



customers. products. technologies.

Customer Executive Presentations

Forensic messaging as a mechanism for empowering customer executives

d.p.o.
portfolio.

*Disclaimer: Information identifying customers or specific product attributes have been blurred to protect relevant NDAs.
Information contained herein reflects information otherwise generally in the public domain.*

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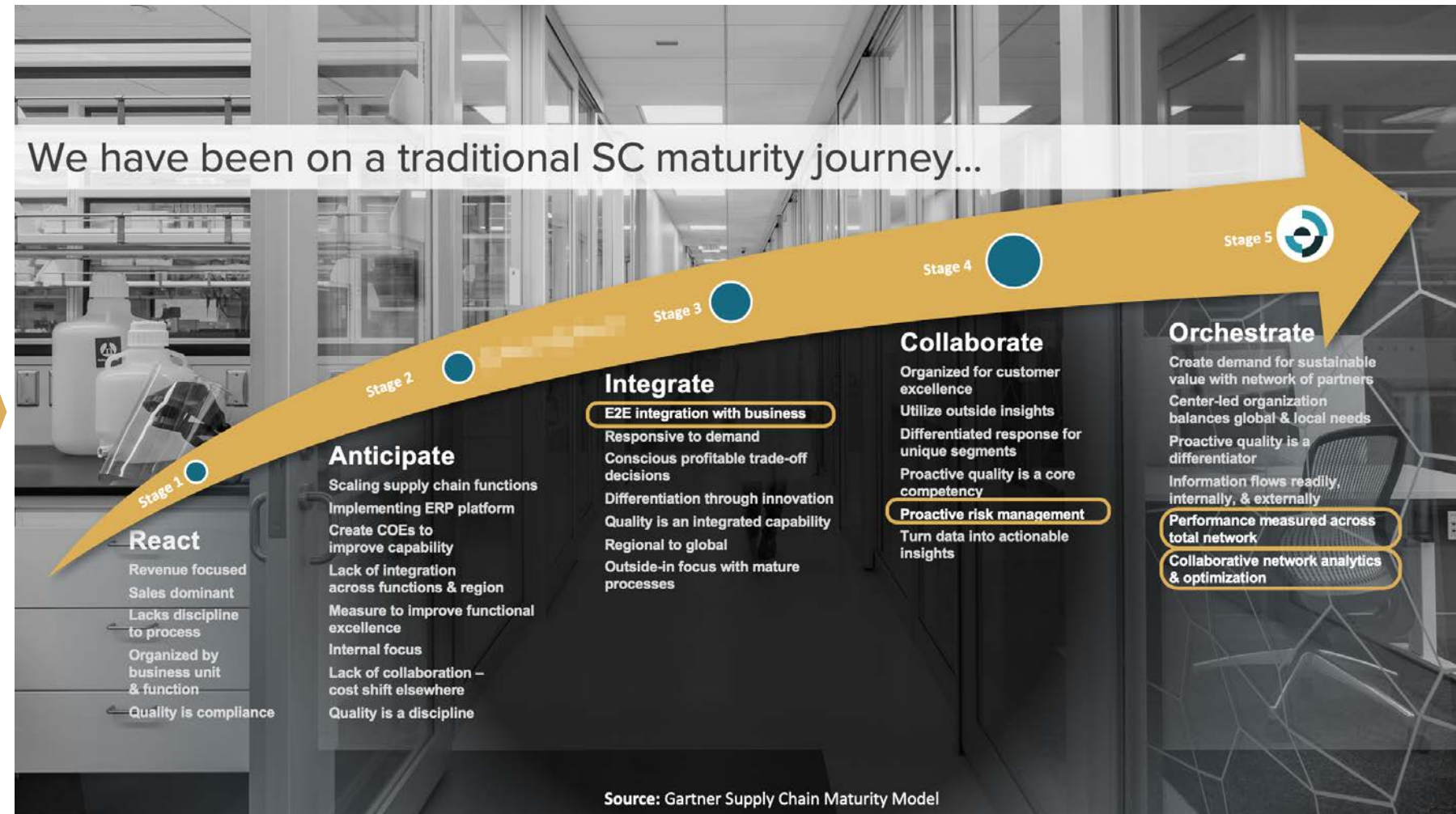
What is forensic messaging?

Every company, and certainly every executive, operates against an articulated strategy. A natural part of this process is communicating and selling it internally. Forensic messaging is the process to derive this story and re-frame it in terms of how your solution applies and why.

Executive on a Multi-year Maturity Model Improvement

Aligned our strategy with her strategy, using a variation on their internal presentation and visuals.

- Fortune 100 Pharmaceutical Company



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Industry 4.0 Company Initiatives

Analyzed company Industry 4.0 strategy and selected 3 initiatives aligned with our solution. Utilized customer imagery as starting point for company imagery.

