nulogy

The Platform for Perfect Order Execution

NULOGY'S PERFECT ORDER NETWORK™ UNIFIES CPG BRANDS AND STRATEGIC SUPPLIERS TO DELIVER THE PERFECT ORDER

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Today's connected consumers are driving the global supply chain with their collective demand for personalized products and experiences. What we see now is a shift in the industry, as retailers, brands, and supply chain leaders all find themselves working together to bring mass customized products to the global market quickly, safely, and intelligently.

The supply chain ecosystem of 3PLs, contract packagers, and brands have a hunger to not just survive, but to redefine their verticals. To do that, they must learn to navigate the increased complexity of last-mile product customization, all while fulfilling orders that are 'perfect': on-time, complete, damage free, with the right documentation, and at the right price. Forward-thinking suppliers and brands know that they need access to connected and intelligent solutions that can manage the complexities and make perfect order execution possible.

Such a platform has never existed. Until now. Nulogy's Perfect Order Network™ gives brands and suppliers the order execution, interconnectivity, and intelligence needed to orchestrate perfect order execution. The unified platform was purpose-built to provide the agility and flexibility necessary to plan, produce, measure, and ship the perfect order, helping you establish your reputation as a trusted partner and grow your business.

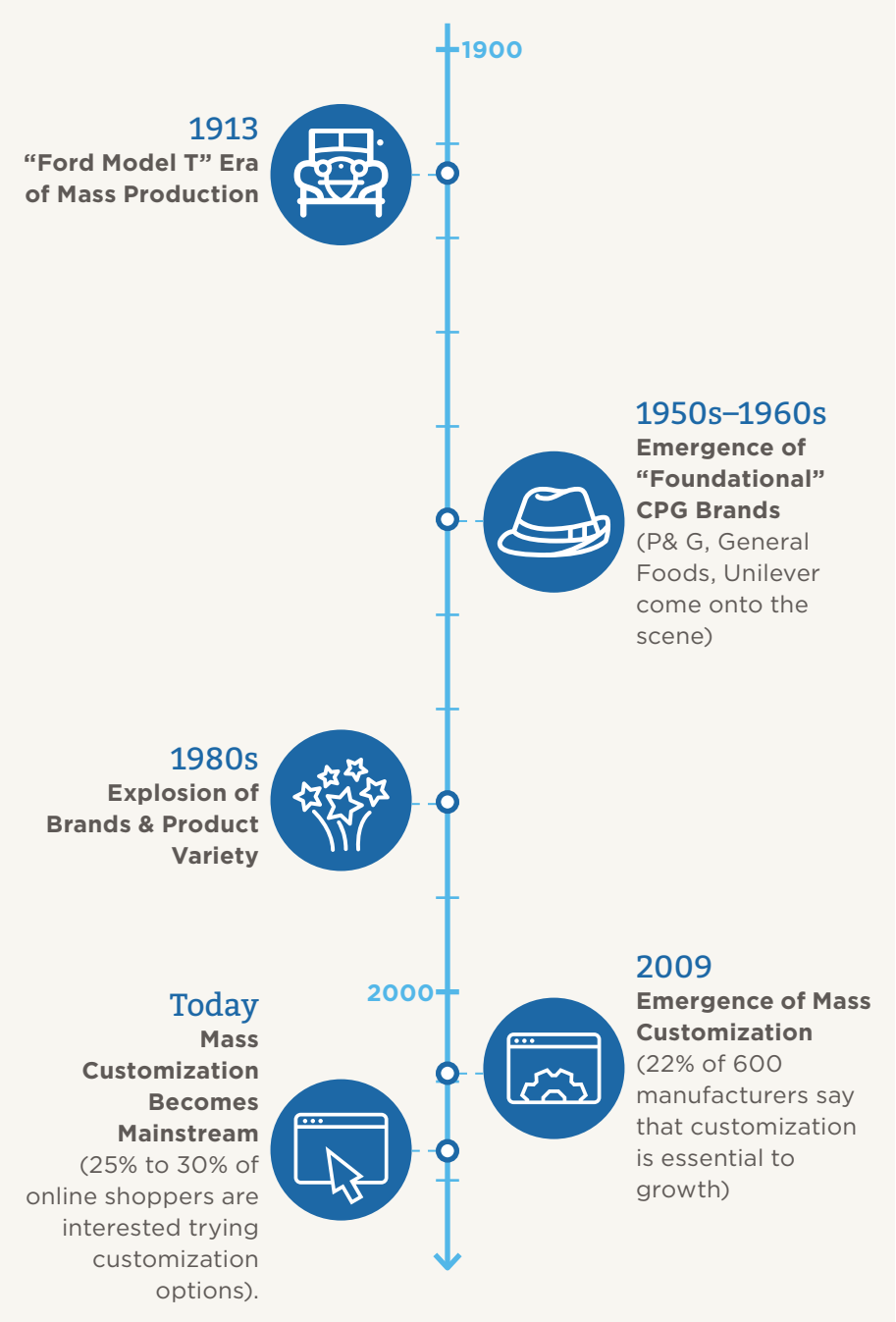
We're honoured that Nulogy's platform continues to be recognized by industry leaders for being an essential growth enabler, and powers the customization of millions of dollars of consumer products every day.

