



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

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AMR Research: WAM is a Valuable Partner to Process Industry Companies Seeking Progress

Industry Solution Provider Noted for Strong Ability to Support Wide-Ranging Needs

AMR Research recently published a case study about chemical companies who found success with WAM Systems' supply chain planning solution to support their planning and scheduling.

WAM provides solutions to many process industries; including chemicals, polymers, pharmaceuticals, food & beverage, refining and CPG. For this study, AMR focused on three recent chemical adopters of the WAM solution, each company's story telling why and how the WAM supply chain solution supports their initiatives and goals. Paul Lord—who leads research for the chemical and process industries at AMR—interviewed WAM's customers over the past year in support of the study.

Advanced Supply Chain Planning Solutions



Upcoming Events

[Symposium Batch Process - Switzerland](#)

Switzerland
February 2010

[Symposium Batch Process - France](#)

France
March 2010

[LogiChem EU 2010](#)

Dusseldorf, Germany
April 20-22, 2010

[LogiPharma EU 2010](#)

Geneva, Switzerland
April 27-29, 2010

The first, a private specialty polymer company, aimed for a global roll-out of a new planning and scheduling process. Its selection of WAM was not just based on technology requirements but, more importantly to the initiative committee, WAM's industry knowledge and collaborative sales approach. For them, this right-minded decision resulted in a single global demand plan with 50% lower MAPE at the grade level on a two-month lag. A seasonal business, they can now count on quicker planning on a longer horizon while maintaining the lowest inventory levels in company history.

The second, an inorganics division of a global chemical company, has a wholly different story to tell. A recent hurricane stopped production for three months at one of their plants. Management believes the WAM solution "paid for itself" during that trial. They were able to maintain supply to all customers by working through visible constraints in the solution. Since that time, the WAM solution has enabled the company to operate 90%+ perfect order rates.

The final example, a global plastics business within a diversified company has 100 people globally using the WAM system for sales forecasting and production scheduling with planning conducted from one central location. For this organization, the WAM solution was scaled globally to reduce planning efforts by 50% and support growth without additional head count.

"Line-of-business leaders with the luxury to choose best-of-breed have frequently selected WAM Systems to support their journeys on becoming demand driven," Paul Lord writes. "WAM has proven itself a valuable provider of technology and support for process-based companies." Paul highlights company profiles of those whose needs can be met with the WAM solution. He notes that the WAM solution is beneficial for organizations in a variety of planning-improvement timeline stages, from those struggling with spreadsheets to comprehensive APS implementations and companies from the early stages of needs analysis those with well-articulated project scope defined.

Paul recognizes strong value in WAM's partnerships with Honeywell and ORTEMS. He believes those relationships strategically extend WAM's functionality to meet the diverse needs of various process industries. And he urges members of those industries to consider planning more holistically with solutions like those from WAM in order to move forward successfully.

For details about the study by Paul Lord of AMR Research, please contact WAM Systems via email at info@wamsystems.com or telephone at +1 800-358-8305.

"WAM has proven itself a valuable provider of technology and support for process-based companies."

Paul Lord
AMR Research

[WAM Insight 2010](#)

May 2-4, 2010
Plymouth Meeting, PA,
USA

Benchmarking

Join 100s of companies who have participated in this FREE in-depth benchmarking analysis -- a telephone-based survey that compares your company's current supply chain operations against the industry's best practices leaders.



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Planning Solutions

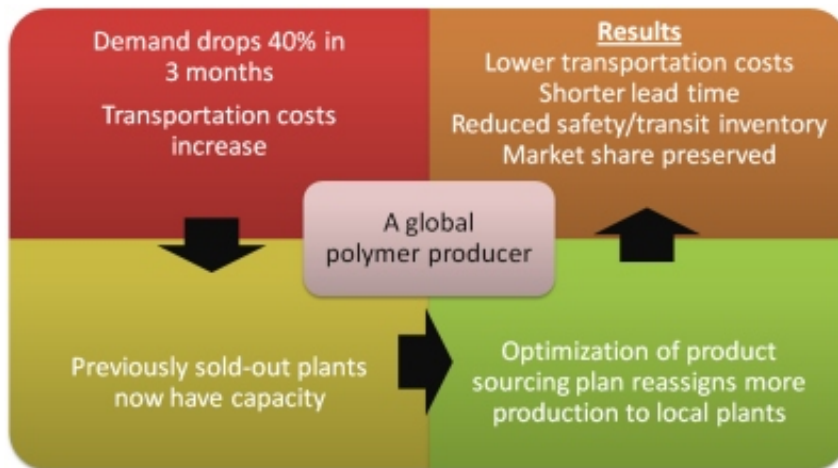
WAM is Lead Sponsor at SCMchem for Fifth Year
Benchmarking Findings Underscore New Opportunity Facing the Chemical Industry

WAM was pleased to be able to once again contribute to the SCMchem conference, which is such a valuable opportunity for chemical industry executives to discuss the critical issues impacting their decision making and planning efforts throughout the year. Several leading themes emerged from this year's conference including improving demand planning and forecasting accuracy in a volatile environment for planning efficiencies.

