

SOLVE FOR X.

Reinventing Your DC Without Replacing Your WMS: A Panel Discussion

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Agenda

- Our Format: A Discussion
- Reinventing Your DC With Mobile Work Execution
- Introduction To Rotary Corp. and Imperial Distributors
 - Business and Operational Overview
 - Mobile Technology In the DC
- Discussion and Q&A

Reinventing Your DC With Mobile Work Execution

- Optimize Hands-On Processes
 - Work planning, optimization, and orchestration
 - Real-time management reporting, visibility and control
 - Flexible mobile applications using voice, scan, screen
- Supplements WMS
- Complements Automation

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Where Is It Used?



About Rotary Corp.

- Leading US manufacturer and world's largest supplier of outdoor power equipment parts, tools & accessories
- World Headquarters: Glennville, GA
- Founded: 1957
- 8 Strategically Located US Distribution Centers
 - Glennville, GA; Largo, FL; Evansville, IN; Richmond, VA; Albany NY; Columbus, OH; Mesquite, TX; Fresno, CA
- Service customers in all 50 states and 68 countries
 - Mass Merchant Retailers
 - OEM's
 - Domestic and International Distributors
 - Equipment Dealers and Repair Shops.



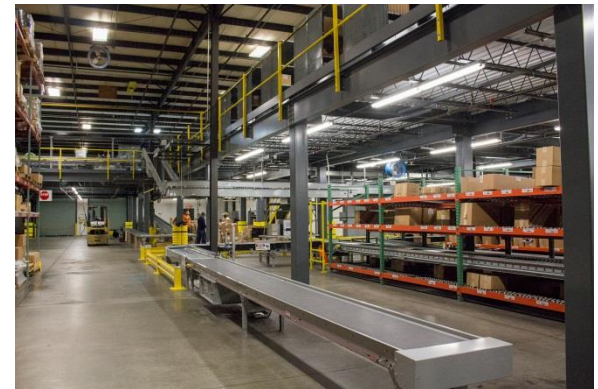


Manufacturing and Distribution

- Products Manufactured: Lawn Mower & Edger Blades, Trimmer Line & Air Filters
- Products Distributed: Over 9500 different parts, tools & accessories
 - Over 500,000sf total storage space
 - Ship to customers and 7 regional DCs
 - 99.9% of orders are shipped same day
 - 99.7% order accuracy
- Next Day Delivery to over 80% of the USA with a 95% fill rate

DC Expansion and Redesign

- Objectives
 - Increase throughput and optimize space utilization
 - Efficiency and productivity gains
 - Improve flow, layout & processes
- Physical and Process Transformation
 - New and reconfigured pick modules
 - Conveyors and sorters
 - Rule-based order batching – zone grouping, single line orders, label sorting
 - Mobile voice-directed picking and replenishment
 - Enhanced work management and visibility



Results

- Gains in Throughput and Efficiency
- Productivity Improved
- Accuracy Improved
- Other Benefits
 - Employee Satisfaction/Training
 - Management Visibility
 - Employee Ownership
 - Customer Satisfaction