I welcome you to learn more about Nulogy's Perfect Order Network™, and how this unified platform can help you deliver customized products for global consumer markets.

- Jason Tham, CEO, Nulogy

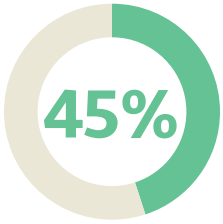
Mass Customization Trends & Supply Chain Impacts

The Evolution from Mass Production to Mass Customization

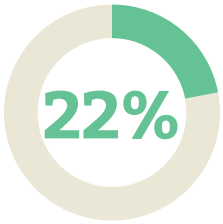


CPG Brands Win with Customization

INCREASE IN CUSTOMER LOYALTY & LIFETIME VALUE



HIGHER CUSTOMER SATISFACTION & BRAND AFFINITY



HIGHER PURCHASE FREQUENCY

HIGHER PURCHASE PRICE

Sources: "Brands Versus Private Labels: Fighting to Win." Harvard Business Review; "Having It Their Way: The Big Opportunity In Personalized Products." Forbes. Forbes Magazine; "A Personalized Win Strategy for CPG." Strategy

Demand for Product Customization Stimulates Growth in Co-Pack

North America

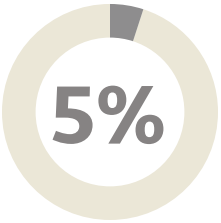
- **$9.6 BILLION** IN 2015, PROJECTED TO **$13.7 BILLION** IN 2018
- CAGR FROM 2015–2018 IS **12.5%**

Europe, Middle East and Africa

- **$7.6 BILLION** IN 2015, PROJECTED TO **$9.5 BILLION** IN 2018
- CAGR FROM 2015–2018 IS **7.5%**

High Complexity, High Margins in VAS

CO-PACK / VALUE-ADDED SERVICES MARGINS



TRADITIONAL WAREHOUSING SERVICES MARGINS

Sources: Contract Manufacturing and Packaging (CM&P) Market in North America (NA), Europe, the Middle East, and Africa (EMEA), F4SS 2016 Report & Market Survey

Challenges in Achieving the Perfect Order

Suppliers Struggle to Manage the Complexity of Product Customization

With the rise of mass customization, delivering the perfect order is a behemoth task in the supply chain's last-mile of product customization, where product labeling, packaging, kitting, and assembly workflows have become exceptionally variable and complex. Amidst the chaos, suppliers are expected to orchestrate the perfect coordination of labor, capacity, and materials, all of which require precise planning, management, and optimization in order to run a competitive and profitable business.

For over a decade, suppliers that handle complex last-mile product customization have been trying to execute the perfect order for their brand customers. Yet, this holy grail is never achieved, due to the following barriers:

LACK OF PROCESS CONTROL

Supplier slacked access to agile and flexible systems to manage the high variability and short turnaround times of order fulfillment in last-mile product customization.

