



planning  
visibility  
analytics  
optimization  
supply chain performance

N E W S L E T T E R

## Strong Growth in 2009

WAM continued a strong pace of growth in 2009. This due to our continued expansion geographically, traction in pharmaceutical manufacturers and food and beverage, plus our core customers in chemicals and oil and gas who are positioning themselves for recovery.

With strong momentum in projects throughout our target markets, we look forward to a 2010 of continued growth within accounts in the chemical, pharmaceutical, food and beverage and consumer packaged goods industries.

## Welcoming New Customers

We recently welcomed more industry-leading organizations to the WAM customer family:

**Lonza Pharmaceuticals** - a life sciences company that custom manufacturers active ingredients and intermediates



**Arkema** - a diversified chemicals manufacturer with operations worldwide



**Graham Packaging** - a leading packaging producer supplying the food and beverage industry



## Get Back on Target in 2010

As Q1 2010 comes to a close, the outlook among WAM clients and the broader community is cautiously optimistic. However, the historic downturn left behind some chaos in the form of surplus inventories, unpredictable demand and price variability. We are all fretting over the new business environment and what it could mean for our futures.

WAM is starting a conversation that includes shared experiences and solid steps being taken to maximize performance during the recovery. We'd like you to join us if you're unsure where to begin. Or better yet, if you have some

## Register Now



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

The only supply chain planning conference that brings together executives and practitioners from all corners of the WAM community to discuss the challenges and advancements in the process industry.

[www.waminsight.com](http://www.waminsight.com)

## Industry Benchmarking



Free and confidential, our ongoing industry benchmarking surveys have been used by 100s of process

ideas to share.

**Register Now – WAM / AMR Webinar – April 8**

**START THE CONVERSATION @ WAM & AMR Research Webinar - April 8, 2010**

**Get Your Supply Chain Planning Back on Target in 2010**

Co-hosted webcast featuring AMR Research analyst Paul Lord and WAM COO John Kamal

April 8, 2010

10:00-11:00am EDT

This is where we start the conversation. We'll cover the technology trends and real-world examples of industry leaders preparing for recovery.

[Click here to register](#)

**Register Now – WAM Insight – May 2 - 4**

**CONTINUE THE CONVERSATION @ WAM Insight Supply Chain Planning Conference - May 2-4, 2010, Philadelphia**

WAM Insight 2010 is where we continue the conversation about how companies will get back on target in their supply chain planning goals.

It is the ideal networking event for people at the forefront of planning technology and business workflow evolution - the supply chain executives, planners, directors, consultants and analysts who are building solutions to stay on the leading edge of the industry.

Guest speakers include:

- Thomas Hsu, Lonza
- David Kreh, Arkema
- Dave Schneider, LyondellBasell
- Debbie Trout, Celanese
- Jeff Shelton, Evonik
- Pat Kelly, Honeywell

manufacturing companies to help identify potential areas for improvement and begin to build a case for process change within their organization.

Sign-up now to participate and receive your personalized company report.

To be a part of our survey, please call:  
+1 800-358-8305

[Learn More](#)

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Join the conversation with WAM customers, partners, industry experts and the WAM team.

## WAM: A Perennial Leader

Lora Cecere - well known enterprise strategist and industry analyst - authors a blog wherein she shares her thoughts, analyses and insight to the world of supply chain planning and management.

In a recent post she cited WAM as one of the elite suppliers who "have achieved growth and profitability" despite turbulence in the SCM market.

Read **[Some Flowers May Be Perennials](#)**