

The Catalyst for Logistics Excellence

PASS IT ON...



forward.

The Catalyst Logistics Newsletter Summer 2007

Another year of major developments here at Catalyst!

2006 was an exciting year for Catalyst. We relaunched our brand and raised our market awareness through advertising, PR and a new look website. As a result we have attracted new clients, new interest with our existing contacts, and presented our services to a broader audience.

NAML – Network Analysis Method for Logistics

Catalyst's launch of NAML last year has proven a great success.

NAML is the methodology that underpins our new range of network analysis services and supporting simulation, mapping and database tools. The NAML highlights customer service and cost to serve issues in your business. We identify the drivers of network change which enables us to initiate the corresponding logistics network improvements.

NAML also supports internal logistics' objectives for load balancing, depot boundary optimisation and managing overall network capacity to:

- Restructure the network
- Identify optimal depot locations
- Define top level transport routings
- Define top level inventory deployment.

Further Developments...

Hot on the heels of NAML we have now released our **LogiMap** toolset to automate the process of modelling logistics networks.

LogiMap uses the power of a development, database, simulation and mapping toolset to automate our NAML methodology

The result is a highly customisable tool that enables us to literally map out our clients' warehousing and distribution networks

Furthermore, **LogiMap** builds in the client's operational rules and costing metrics to calculate the cost of operating the network.

Having based-lined the model against the operational network we can then test a variety of scenarios such as:

- Alternative depot locations
- Different depot configurations and sizes
- Changing trunking rules
- Flexing inventory locations
- Alternative replenishment rules
- Variable pay rates
- Trunk fleet configurations
- Delivery fleet configurations

The possibilities for generating different logistics network scenarios are limited only by your imagination!

Who is LogiMap For?

In practice LogiMap will typically be for Heads of Supply Chain, Logistics and Operations. It is designed to generate solutions to ensure a best performing logistics network.

Day to day operation of the software will typically be undertaken by your logistics analysts. Or you may choose for us to operate the software on your behalf if you have limited resources internally.

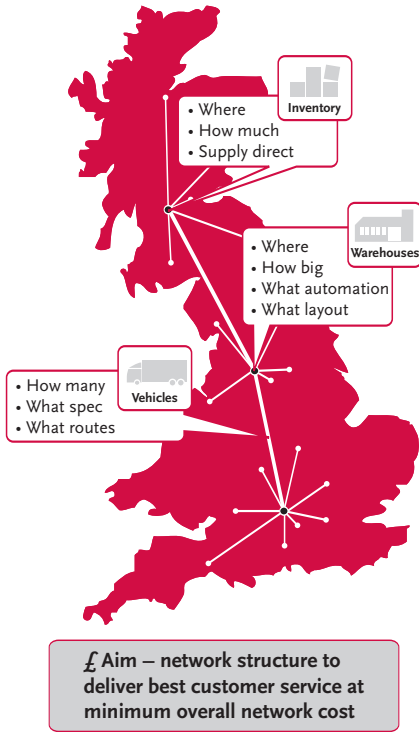
What LogiMap Means to You

LogiMap provides you with a "control tower" view of your supply chain and enables you to carry out a wide range of what-if scenarios throughout your business in response to or in anticipation of changes required by other business functions.

How LogiMap is Structured

We have deliberately focused **LogiMap** as a customised toolset that includes only the functionality that you need and expressed in the language of your own business.

This means training only in features with direct relevance to your business. Hence our customer training times are measured in hours not days! The tools are thus more accessible within your business and are easy to pick up again when you have staff changes.



Sustainable Distribution Networks –

We are undertaking research on the development of sustainable, shared-user distribution networks.

Further Information:

Look out for more on these services in future newsletters and on our web site at

www.catalyst-logistics.co.uk

Team Update

We Welcome Lynn Johnston our new sales executive who will support Carole Atwell in business development and marketing activities.

We also welcome back Steve Boaden as Principal Consultant who is working with us on a number of projects and on the shared-user network area in particular.

Catalyst's team strength is in meeting our individual clients specialised needs through the ongoing development of our in house and associate consultants. Our associates receive induction and ongoing support to ensure the delivery of our services "the Catalyst way". And their unique additional skills enable us to move quickly to meet customer needs.

Want to learn more about our services?

For further information contact Carole or Lynne at our offices in Fenny Drayton on 01827 714851. alternatively drop them a line at info@catalyst-logistics.co.uk

We look forward to hearing from you.

LogiMap Case Studies

We have used LogiMap very successfully with a number of our clients. Typically we have identified multi-million £ savings, many times the investment in our software and services!!

Small Parts Distribution

- Supply chain activity based costing
- Backhauling opportunities
- Customer and product profitability

Water Delivery

- Ideal depot network
- Depot and satellite locations
- Overall network cost reduction

Express Logistics

- Ideal numbers of depots
- Trunking network structure
- Network capacity
- Overall network cost reduction
- Time based trunk network simulation

Additional Developments

As if the exciting developments above were not enough we are also working on the following initiatives:

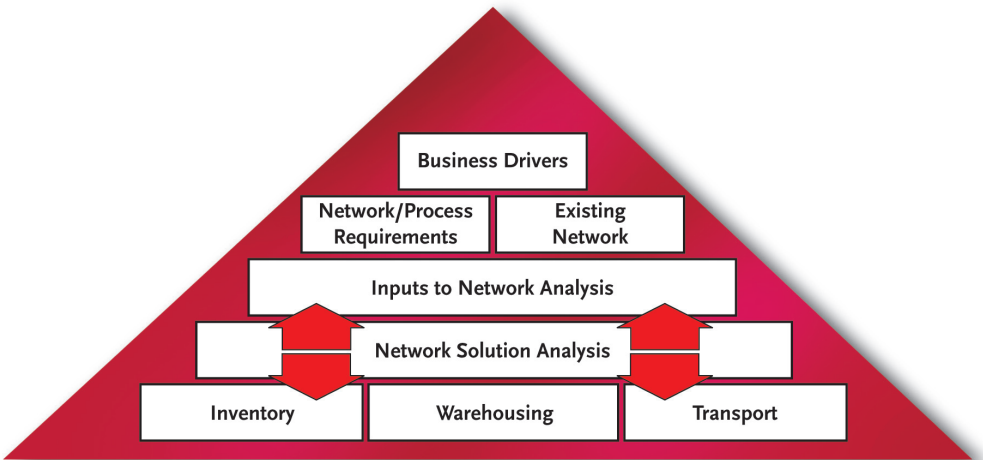
Logistics Network Key Performance Indicators –

The implementation of both strategic logistics network KPI's and operational logistics measures based on our industry leading standards and tailored for your industry.

Introducing a benefits driven approach to analysing logistics networks...

Our passion is **Logistics** and our methodology for analysing logistics networks is based on over 40 combined years industry experience and our background with **Europe's leading centre of excellence in Logistics and Supply Chain Management**.

The approach applies scientific techniques to achieve **Excellence in Logistics** and thereby delivering improved bottom line results.



Our clients include many blue chip companies in logistics-intensive industries including food and drink, logistics services, retail, construction, high tech, government, education and oil.

Speak to our consultants today to see how we can improve your business Tel: +44 (0)1827 714851

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