ARMADA®
There's a better way.



The **Value** in **Partnering** with an **Integrated Supply Chain Solutions Provider**

Today's supply chains face complex challenges and unique demands. By partnering with an integrated supply chain solutions provider, companies can effectively take "ownership" of their supply chains and achieve a wide range of benefits and advantages.

© 2016 ARMADA

ARMADA
There's a better way.

Introduction

Most large businesses are supported by complex regional, national or global supply chains. Needed goods are sourced from a diverse group of suppliers and delivered through various channels. Some products move directly from manufacturers to stores, while others are shipped to distribution centers before being delivered to their final destination. Other types of products are transported to forward storage warehouses before moving to distribution centers, while redistributors manage a final category of slow-moving items.

Depending on the industry, the assets in the supply chain may be owned or not owned. For those companies that do not own the assets in their supply chains, third-party providers are utilized to help facilitate many essential supply chain functions, and this fragmented structure tends to limit visibility and transparency of product movement. It also can lead to a "silo mentality" among supply chain partners that impedes the flow of information and creates inefficiencies. Adding to the challenges are the increasing demands being placed on supply chains as companies adapt to meet the changing needs of customers.

In response to these challenges, companies are finding value in partnering with an integrated supply chain solutions provider to deliver comprehensive, proactive supply chain management services. By taking a holistic view of the supply chain, an integrated provider can create win-win solutions that enhance visibility, reduce costs, improve business performance and provide a competitive advantage. As a result, integrated supply chain solutions providers create tremendous value in a supply chain.

Companies are finding value in partnering with an integrated supply chain solutions provider to deliver comprehensive, proactive supply chain management services.



© 2016 ARMADA

Common Challenges for Supply Chains

The demands placed on supply chains can be overwhelming.



With hundreds of goods moving to thousands of end locations through a variety of channels, the demands placed on supply chains can be overwhelming. As companies adapt and modify their products and operations to meet the emerging needs and changing behaviors of consumers, these demands are becoming even greater. The result is a significant set of challenges commonly faced by supply chains, including:

• **A Lack of Visibility and Oversight –** Companies are actively involved in product sourcing requirements, however, their logistic networks often consist of various channels and trading partners inherently creating a fragmented structure. This results in certain links in the supply chain being less visible than others, and with the company's absence in many transactions, it is often difficult for them to identify and manage the logistics cost components required to warehouse, transport and finance finished goods.

• **The Need for Supply Chain Optimization –** As supply chains become more complex, the need for supply chain optimization becomes more profound. Cost of goods sold is often a large expense that companies must manage, therefore, lowering overall and avoiding unnecessary costs is a critical success factor. In order to do this, proactive supply chain planning and optimization on a network scale is essential. Effective supply chain management entails a continuous focus on comprehensive, fact-based supply chain network design and product flow optimization. The goal is to reduce costs and drive efficiency across the supply chain, which can lead to a significant competitive advantage.

• **A Lack of Collaboration Across the Network –** The fragmented nature of supply chains often leads to a silo mentality where the various trading partners can only see the portion of the supply chain they control. This results in a lack of collaboration that impedes the flow of information and limits visibility. Without collaboration, costs can be reduced in one area of the supply chain only to appear elsewhere, however, when all trading partners in the supply chain are communicating, planning and executing collaboratively, the agility and efficiency of the supply chain are enhanced dramatically.

© 2016 ARMADA

How an Integrated Supply Chain Solutions Provider Can Help

An integrated supply chain solutions provider helps a company effectively address the challenges it faces throughout its supply chain. By partnering with an integrated solutions provider, a company can take ownership of its supply chain without having to make infrastructure investments. Leveraging its expertise and assets across key areas of supply chain operations, the provider designs and deploys solutions in a manner that fosters collaboration among all network stakeholders.

The result is a dynamic network that rapidly adapts its activities to variations in demand and supply, whether they're actual or anticipated.

• **Supply Chain Planning –** Proactive supply chain management requires a comprehensive, engineering-based approach to supply chain planning. An integrated provider combines engineering and logistic operations expertise with the latest optimization and simulation software to remove complexity and costs from supply chain infrastructure. Through continuous assessment and monitoring of the supply chain, the provider ensures quality and high service levels are maintained while providing the flexibility to meet changing business needs.

• **Supply Chain Technology –** An integrated provider leverages state-of-the-art technology platforms to enable specific supply chain opportunities and automate manual components of supply chain operations. The result is a dynamic network that rapidly adapts its activities to variations in demand and supply, whether they're actual or anticipated.

• **Warehouse Solutions –** Analysis by an integrated provider determines the logistical requirements for every item in the supply chain. Specialized computer modeling is leveraged to identify which items are the appropriate candidates for ReDistribution, and those items are then routed to ReDistribution centers, which are strategically located throughout the network. This enhances velocity, visibility and control across the supply chain while simplifying operations for trading partners.

• **Transportation Solutions –** An integrated provider aligns all supply chain transportation needs into a single platform that fosters complete visibility and ensures full accountability. This strategic approach to transportation management can create a sustainable competitive advantage for a company by providing new levels of service, capacity and cost management.

An integrated supply chain solutions provider helps a company effectively address the challenges it faces throughout its supply chain.



• **Global Logistics –** An integrated provider optimizes a company's supply chain while meeting the challenges of international trade. By leveraging experience, the provider uses its knowledge and global reach to get products where and when they are needed in the most efficient way.

© 2016 ARMADA

The Value that an Integrated Supply Chain Solutions Provider Can Create

An integrated provider serves as a trusted advisor that can be counted on to act in the best interest of the company.



