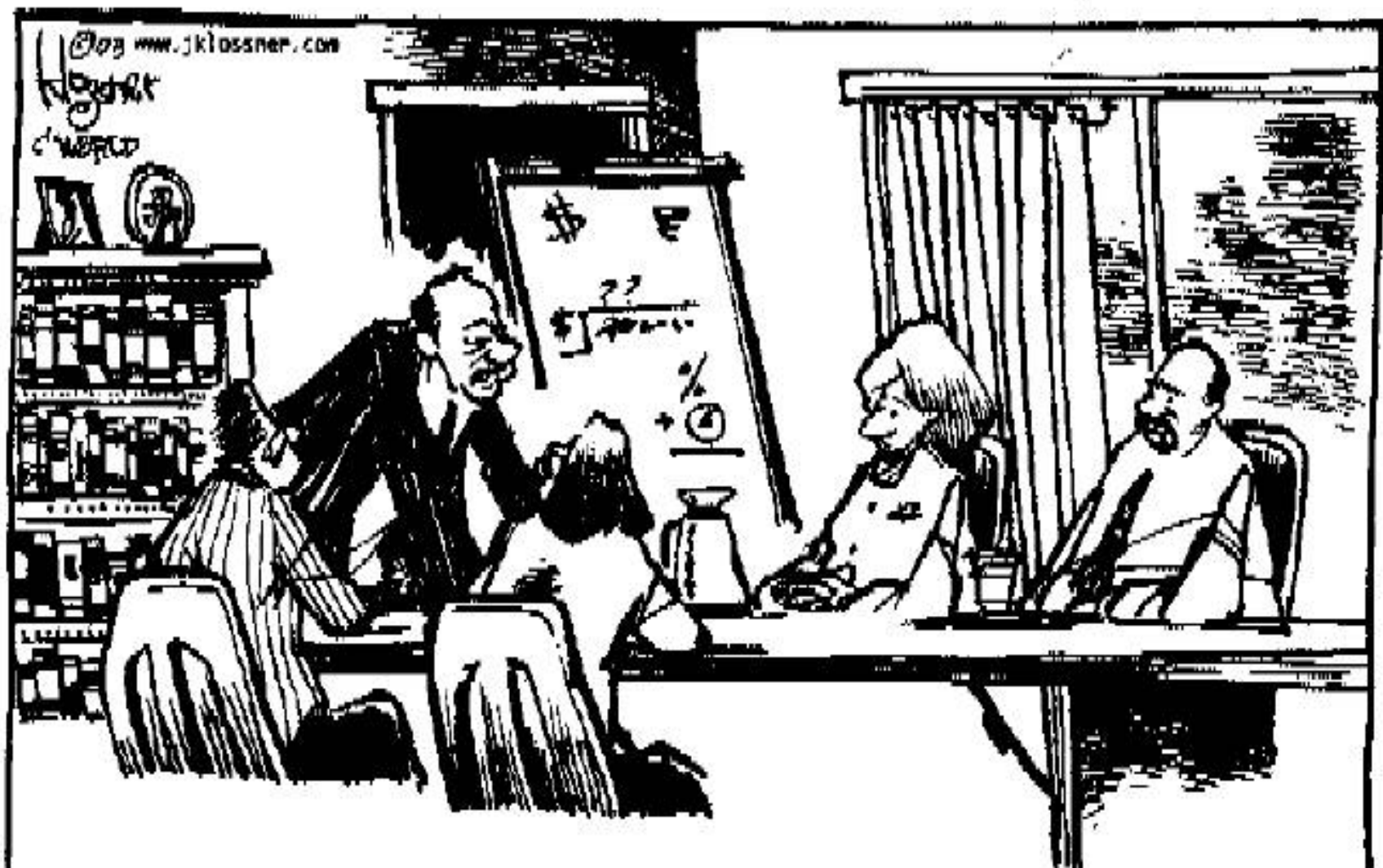




Standards in Action Benefit Calculator

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"WHAT'S THE ROI OF THE TIME WE SPEND FIGURING OUT ROI?"

CxO conversation

- We should do GTIN because UCC has mandated it
- We should get involved in GDS because this big Retailer is doing it
- We should take up RFID because – well, how cool would it be if our products had this tiny little intelligent tag

OR



- By adopting GTIN, we can bring additional products to market, sooner - resulting in an additional annual revenue of \$ 25 MM
- By doing GDS, we can increase our return on IT spend by 25%
- By implementing RFID, we can reduce inventories by \$18 MM and free cash flow by \$1.4 MM per year

About Standards in Action

- Promotes international adoption of comprehensive EAN.UCC Systems of supply chain standards
- Educates top level retail, consumer goods and technology executives
- Develops tools and techniques to explain the function, features and benefits of EAN.UCC System

www.retailsystems.com/communitycenters/cscs/SIA_map.pdf

The Benefit Calculator

- This tool assists retailers and consumer products companies, with a easy yet comprehensive assessment of benefits.
- It will offer a rational view of the potential to enterprises from the involvement in and adoption of Retail standards.
- This is not a scorecard against other companies, but a tool to determine benefits specifics to the systems, applications and processes of individual companies.

Helps
Define, Quantify, and Pursue
The \$\$\$

Basis for the Calculator

- The key functions that drive business operations
 - Planning
 - Fulfillment
 - Financials
 - Store Operations
 - Information Systems
- Processes that constitute these functions
- Activities or Drivers of benefits in these processes

Methodology

- Functional and Process Decomposition
- Uniform system to define and quantify each benefit driver through 4 variables
- Assignment of improvement range for each driver
- Weighted assessment of benefits by different standard groups
 - Identification - *Keys*
 - Representation - *Physical manifestation of keys*
 - Communication - *Data Interchange*
 - Process - *Business process context*

Standards Layers

GDS CPFR

Business Process

EDI XML

Transaction

UPC RSS UCC128

Representation

GTIN GLN

Identification

HTML XML Apache JBoss

Key Features

- Hierarchy of Retail & CPG functions
- Functions based on
 - 16+ Processes
 - 30+ Atomic level benefit drivers
- Adjustable variables with default values
- Provision for 'what-if' analysis
- User guidance through a series of questions
- Built in benchmark improvements for reference
- Description of functions, processes and standards
- Summary by enterprise, by process and by function
- Saving of work to resume later
- Distribution of benefits by standard groups

Open Source Platform

- Linux OS
- PHP server side scripting/ PHP Web Services
- MySQL database
- Apache Web Server
- HTML/CSS
- XML/XSLT

Product Demonstration

- Sign in as a demo user
- Review portfolio of benefits and summary
- Review functions, processes and benefit drivers
- Navigate help
- Perform what-if
- Save model
- Access by self-registering at www.nathanresearch.com

Future Enhancements

- Multiyear Projections of each benefit
- Sector Specific Variations
- Mapping benefits to specific initiatives – GDS, RFID etc
- Generalization of Initiatives
- Investment Calculation
- Investment in specific initiatives
- Three to five year NPV and IRR calculation
- Reporting of Opportunities, Initiatives and Rankings
- Create a customized program by picking A,B,C initiatives

Part of an Performance Management Process

About Nathan Research

- Seasoned Team of Industry, Process and Technology specialists with experience in
 - Retail and Consumer Goods Companies
 - Management Consulting
 - Software and Technology

Thank You

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