LACK OF COLLABORATION CAPABILITIES

CPG brands and their outsourced suppliers lacked the interconnectivity to plan, execute, and monitor order execution in real-time.

LACK OF DATA INSIGHTS

Suppliers lacked the data to predict and better plan for the labour, materials, and product capacity needed for perfect order fulfillment.

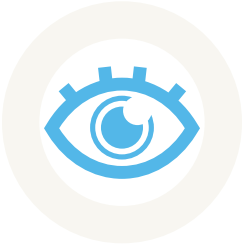
CPG Brands Struggle to Strategically Leverage Their Outsourced Supplier Network

Today's brands are under increasing pressure from consumers who want personalized products and retailers who demand product variety, customized packaging, and promotional displays.

Brands looking to satisfy their retailer customers depend on their ability to launch new products and promotions quickly and effectively to meet localized and personalized tastes. To respond to these demands, brands are increasingly reliant on outsourcing more of their packaging and manufacturing to external suppliers to help increase flexibility, reduce complexity, and minimize costs. This increased reliance on outsourcing brings a host of new challenges:

LACK OF CONNECTIVITY

Without a seamless way to interact and transact, CPG brands and their outsourced packaging and manufacturing suppliers continue to work at arms length.



LACK OF VISIBILITY

WIthout a birds-eye view of their entire supplier network, it's difficult to gauge capacity and performance of their contract packaging and manufacturing suppliers.

LACK OF TRACKING CAPABILITIES

Orders cannot be tracked properly in order to identify the root causes of service issues.