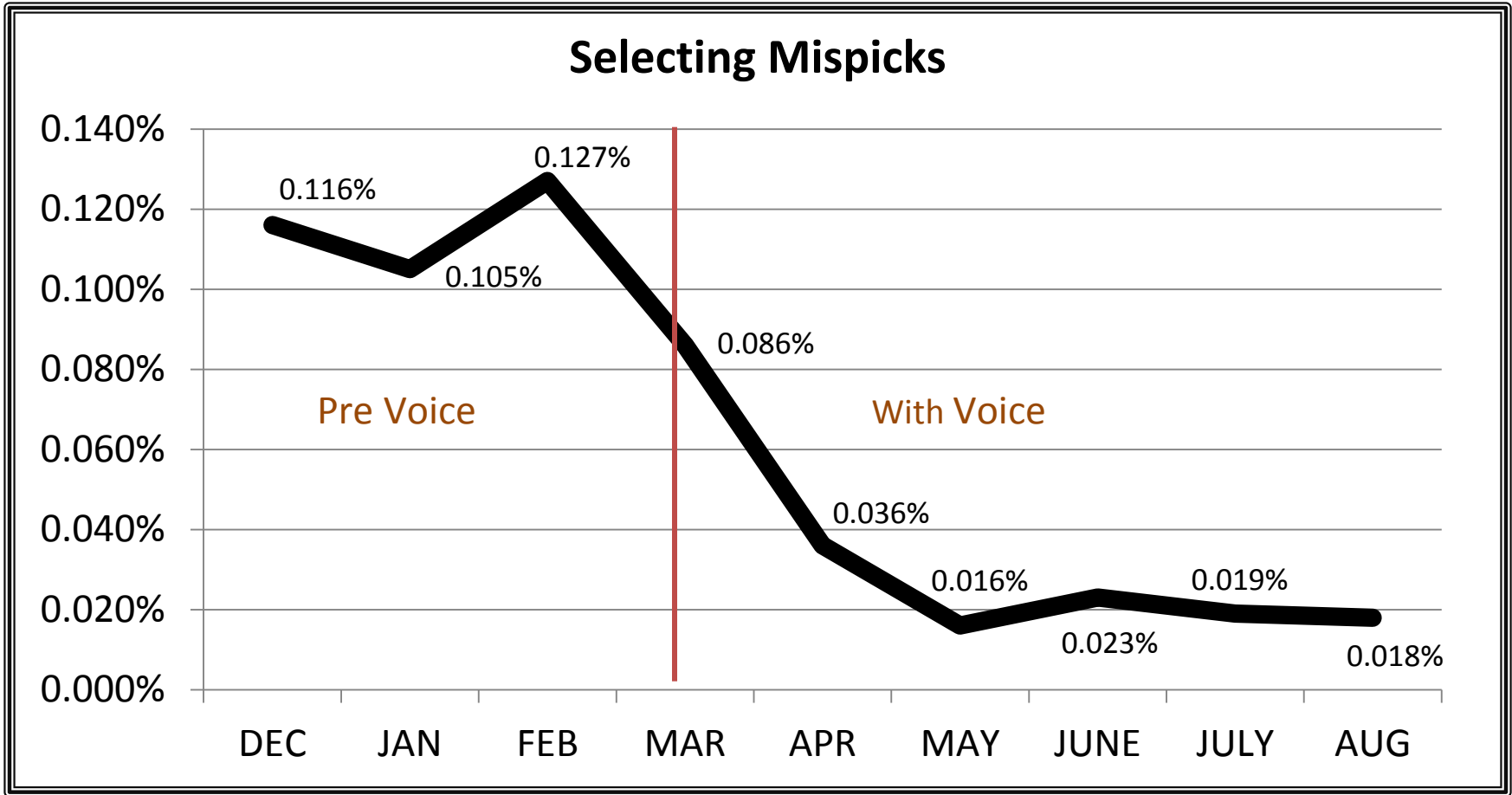
About Imperial Distributors

- Leading Distributor of Supermarket Non-Foods Products
- 250,000 Sq. Ft. DC in Worcester, MA
- Serve 2200 Retail Locations
- Operational Challenges
 - Double-digit Growth
 - RF-based Receiving and Inventory Control
 - Manual, sticker-based picking processes
 - Legacy WMS

