



# Network Strategy

## Why Model Your Supply Chain?

Competition in today's marketplace is more intense than ever. Strategically designing your supply chain impacts your bottom line and enables you to gain competitive advantage by freeing up cash flow, decreasing cycle times, and lowering overall costs.

Industry changes, tighter customer requirements, and higher corporate expectations continue to raise the performance bar. Rising logistics costs and shrinking margins require companies to trap savings and lower the cost of doing business.



*“...the implications of supply chain network decisions can mean the difference between spending or saving millions of dollars”*



Over the past 20 years, Seber Logistics Consulting, Inc. has emerged as the recognized early proponent and pre-eminent expert in *Network Strategy and Modeling*. Our services help companies think beyond traditional boundaries. The strategic options we develop, consistently advanced our clients' corporate and organizational goals.

At Seber Logistics, we build long-term relationships with our clients, and help them achieve their goals. Our staff delivers customized, innovative Supply Chain solutions leveraging our knowledge of Best in Class strategies and tactics.

## SEBER LOGISTICS CONSULTING, INC.

*Proven solutions . . . delivered*



# *SLC's Approach...* to Network Modeling is objective and factual.

## **1. Conduct Project Planning Session**

Successful Network Optimization Modeling projects are realized through a well planned approach and clear strategic objectives. No two situations are the same -- each has its own set of issues and solutions.

*During the planning session, the team clearly defines your organizations' modeling objectives and required deliverables. A plan is also developed to properly structure data collection in order to achieve your goals.*

It provides clients with a framework based on a structured and disciplined approach. Our comprehensive toolkit enables clients to rapidly define clear strategic objectives, identify required deliverables, develop detailed implementation plans and monitor progress.

We are objective and are not partial to any modeling software. We use the appropriate modeling tool for each client's unique needs. This proven approach ensures successful seamless integration of the supply chain and delivers planned synergies with measurable financial results.



## **2. Collect Data**

Data drives your model, and Seber Logistics Consulting helps you collect the data needed to meet your objectives. We clearly define data requirements and guide the team through data collection and cleansing. Key milestones and checkpoints are established to manage the project's timeline.

*Typical data collection requirements include:*

- *Product names, weight and freight class*
- *Customer locations and shipment history*
- *Plant / Sourcing locations, manufacturing costs and capacities*
- *Warehouse locations, fixed and variable costs, capacities and inventory turns*
- *Inbound, transfer and outbound freight costs*

*“By leveraging the **SLC Benchmark Data Base™**, we accelerate the development of innovative Supply Chain solutions. This enables us to have a unique advantage over our competitors, and deliver proven solutions to our clients.”*

James J. Seber  
President & CEO  
Seber Logistics Consulting, Inc.

Your supply chain network is the heart and soul of the business. It's an economic engine that transforms sales into real financial results — and makes or breaks customer relationships.

### **3. BASELINE SIMULATION**

A baseline run is conducted to simulate the clients current network environment. If needed, adjustments are made to reflect future demand requirements or changes in business conditions.

*A baseline profile is prepared and validated with your team. The profile typically includes:*

- *Production summaries, capacities and costs*
- *Volume to customers / product consumption*
- *Network flow maps*
- *Warehouse costs, volumes and capacities*
- *Freight costs*
- *Distance bands*
- *Documentation of key assumptions*

*“Conducting a Network Analysis with Seber Logistics Consulting provided us with clear insight into our future needs and direction. The process defined the steps we needed to take in order to enhance customer satisfaction and realize significant cost reductions.”*

Gerard Cantwell  
Vice President, Global Supply Chain  
Alcoa Consumer Products

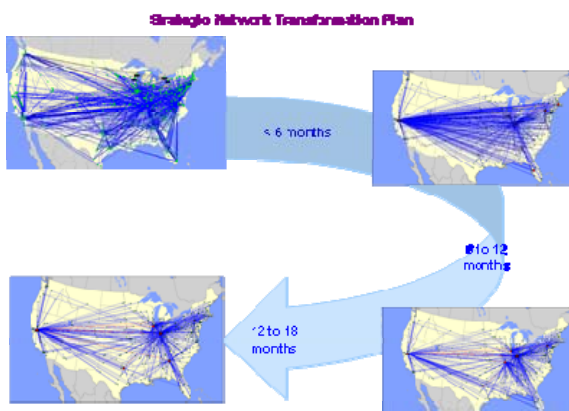
### **4. MODEL ALTERNATIVES & DEVELOP STRATEGIC NETWORK TRANSFORMATION PLAN**

The project team models strategic alternatives that incorporate *best practice* network strategies. We leverage *Best Performer* data from the SLC Benchmark Data Base™ to accelerate development of customized, innovative Supply Chain solutions.

When we model “what if” scenarios of your total supply chain, our team can simulate changes such as adding or removing production capacity, sources, warehouses or shipments. This enables you to make objective decisions based on your total cost.

*Seber Logistics Consulting prepares a report and conducts a review session/presentation with your team. We discuss the business case for the recommended network strategy, as well as summaries for each modeling run including:*

- *Volumes, data and key assumptions*
- *Current and alternative network costs*
- *Service regions*
- *Distance, service levels and cycle time requirements*
- *Projected space and inventory requirements*
- *Best in Class network strategies and practices*







# about us

## SEBER LOGISTICS CONSULTING, INC.

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*Seber Logistics Consulting, Inc. (SLC) is a management consulting firm specializing in supply chain management and operations. For over two decades, SLC has been recognized as an early proponent, leader and expert in Benchmarking and Supply Chain Consulting.*

*We are independent and objective. We have no affiliations with any potential service providers and do not market any third party software or products. SLC selects and uses the network modeling application that best fits our client's and project's needs. We work solely on your behalf*

*Our specialists provide professional counsel, and hands-on help that deliver strategic insight, operational expertise and powerful, tangible results.*

*Our solutions help companies think beyond traditional boundaries. In short, clients turn to us for recommendations that work. Our solutions do not create new problems. The strategic options that we develop have consistently advanced our clients' corporate and organizational goals.*

### Clients Include:

ACCO  
 Alberto Culver  
 Alcoa  
 Avery Dennison  
 Barilla  
 Bausch & Lomb  
 Bayer  
 BIC  
 Becton Dickinson  
 Black & Decker  
 Cadbury Adams  
 Campbell Soup  
 Church & Dwight  
 Clorox  
 Colgate-Palmolive  
 ConAgra Foods  
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Dial  
 Dole  
 Del Monte  
 Eastman Kodak  
 Elizabeth Arden  
 Eli Lilly  
 Fuji Photo Film  
 General Electric  
 General Mills  
 Gerber  
 Gillette  
 Heinz  
 Hershey's  
 Hewlett-Packard  
 Hoffmann-La Roche  
 J.M. Smucker  
 Johnson & Johnson

Kellogg's  
 Kraft  
 Land-O-Lakes  
 L'Oréal  
 Malt-O-Meal  
 Maybelline  
 Merck  
 Moen  
 M&M Mars  
 3M  
 Mott's  
 Nestlé  
 Novartis  
 Ocean Spray  
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Pfizer  
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 Quaker Oats  
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**Proven solutions . . . delivered**