

**2008 Supply & Demand Chain Executive 100
Driving the "Next Wave" of Supply Chain Innovation**

To submit for the 2008 "Supply & Demand Chain Executive 100," please provide all the information requested below and press the submit button. **Please read each question, along with any accompanying explanation, thoroughly. With the exceptions noted below, please assume that any information submitted may be published in print or online (see below for exceptions for reasons of confidentiality).**

A four-page PDF file of this form may be downloaded at:

http://www.sdexec.com/images/article/2008_SDCE_100_Sample_Nomination_Form.pdf
We encourage you to download and review the form, prepare materials for submission "offline" and then cut and paste the submission materials into the appropriate spaces on this form. We also recommend that you retain a copy of the submission for your own records.

A receipt copy of the submission will be e-mailed to the e-mail address indicated under Contact Information within three business days. Should you have any questions about the submission process, please contact Andrew K. Reese, editor of *Supply & Demand Chain Executive*, at areese@sdexec.com.

Deadline for submissions is May 12, 2008, and the list of the "100" will appear in the June/July 2008 issue of *Supply & Demand Chain Executive* magazine and online at www.SDCEExec.com.

Contact Information

This is the person filling out the form or responsible for answering questions about the submitted information.

Contact Name: _____
Phone Number: _____
e-Mail Address: _____

Enabler Information

This is the company that is providing the software, solution or service to be described below.

Company Name: _____
Company Headquarters (City, State/Country): _____
Company Web site: _____

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Company Size

Please indicate the size (based on revenues) of the company listed above (check one):

- Small (annual revenues up to \$50 million)
- Medium (annual revenues from \$50 million to \$1 billion)
- Large (annual revenues over \$1 billion)
- Private company, does not report revenues

Year Established

Please indicate the year in which the company listed above was established as a provider of software, solutions or services: _____

Areas of Enablement

Please indicate the primary segment(s) of the supply chain that the company enables, or in which the company provides services: (check all that apply, see definitions below)

- Order / Demand Management
- Sourcing
- Procurement
- Fulfillment / Logistics
- Payment
- Customer Relationship Management
- Product Lifecycle Management
- Supply Chain Integration & Infrastructure / ERP
- Decision Support / Business Intelligence / Consulting / Education

Definitions

- **Order/Demand Management** would include solutions and services for demand forecasting, supply chain & production planning, and order & demand management systems.
- **Sourcing** would include solutions and services for electronic request for quote/proposal (RFx), the use of trading exchanges to source materials, commodity team and supplier collaboration, spend analytics & supply strategy, online auctions, and contract management (establishing contracts for use in compliance monitoring).
- **Procurement** (direct, indirect & services) would include solutions and services for e-procurement, the use of e-marketplaces for automating purchasing or taking purchasing online, procurement content management within the context of procurement systems, supplier relationship management (including supplier performance monitoring), and contract management (enforcing compliance with procurement contracts and policies).
- **Fulfillment/Logistics** (inbound & outbound) would include solutions and services for warehouse management, transportation management, inventory management, order and deliver management, global trade management, supply chain event management, supply chain execution systems, manufacturing execution systems, logistics resources management, service parts logistics, contract management (with relation to the fulfillment/logistics functions), lean manufacturing, third-party logistics services, and reverse logistics & returns management.

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- **Payment** would include solutions and services for financial transaction management, electronic funds transfer, other forms of e-payment, purchasing cards, e-credit and e-money.
- **Customer Relationship Management** would include solutions and services for the customer-facing components of service parts logistics and content management, sales force automation, channel management & customer analytics, and the customer-facing components of reverse logistics & returns management.
- **Product Lifecycle Management** would include solutions and services for request for information, collaborative design, new product introduction, product data management/bill-of-materials management.
- **Supply Chain Integration & Infrastructure/ERP** would include the hardware options and network infrastructure supporting supply chain technology, information security, enterprise asset management, systems integration services, electronic data interchange (EDI) and other B2B connectivity & integration technologies, enterprise resource planning (ERP), wireless applications and devices (including auto-ID, bar code, Wi-Fi, RFID), internal/external portals, enterprise application integration, and regulatory & customer mandate compliance/governance issues (as relates to hardware/technology issues).
- **Decision Support / Business Intelligence / Consulting / Education** would include solutions and services for business process & performance management; collaboration, change management & incentive management; research, advisory & consulting services; information sharing & analysis; and regulatory & customer mandate compliance/governance issues; as well as educational institutions and training or certification associations or firms.

Qualification Information

In about 1,000 words (two pages) or less, in the space below please describe how the company listed above is helping drive supply chain innovation by providing its customers/clients with unique software, solutions and/or services that address their primary current and future supply chain challenges. You are encouraged to include answers to the following questions:

- What is/are the primary supply chain challenge(s) facing the company's target customers/clients today?
- What do you believe is the "next wave" of supply chain innovation in terms of technology, software, services, processes and/or best practices that will help these customers address the challenges described above?
- Please describe how the software, solutions or services offered by the company listed above meet the requirements of the "next wave" of supply chain innovation.
- What will be the challenges associated with adopting or taking advantage of the "next wave" of supply chain innovation, and how can the company help its customers/clients address those challenges?

You can use a representative case study (pre-existing or new) that illustrates how the company's customers/clients are already taking advantage of the "next wave" of supply chain innovation. However, you do not necessarily need to provide a case study, if it does not make sense within the context of your answers. If, for reasons of confidentiality, you wish to provide a case study but do not wish to use customer names, please provide descriptors in place of the customer names (e.g., Fortune 500 retailer, Global 2000 electronics manufacturer, leading financial services firm, etc.).

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The end result of the "100" process will be a listing of "next wave" innovations in supply chain software, solutions and services that the readers of *Supply & Demand Chain Executive* can take advantage of in their own organizations to improve the performance of their own supply chains.

Please be as thorough but concise as possible, avoid boilerplate "marketing lingo" and keep this year's "100" theme of the "next wave" of supply chain innovation at the center of your narrative.

*Check one of the two buttons below to indicate whether or not you wish any of the information provided in your answer to the Qualification Information question above to appear in print or online. (Checking or not checking either button will not influence the assessment of the submission. Checking the "Do not use..." button will mean that the information will be used only in assessing the nomination of the company, but will not be published in print or online.) **

- Do not use the information provided in print or online.*
- Supply & Demand Chain Executive may use the information provided in print and/or online.*

Additional comments or information.

Thank you for participating in this year's "100" nomination process. The "100" recipient list will be published in the June/July 2008 issue of *Supply & Demand Chain Executive*. Materials relating to the "100" recipients may subsequently be published online on SDCExec.com, and these online materials may include some or all of the submitted information, with the exception of those materials requested above to be held confidential.

The submitting party avers that the information submitted is truthful to the best of his or her knowledge and that the submitting party has the right and all necessary permissions and authorization to provide the information submitted. Supply & Demand Chain Executive is not responsible for any forms improperly filled out, cannot ensure that any forms incorrectly submitted will be considered and is not responsible for any loss of information pertaining to a submission. All information submitted becomes property of Supply & Demand Chain Executive. Multiple nominations from a single submitting party allowed. Deadlines may be extended at the discretion of Supply & Demand Chain Executive.