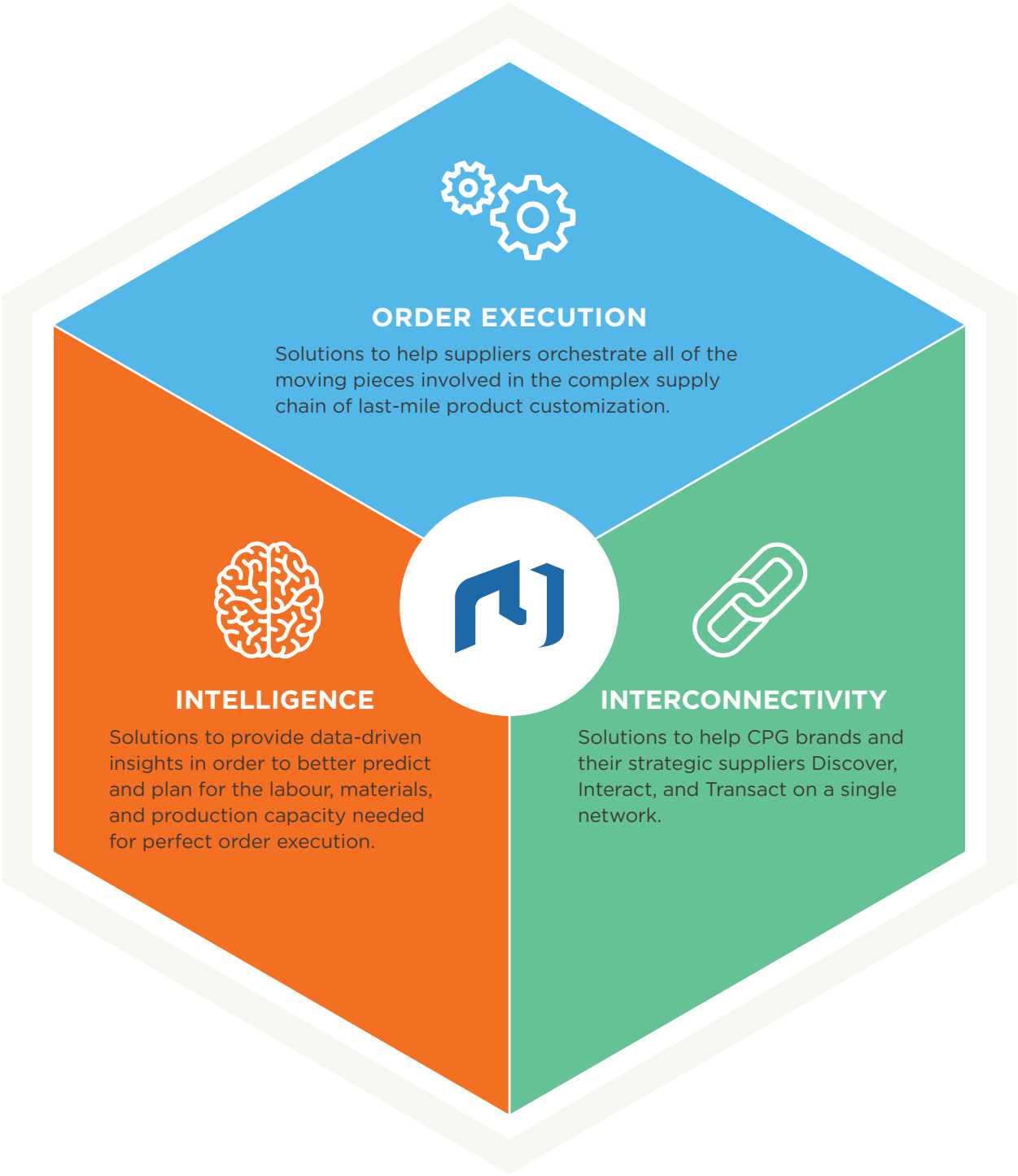
LACK OF RISK MANAGEMENT MEASURES

Without real-time information on order statuses and potential issues, brands exposure them-selves to risk of not meeting fill rates for their retailer customers.

There has never been a platform that has been able to unify brands and suppliers to achieve the perfect order. Until now.

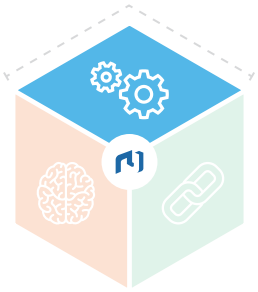
Welcome to Nulogy's Perfect Order Network™

Nulogy powers the Perfect Order Network™, a unified platform which connects brands and suppliers to provide customized product experiences for consumers around the world. Nulogy's cloud-based solutions power the order execution, interconnectivity, and intelligence needed to orchestrate the last-mile product customization process.



Order Execution Solutions

Nulogy's order execution solutions help suppliers to orchestrate the moving pieces — everything from quote to ship — involved in the complex supply chain of last-mile product customization.



PACKMANAGER®

QCLOUD®

Production Order Management

- Accurate and on-time fulfillment
- Minimal order lead times

Production Performance Management

- Operational control and schedule attainment
- Minimize job costs

Quality Control

- Increase process compliance
- Minimize non-conformances

Inventory Control

- Control over customer inventory
- Complete traceability of lots

Materials Planning

- Ensure materials arrive on time
- Minimize on-hand inventory
- Secure the lowest purchase price

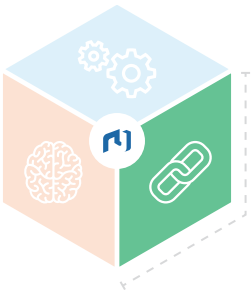
Pricing

- Consistent and competitive pricing

Billing

- Deliver accurate and timely invoices

Interconnectivity Solutions



Nulogy's interconnectivity solutions help CPG brands and their strategic suppliers discover, interact, and transact on a unified network, making the processes of planning, executing, and monitoring orders a seamless experience.

GO

Nulogy GO is the only solution that enables CPG brands to transform their outsourced supply chain from an arms-length support system into a strategic differentiator. Here's how Nulogy GO helps brands build supply chain agility into their network:

- Access a single source of truth for real-time insights across the supply network
- Track orders in real-time and monitor supplier performance
- Identify root-causes of service issues

CONNECT

Nulogy Connect helps brands and suppliers communicate and interact in real time, by bridging a brand's ERP system and its supplier's operational system. Nulogy Connect helps brands and suppliers better plan, schedule, execute and monitor shop floor activities in real-time, and has been proven to drive cost reduction, reporting accuracy, stellar customer service, and reliable brand/supplier relationships.

