Fulfillment: The heart of any omni-channel strategy

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Presented by:
Diego Pantoja-Navajas
Founder, Chairman & Chief Executive

Andy Berry
Vice President, Global Sales

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Panel Introductions

- Background
- Company Overview
- Biggest Differentiation Point

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Background

Diego Pantoja Navajas

- 15 Years Software & Consulting Expertise
- CEO & Founder – LogFire (2007)
- Previous Management & Consulting with Leading Companies and Clients Around the Globe
- Aldata Solutions, now Symphony EYC
- Manhattan Associates

About LogFire

- Leading Multi-Tenant Cloud-Based SaaS Fulfillment Solutions and Managed Services Provider
  - Omni-channel Warehouse Management
  - Store Inventory & Fulfillment
  - Workforce Management
- Serving customers of all sizes and geographies
  - Retailers
  - Wholesalers
  - 3PLs/4PLs
  - Manufacturers
  - eCommerce

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Background

Andy Berry

- 20 Years Software Sales Expertise
- VP of Sales – LogFire (2014)
- Previous General Manager for Wholesale Distribution global business
- Infor, IBS, ORTEC, Viewlocity

About LogFire

- Leading Multi-Tenant Cloud-Based SaaS Fulfillment Solutions and Managed Services Provider
  - Omni-channel Warehouse Management
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  - Retailers
  - Wholesalers
  - 3PLs/4PLs
  - Manufacturers
  - eCommerce

Describe An Age Old Supply Chain Problem That Is Better Solver Today "In The Cloud"

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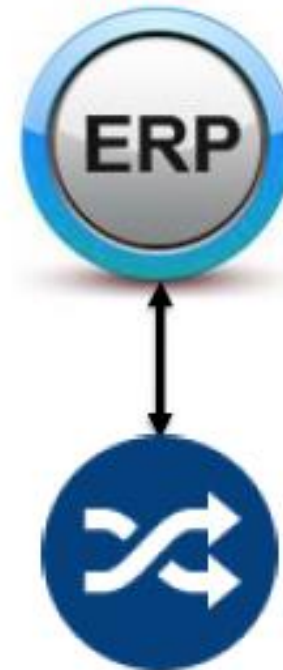McCormick Place South | Chicago
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Optimized Planning via "Single Planning Engine"

Separate Planning Solutions
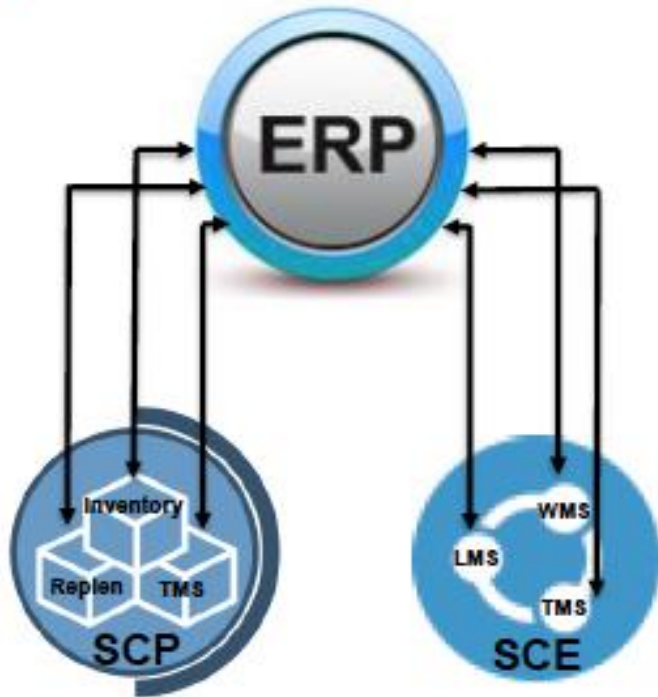
Integrated Supply Chain Planning

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Fulfillment Network Solution: Source to Consumer Inventory & Dynamic Fulfillment