Through our industry benchmarking program, we have been able to reach out to hundreds of supply chain executives and get a thorough understanding of the specific challenges they're facing, and how their attempts to address issues like depressed demand, imbalanced inventories and fluctuating costs are succeeding. This year, we shared our most recent findings and highlighted how companies have overcome these challenges.

The bottom line: yesterday's supply chain planning practices are insufficient in meeting the better, faster, cheaper goals of today. Survivors in this harsh environment are those who evolve to keep pace. This requires a new outlook and new strategies. Our evidence suggests dramatic changes are afoot in the industry. Leaders in the chemical industries are surviving through innovation.

An example of such innovation comes from a global polymer producer whose demand dropped 40% in 3 months while transportation costs increased. Their previously sold-out plants now have capacity. Through optimization of product sourcing plans, more production is reassigned to local plants. The time invested in the optimization program resulted in lower transportation costs, shorter lead times, reduced safety inventory and preserved market share.



To date, hundreds of companies have participated in WAM's Benchmarking Program. The benchmarking program continues to play a central role as a clearinghouse for industry best practices. Participants report strong value from their participation and have used results to support internal initiatives for supply chain improvement.

To have your company participate in this free benchmarking program, please contact WAM Systems at +1 484-530-4380 or via email at info@wamsystems.com.



The WAM Systems solution helps you optimize every aspect of your supply chain-- from demand management and distribution planning through production scheduling and sourcing.

Our fully-integrated suite of planning and optimization modules gives you all the tools you need to minimize costs and maximize productivity.

[Click Here](#) for more information

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WAM Insight 2010

Dates Announced for Company's Annual Supply Chain Planning Conference

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WAM Systems today announced the dates of its annual conference. WAM Insight 2010 will be held at the Hilton DoubleTree Philadelphia West in Plymouth Meeting, PA on May 2-4, 2010. The three-day conference brings together executives and practitioners from all corners of the WAM community to discuss the challenges and advancements in the process industry.



As companies have infused WAM's solutions into their planning processes, a community of hands-on planning executives has emerged with experience in successfully overcoming many of the toughest



challenges currently facing global chemical, pharmaceutical, food, beverage and process CPG organizations. This community serves as the core audience at WAM Insight and provides a dynamic exchange of ideas in the solution-focused conference.

"We have been very pleased with the strong contribution and supportive response from past attendees to our Insight conferences," said Jeff Burns, Vice President of Marketing for WAM Systems. "We've created a format that maintains a fast pace throughout the conference, which allows us to address a wide range of supply chain planning improvement issues. This then promotes very engaging networking



opportunities for all of the attendees, which is one of the most compelling reasons that attendees look forward to the event—the chance to discuss everyday challenges with peers in one's own industry and share best practices, tips and insight on how to overcome those challenges."

Past conferences have seen a range of responsibilities represented, from planners to logistics to supply chain, managers, directors, vice presidents, industry analysts, peer vendors and, as expected, a strong representation

from the hosting company, WAM.

"In 2009, we departed slightly from our standard format mainly in response to tight restrictions on travel budgets within our attendee audience," said Burns. "We held two very successful regional roundtables—one in Philadelphia in June, and a second in Houston this past October. Moving forward into 2010, we've decided to return to our full conference and extend the invitation back out to our global audience. We are confident that the planned case studies, technology reviews, best-practices analysis and networking opportunities will provide the same high value that has been enjoyed in the past." For more information about WAM Insight 2010, please visit the conference web site at www.waminsight.com.

WAM Continues Its Support of Educational Program for Supply Chain Planning

Supply Chain Planning Solution Provider Helps to Educate Students in Rider University's Global Supply Chain Program

Steve Wallace, Industry Relations Manager for WAM Systems, returned to Rider to present an introduction to supply chain planning to MBA students in the university's Introduction to Global Supply Chain Management program. Rider is offering this course as part of its Global Supply Chain Management Program which officially launched in September 2009. Tan Miller, director of the program, organized the program to help give students a well-rounded understanding of the planning landscape and the many areas of focus involved in the process of strategically managing a company's overall supply chain operation.



"We're grateful that WAM Systems is supporting our efforts by bringing their expertise to the classroom," said Miller. "My students really appreciate the perspective that Steve's presentation gave them. They have a better grasp on monitoring and planning supply chain operations in real world situations."

Wallace has been conducting WAM's outreach efforts for the last nine years and regularly presents to mid- and large-sized planning teams for companies in the chemical, pharmaceutical, food and beverage, refining, personal care and consumer packaged goods industries. In his role at WAM, he helps conduct preliminary planning analysis for companies looking to improve their supply chain planning processes and supporting technologies.