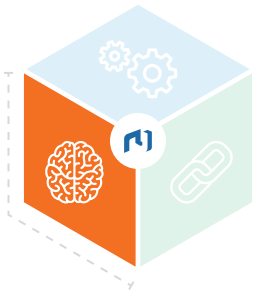
Co-Pack Map

Co-Pack Map is the fastest growing online destination for suppliers who provide last-mile product customization, and CPG brands who are looking for them. Brands and suppliers can unlock the power of networking by finding and connecting with trading partners based on specialized services, location, and capabilities.

www.contractpackaging.com

Intelligence Solutions

Nulogy's business intelligence solutions power the additional layer of data-driven insights that brands and suppliers need to better predict and plan for production, making it a crucial part of perfect order execution, given the volatile nature of last-mile product customization.



DISCOVERY DASHBOARDS

Nulogy's Discovery Dashboards is an interactive intelligence tool which converts operational data into actionable business insights. Discovery Dashboards is able to help suppliers hit efficiency and performance targets, which drive productivity and profitability in their businesses.

Discovery Dashboards enable suppliers to:

- **Improve the visibility of their organization's overall health and performance** by continuous monitoring of operational KPIs and profitability
- **Easily aggregate and manipulate data** to uncover meaningful trends, anomalies, and variance across product types, jobs, sites, or customers
- **Identify the underlying causes of inefficiency** by quantifying downtime by reason for every item in production

The Nulogy Experience

Customers who join Nulogy's Perfect Order Network™ gain access to the industry's most agile solutions for perfect order execution, as well as network-wide standards that elevate their ability to navigate complexity in the last-mile. What's unique to their post-sales experience with Nulogy is that they also gain access to a community of best practices and best-in-class services that propel their success. We call this the Nulogy Experience, and our Professional Services, Support, Education, and Customer Success teams work tirelessly to deliver.

Let's take a look at your customer journey with us!

Implementation

Hi, I'm your Implementation Prime and I'm your dedicated resource to ensure that our solutions are implemented according to business objectives and success criteria that are important to you. Let's take a look at the steps we go through to complete a successful implementation.

Business Process Mapping (BPM)

BPM kicks off with an on-site visit by our implementation team. Our Professional Services team comprises of some of the most sophisticated users of Nulogy solutions, and experts in workflow design. Our team works with yours to conduct an end-to-end, "Quote to Ship" audit of your critical operational workflows, and helps you optimize those workflows to follow industry best practices and easily migrate into our software solutions.

Pre Go-Live

Following the BPM, our implementation team continues to work remotely to prepare your business for the day we "go-live" on your shop floor. Our team creates a custom training program for your staff, and creates a demo environment for you to test workflows and functionality. We will also work with your stakeholders to migrate operational data into PackManager and build Standard Operating Procedures for your team. By the end of the pre go-live process, we'll have ensured that we've laid the groundwork for the big day: the go-live.

The Go-Live

On the day of the go-live, our implementation team returns to your facility to assist you with all the finishing touches before the live implementation. Our team is a resource for any final training, workflow optimization, or change management that you may need assistance with. Our objective is to ensure that the system is set up to support your live operations as soon as we hit the "Go" button, and that your users feel confident about leveraging the system to do better work.

Global Support

Hi, I'm your Global Support Representative, and you'll be introduced to me right after your Go-Live! I'm here to ensure that you get immediate issue resolution on anything that keeps you from running at peak performance. Here are the different ways you can reach out to me and other support resources!

Live Agents

Our live agents are available by email, phone, and directly from our HelpDesk online portal. All incoming requests are handled by our enthusiastic team of troubleshooters, and product experts to help you keep calm, and carry on packaging. Our agents are some of the most sophisticated users of our solutions, and will be able to get to the heart of your issue and help you find immediate resolution. Our service levels guarantee that you'll get a response in less than 24 hours, and our customer satisfaction rating is the best in the industry.

OUR PARTNERS ARE THE HAPPIEST IN THE INDUSTRY:

99% **2016 CUSTOMER SATISFACTION RATING**

HelpDesk

Nulogy's HelpDesk is a one-stop online destination that provides over 500 articles and how-to videos, crafted specifically to empower our users to troubleshoot and problem solve even the most specific issues. On top of our robust library of resources, we also create a customized portal for each customer, which includes their standard operating procedures, workflows, and tip sheets that span all the back to go-live.