Voice-Directed System at Imperial

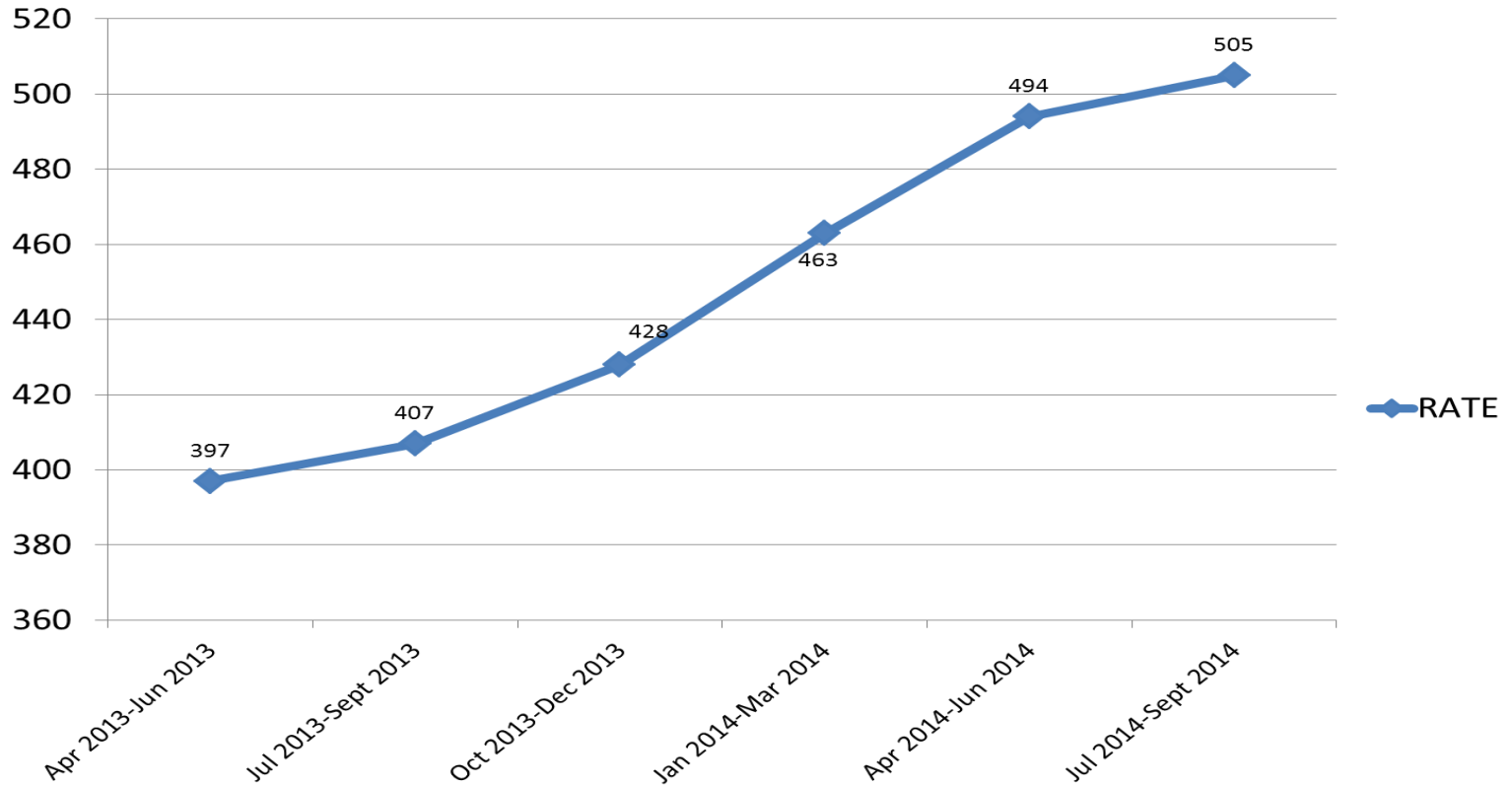
- Piece Picking
 - Hands Free – Pick to Totes/Trains
 - Eliminate Errors
 - Boost Productivity
- Web-Based Management Tools
 - Access On Tablet, Laptop, Desktop
 - Immediate Short Alerts
 - Real-Time Work Status and Productivity
- Case Picking
- Now Implementing On Ruggedized Smartphones

Initial Results - Accuracy



Initial Results - Productivity

Selecting Worked Rate



Questions and Answers

- Operational Drivers and Technology Choices
- Ongoing Process Improvement
- Management Reporting to Supplement WMS
- Benefits Beyond Productivity and Accuracy
- Lessons Learned

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