Partnering with an integrated supply chain solutions provider presents a company with a wide range of benefits and advantages. The integrated provider essentially serves as an extension of the company's supply chain team, significantly increasing resources available to deploy and manage a broad spectrum of supply chain components and activities:

• **Visibility –** Because of its integrated approach, the provider enables end-to-end supply chain visibility. By making supply chain operations transparent, vital information on inventory costs, product movement and traceability is immediately available to network stakeholders and can be leveraged to create optimum flows and efficiencies throughout the supply chain.

• **Advocacy –** An integrated provider serves as a trusted advisor that can be counted on to act in the best interest of the company. With a holistic approach to the supply chain, the provider is uniquely positioned to identify opportunities for changes in behavior that can improve network efficiency.

• **Agility –** An integrated provider creates the agility within a supply chain necessary to anticipate and profitably respond to changes in demand – rather than impulsively reacting to them. This agility provides the foundation for proactive supply chain management, which is a critical factor in supporting ongoing supply chain optimization.

The integrated provider essentially serves as an extension of the company's supply chain team.

• **Accelerated Action –** With its broad and deep expertise, an integrated provider helps a company make major changes in supply chain operations with confidence and conviction. The provider then accelerates action within the supply chain by quickly mobilizing resources at its disposal to implement network initiatives.

• **Avoiding Competing Interests and Incentives –** An integrated provider fosters collaboration throughout the supply chain. As an objective third-party, the provider orchestrates the activities of each supply chain trading partner and creates win-win solutions that benefit all network stakeholders.

• **Change Management and Automation –** An integrated provider communicates major changes in network activities to all stakeholders and manages implementation. The provider also collaborates with key trading partners to develop new business rules and automate them, creating dramatic improvements in execution speed and mitigating opportunities for error.

(continued on page 5)

© 2016 ARMADA

(continued from page 4)

• **Financial Leverage –** An integrated provider leverages its assets on behalf of a company to make supply chain initiatives more financially feasible. The provider also is committed to developing solutions that drive value throughout the supply chain and quantifying the value that's created.

• **Reducing Complexity –** With an integrated provider shouldering the responsibility for managing day-to-day supply chain operations, a company can focus more of its resources on value added activities. The provider also reduces the complexity of network activities to diminish the burdens placed on stakeholders throughout the supply chain. The result is a company that is viewed as being easier to do business with by its trading partners.

As the pace of change accelerates in today's world, the demands placed on supply chains are increasing dramatically.



Conclusion

As the pace of change accelerates in today's world, the demands placed on supply chains are increasing dramatically. Companies that do not own the assets in their supply chains have historically engaged a disparate group of trading partners to address assorted objectives across their networks. The emergence of integrated supply chain solutions providers now offers them the ability to partner with a single entity to create and implement solutions that improve supply chain operations.

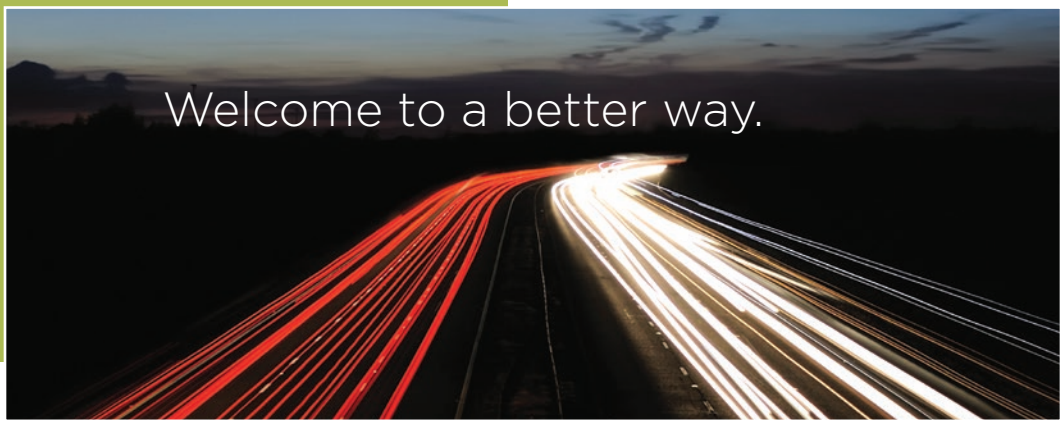
Integrated supply chain solutions providers help companies address a wide range of supply chain challenges. They enhance supply chain visibility, foster collaboration among network stakeholders and develop strategies for supply chain optimization.

By partnering with an integrated supply chain solutions provider, a company can effectively take ownership of its supply chain without investing in supply chain infrastructure. With a holistic approach to the supply chain, a provider leverages its assets and expertise to create and implement fully integrated solutions that improve business performance and provide a competitive advantage.

© 2016 ARMADA

About Armada

Armada creates innovative, fully integrated supply chain solutions that deliver competitive advantages and improve business performance for its clients.



Through its long tradition of partnering with clients, Armada has become one of the largest fully integrated logistic providers to the restaurant industry as well as a respected provider among retail and other industries, with operations and offices around the country. Current clients range from Fortune 500 companies to emerging businesses. Armada's business model is founded in a deep-rooted commitment of extraordinary service to its clients by providing outsourced logistic solutions that create smaller, smarter and more agile networks.

We believe that there's a better way to manage our clients' supply chains.
A better way rooted in simplicity, transparency and extraordinary service to our clients.

We are changing the way supply chains are managed – now and for the future – through innovation and collaboration with our clients.

We provide logistic solutions that create smaller, smarter and more agile supply chains that adjust to our clients' evolving marketplace demands.

Learn more about how Armada can be your competitive advantage.

www.armada.net

(412) 406-5700

info@armada.net

ARMADA
There's a better way.

© 2016 ARMADA