

Smart Strategy. Monumental SAP Advantage.



Whether you are simply considering SAP, about to embark on an SAP implementation, or looking to add new functionality, one thing is certain. You want to streamline operations, contain costs, and optimize the investment as soon as possible. All with the least possible disruption to your business.

Not only are these reasonable goals, they're also realistic. SAP is one of the most robust and effective technologies available. With strategy and foresight, it can far exceed your expectations. Just ask Unilever, they achieved significant efficiencies from their collaborative manufacturing model. Or ask Charmer Sunbelt. They increased their test case repository by over 200%.

We believe in SAP and its proven ability to drive business benefits. We also believe that what you get out of it is contingent on what you put into it. It's about whether you've identified the right areas of your business to focus on and concentrated

your efforts accordingly. Determine how SAP can help you get your product to market in the fastest, safest, and most-efficient way...and it will. Better yet, you'll also realize an impressive and sizable return on your investment.

SAP and Consumer Products

As a consumer packaged goods (CPG) manufacturer, you face many challenges SAP can readily and easily solve. From reducing out-of-stocks, inventory and logistics costs to driving innovation. From managing your trade dollars by optimizing your promotional strategies to integrating your sales and marketing and improving your category profitability. But creating a real-time consumer-driven value chain involves moving and introducing products quickly. Up and down the value chain, from the store to distribution centers, to plants, suppliers, etc. And moving with it is data. Often, however, it's redundant data, inaccurate data, inconsistent data, vast amounts of inaccessible data. The result? A critical lack of visibility into the needs of your consumer who, essentially runs your entire enterprise.

SAP can help. But while SAP can provide the view you need, the right SAP implementation partner can make it clearer and more rewarding than you ever thought possible. After all, technology is not a solution. You can't buy it, plug it in and expect it to do what you intend it to do. Beyond an integrated IT framework, you need processes that make the most sense for your business, a change management program so your people understand how the new system and processes benefit them, and comprehensive training so they become effective hands-on users.

Realistic *and* achievable. But only if you keep your budget in check and focus on exactly how and where you expect SAP to grow your business – making sure you prioritize nice-to-have functionality

against short-term and long-term business accelerators.

But how do you accomplish it all with a smooth transition that doesn't impact your current operations?

A Gartner analyst said, that for successful SAP implementations, you should study the lessons learned from your vertical industry peers. The quickest way to access this type of already-compiled targeted information is through an SAP implementation partner that focuses on your specific market segment. But only one that is ranked #1 in Customer Experience by *Consumer Goods Technology* magazine readers knows how to use SAP strategically so you not only keep tabs on consumer demand, but forecast against it. Only a company that has consistently won SAP's Award of Excellence knows the best way to link Direct Store Delivery (DSD) functionality and SAP capability to help you gain immediate and direct access to point of sale. Only a company that ranked highest in depth of CPG expertise knows the best way to manage trade promotion spending and volume planning to get the return you've been seeking. And only by working with a company with a 97% client satisfaction rating can you rest assured they are acting with your best interests in mind.

Representative Results:

Here's what some of our clients are saying:

"I was impressed with the deep consumer products knowledge and best practices expertise that Clarkston brought to Johnson & Johnson. They quickly delivered value by helping us refine our desired process, facilitate solution requirements and map an implementation strategy within a global environment. Their attention to client service and the unique needs of our business was invaluable."

“Clarkston has consistently delivered exceptional results. Our SAP implementation was delivered nearly flawlessly, with tremendous effort and outstanding partnership from the Clarkston team. Even when [my team] leaders are not in the room during a discussion, I can count on Clarkston to act on our behalf, and to look for mutual benefits. They are a world-class firm, with world-class people.”

This feedback is common at Clarkston because we don't think of ourselves as consultants, we view ourselves as an extension of your team. We value our role as a trusted advisor and look forward to helping you achieve a successful SAP implementation.

Complimentary Whiteboard Session

We are so confident in our commitment to providing value that we'd like to demonstrate it to you in person. Contact Rob Klein at **1-800-652-4274** for more details regarding our complimentary whiteboard sessions.

Representative Clients

- Ariat
- Bumble Bee Foods, LLC
- Charmer Sunbelt Group
- Coca Cola Enterprises
- Gold Medal Bakery
- Johnson & Johnson - Neutrogena Corp
- Kimberly-Clark Corporation
- Lennox International
- L'Oreal
- Nokia, Inc.
- Philip Morris International
- Purdue Chicken
- Reebok
- Scotts Company
- Seneca Foods
- Unilever

Why Clarkston Consulting?

As one of SAP's first national implementation partners and a multiple SAP America Award of Excellence winner, we have delivered over 400 successful SAP implementations worldwide, building a consistent record of success. Focused

on life sciences and consumer products, our SAP services span all areas of the business and align perfectly with SAP's in the following areas:

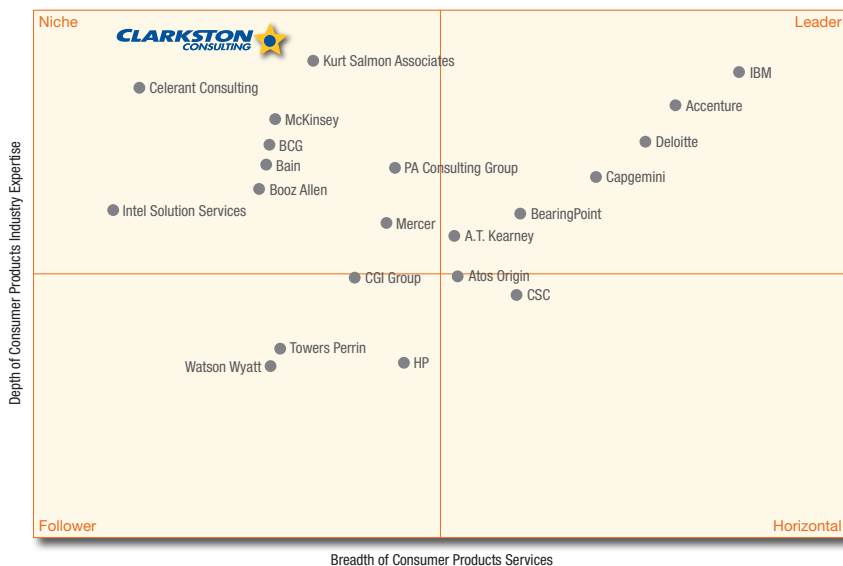
- Marketing & Demand Signal Solutions**
- Product Innovation**
- Trade Promotion Optimization**
- Supply Chain Optimization**
- Direct Store Delivery**
- Human Capital Management**

Knowledge. Dedication. Results.

In a recent survey, these are the words our clients used to describe Clarkston Consulting. Our industry focus provides a detailed knowledge of leading best practices. That means that we are familiar with the unique challenges you face. We can easily anticipate and avoid the pitfalls that others have fallen into. Our many success stories, consistently high rate of repeat business, and superb customer satisfaction rate all mean one thing: our knowledge, coupled with dedication, is a winning formula for results.

Clarkston Consulting is a different kind of management and technology consulting firm. We deliver a unique experience for market leaders within the Consumer Products and Life Sciences industries. Considering professionalism, expertise, and value as prerequisites, we take service a step further through our unyielding commitment to the success of people as individuals, both our clients and our employees. By combining integrity, adaptability, and a whatever-it-takes attitude, we have achieved an extremely high rate of referral and repeat business and a 7-year average client satisfaction rating of 97%.

Kennedy Information's
Consumer Products Consulting Practice Leaders



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