Customer Success

Hi, I'm your Customer Success Manager, and I'm here to ensure that our products and services are supporting your company's growth and success. Think of me as your trusted advisor and advocate at Nulogy — I'm with you starting from initial onboarding and implementation, and onwards through every phase of your journey with us.

Helping Your Business Grow

Your Customer Success Manager (CSM) is a dedicated resource to assist you with strategic growth opportunities, such as expanding production capacity, customer integrations, or increasing business opportunities with your key customers. We assist you in a myriad of different ways when you face new business opportunities — from extracting data out of the system, to helping you position your capabilities as a strategic supplier.

Maximising Value & Adopting Best Practices

Our Customer Success Team ensures that you're getting the most out of your investment in Nulogy. By helping you navigate and adopt new features that are relevant for your business performance and growth, your CSM will help ensure that you get out of our solutions what we put into it. Stay on top of new features and functionality that drive productivity and growth for your business.

Success Planning

Your CSM works with you to identify success criteria, and builds tailored success plans around the criteria that are meaningful to you. Throughout the year, your CSM will guide you through Success Plan Reviews to ensure that you're progressing toward your desired business outcomes, and identifies specific action items to drive those outcomes.

Education & Certification

Hi, I'm the Education Lead at Nulogy, and my team is here to ensure that we educate and continuously roll out the necessary training and education tools to equip our customers with best practices and proficiency within our solutions. We have training options that range from web-based to in-person, by role or by specialized needs, so rest assured that your continuous learning needs will be satisfied!

Nulogy University

Empower your people — from Line Leads to Forklift Operators — with our web-based training platform. Nulogy University's courses offer uniquely tailored learning plans to deliver product-driven best practices and train your team to be proficient users of our solutions. Boost software proficiency across your business to get ROI from Nulogy's robust solutions as quickly as possible.

Nulogy University Certification

Nulogy's University also provides certifications to help you validate the expertise and experience of Nulogy users. Upon successful completion of Nulogy University courses and assessments, end-users are awarded personalized certificates within those specific areas of Nulogy solutions. Nulogy University's certifications helps you identify the highly proficient members of your existing team, as well as hire for software proficiency in new employees.

Professional Services Consulting

When you're ready to take your PackManager adoption to the next level, our Professional Services Consulting offers a wide array of on-site and remote services. We can help you onboard a new site with unique workflows, implement a new module, re-train your staff, or simply make sure that you're getting the most out of Nulogy's products. All our Professional Services Consulting engagements are led by a sophisticated, in-house team — not a third party — to ensure that you get the expertise you deserve.

Supply Chains on Our Network

Customers That Love Us

Key Supply Chains We Serve

Why Nulogy

Used in **4** Continents • **10** Countries • **6** Languages

Key Industries We Serve

FOOD

BEVERAGE

CONSUMER GOODS

PHARMA-CEUTICAL

HIGH-TECH

HARD GOODS

Awards

CIX TOP 20

Food Logistics 2014 FL 100+

Gartner 2014 Cool Vendor

RED HERRING 100 GLOBAL WINNER

Associations

CAMSC

Contract Packaging Association

F4S

Member IWLA The Resource for Warehouse Logistics

NMSDC National Minority Supplier Development Council

Nulogy powers the Perfect Order Network™, a unified platform which connects brands and suppliers to perfectly execute product customization for retailers, while reducing waste on a global scale.

Our Perfect Order Network™ will help you

- Offer more consistent and competitive pricing to your customers.
- Increase the accuracy and timeliness of your billing.
- Deliver orders on-time, with minimal waste, and reduce storage overhead.
- Deliver orders in-full, more often, with minimal order lead time.
- Gain control and confidence over managing complex orders and cut costs.
- Increase the accuracy and reliability of your inventory records.
- Make process compliance headache-free and minimize non-conformance.
- Easily and accurately know the value of all your consigned or used inventory.

Get started with us today:

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