- Fortune 200 Chemical Company

STRATEGIC PRINCIPLES & INDUSTRY 4.0

End-to-end supply chain perspective *AND* interlinked employee collaboration.



We add value as one company.

One Supply Chain

- **Single end-to-end source of truth to act as one**
- **Include suppliers, carriers, distribution, and customers to our views**
- **Contextualized decision support**



We innovate to make our customers more successful.

Responsive to Customers

- **Act more agile and consistently to drive customer satisfaction**
- **Increase transparency to our customers and partners**
- **Always understand our decisions in customer terms**



We form the best team.

People, Not Just Data

- **Empower people with information, not overwhelm with data**
- **Break down organizational silos**
- **Empower local teams and expert problem solving**
- **Discover and act faster on emerging opportunities**

Consumer Strategy Alignment

For a company undergoing transition, aligned with their focus on improving customer and distributor satisfaction. Clean alignment in a series of internal initiatives as a starting point to our messaging.

- Fortune 300 Beverage Company

First Choice

We believe this is the right time and the right technology provider to future proof what we have today, step change our capability and create **clear blue water between us and our competition** to realise our ambition to be **First Choice for Customers and Consumers**.

- Benefits are built around 3 areas:
 - Commercial ROI – known and unknown
 - First Choice for customers
 - Employee engagement – Enabling infrastructure.

Letting the Customer Speak

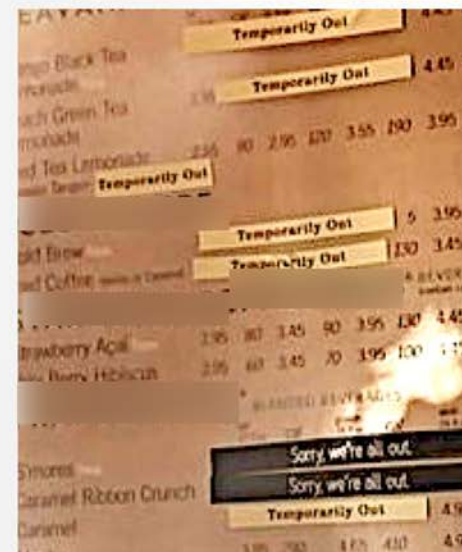
For a company entering a new adjacent market, crystalizing where we could help alleviate distinct customer complaints was key. This project mixed aligning with customer's initiatives and public postings on social media channels.

- Fortune 200 Food & Beverage Company

Area's of Value

Strategic Area's

REVENUE



COST & CASH



SPEED



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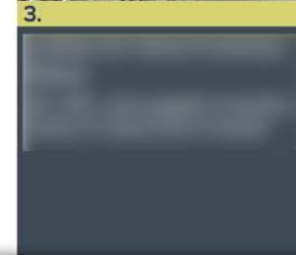
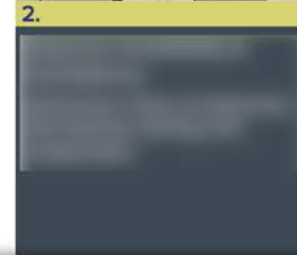
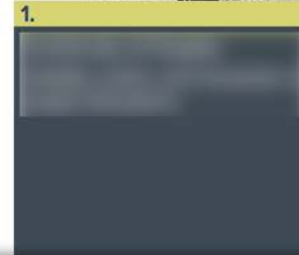
Making it Tangible

When most of your teams don't come from supply chain backgrounds, it was important to help the executive make our solution tangible and make the use cases personal for users.

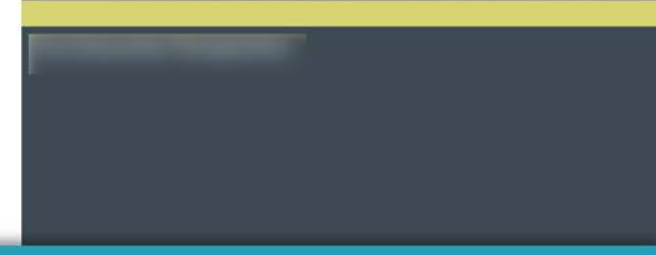
- Fortune 200 Retail & Apparel Company

Phase 1

Use Cases



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Pressing a Competitive Advantage

When your key strategy is beating the competition, aligning with first-mover and first-actor alignment is key. Messaging focused on where and how solution could support several competitive areas.

- Fortune 300 Electronics Company

Project VisionQuest

Supply Chain as a Competitive Weapon

June 2016



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And on, and on...

The examples here were partially selected because they could be scrubbed of sensitive information for the use in a portfolio. Additional examples are available for discussion, but could not be otherwise shared.

After developing these bespoke strategies, a process emerged to discovering and aligning messages to the customer. We ended up with a methodology called 'Valhalla' that aligned business, financial, and technology capabilities in continuity and context.

Financial Reporting	Company Driver	Corporate Strategy	Supply Chain Use Case	Value Metrics	Capabilities
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