paris,



the response has been extremely positive. Companies in the chemical, pharmaceutical and CPG industries are quickly seeing the advantages of the advanced global visibility and scheduling power that our expanded offering provides. We believe this new solution results in a breadth of functionality not currently seen in one solution in today's global marketplace."

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WAM Insight 2009 – Philadelphia Regional Roundtable

Focused Roundtables Gather Members of WAM's Extended Supply Chain Community for Topical Discussion

WAM Systems held the first of two planned Regional Roundtables for 2009 in support of its global WAM Systems Insight conference. This first event was held on Wednesday, June 10th in Philadelphia and was an opportunity for members of the extended WAM community to meet for an engaging discussion on the challenges and trends facing supply chain executives in this challenging year.



"The regional roundtable format that we've chosen for this year is serving a dual purpose. First, it addresses the economic pressures that companies are feeling which have limited the travel budgets for supply chain executives, and second it is helping WAM shift its main conference calendar from a fall event to a spring event", said Jeff Burns, Vice President of Marketing for WAM Systems. "Further, one of the most valuable components of our global conference is the many one-to-one meetings that occur between supply chain planning veterans: sales, marketing, planning, scheduling, directors, vice presidents – everyone involved in the process of managing and overseeing the planning process. So, while we're still on plan for the next global WAM Insight in the spring of 2010, we wanted to create the same opportunity for networking in 2009 that attendees found so valuable in the past."

The main conference, WAM Insight, was last held in October outside of Philadelphia and was attended by over 50 people. The 3-day conference included:

- Case study presentations from global process industry companies outlining the use of supply chain planning technologies to achieve cost reduction and improved efficiencies
- Industry trends presentations, including an in-depth overview of the findings from WAM's 3-year planning benchmarking program
- Live software demonstrations from the WAM workbench that include leading metrics management solutions, web-based planning technology and extensions and enhancements to WAM's own Picaso planning solution

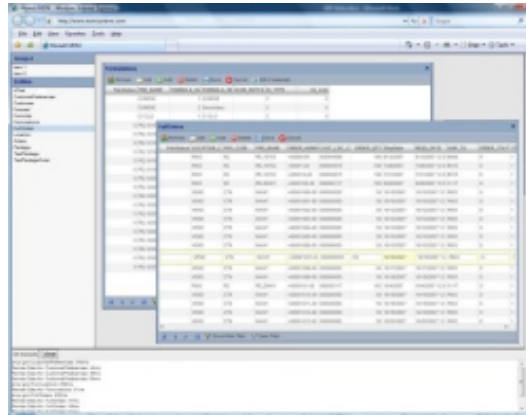
A second WAM Insight Regional Roundtable is planned for Houston in October 2009.

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Product Spotlight: Advanced Data Manager

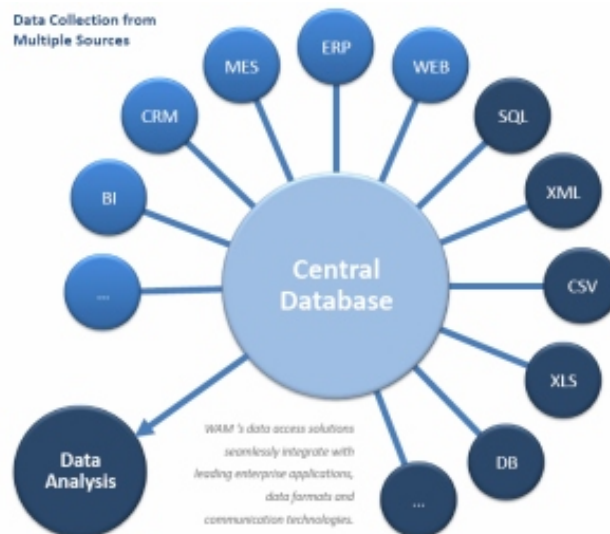
Solutions for Data Integration & Management

Supply chain planning teams face an increasingly complex array of technological challenges in today's quickly-evolving global marketplace. With a high level of merger and acquisition activity, a steady stream of new infrastructure coming online and an increase in corporate alliances, companies must quickly find solutions to support seamless collaboration among changing data systems. The underlying technologies in all of these



companies are struggling to maintain their operational effectiveness. Multiple Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) systems and Manufacturing Execution Systems (MES) must suddenly work together as one centralized data store. In addition, siloed data solutions in the form of spreadsheets, proprietary databases and flat files must be incorporated into the overall data set so that planning professionals have full visibility to the global supply chain.

WAM's Advanced Data Management™ is a solution that allows users to navigate through both simple data tables and elaborate, virtual data queries across multiple tables to review all of the mission-critical data feeding the supply chain planning system. The tool supports in-line data editing of non-transactional data stored in the WAM centralized database which eliminates the need to perform additional corrections and downloads from the originating data source. The ability to filter and locate target information for review and editing is provided in the form of an intuitive web-based user interface that follows the user's incremental approach to narrowing search results and presenting the desired record set for review.

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WAM Systems Welcomes Brian O'Neil as Project Manager

Supply Chain Veteran Joins Services Team of Leading Planning Solution Provider

WAM Systems is pleased to announce the addition of Brian O'Neil to its services team. O'Neil brings over 15 years of experience in leading supply chain positions, most recently with Celanese as Global Supply Chain Manager for the company's Ticona division. In his role at Celanese, he was responsible for Ticona's Demand Planning, Long Term Supply Planning and Finite/Detailed Production Scheduling. He oversaw numerous improvement and cost-savings initiatives, including a corporate digitization effort and multiple 6-Sigma programs involving mentoring and training hundreds of corporate executives and saving the company tens of millions of dollars in the process. Most recently he held the position of Master Black Belt for Celanese Supply Chain in Dallas.



O'Neil began his career at Allied Signal / Honeywell in the Nylon Polymers division as a First Line Supervisor. In roles of increasing responsibility, he put his Black Belt training to work in championing the use of more advanced statistics for problem solving, waste reduction and real-time process control. As a Unit Manager for the company, he managed all day-to-day operations of a 50 MM pound per annum fiber processing unit and oversaw all aspects of safety, throughput, quality, productivity and yield. In 1999, O'Neil joined Johnson and Johnson to lead the deployment of Process Excellence for the Wound Management division. While there he again brought 6-Sigma expertise to greatly improve supply chain productivity, working capital and customer service levels. He also was selected and served as a member of the Medical Device and Diagnostic's Process Excellence Council.

"Brian brings tremendous insight and hands-on experience from a strong history in the industry," said Mark James, Vice President of Client Services. "He is a great complement to our team and will step into the role by working with our technical resources on a full range of projects currently underway. We know that he will be a great asset to our organization and will be valued by our customers."

O'Neil holds a Bachelors of Science in Chemistry and Biology from Virginia Tech and served for 8 years in the United State Marine Corps Reserve.