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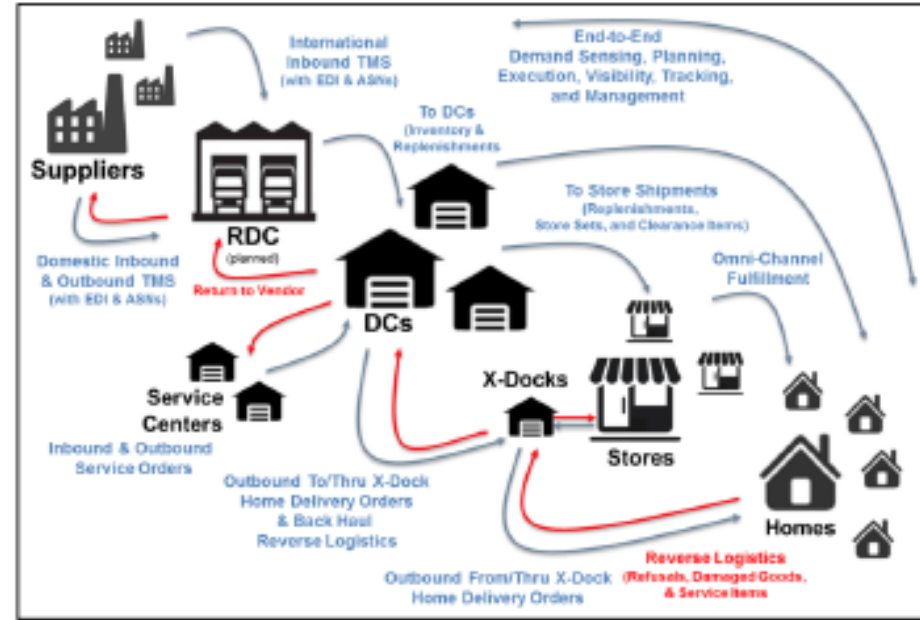
Digital Fulfillment Network
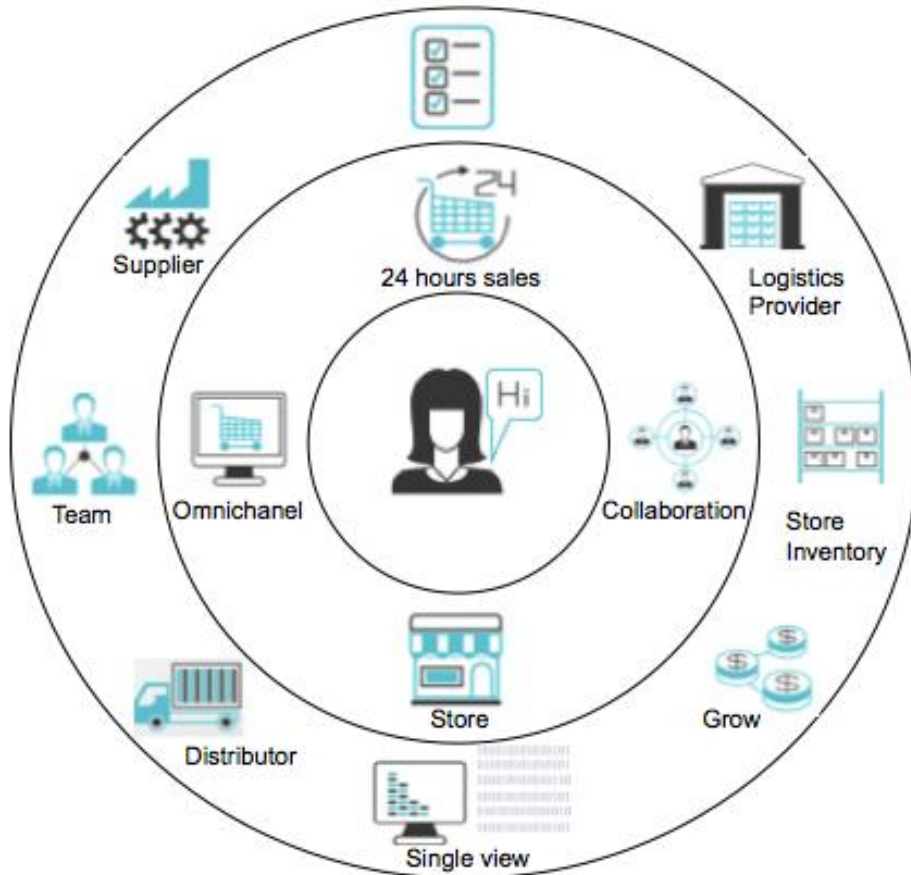
- A True cloud-based fulfillment network is:
  - Connected
  - Intelligent
  - Scalable
  - Rapid
  - Single source of inventory view
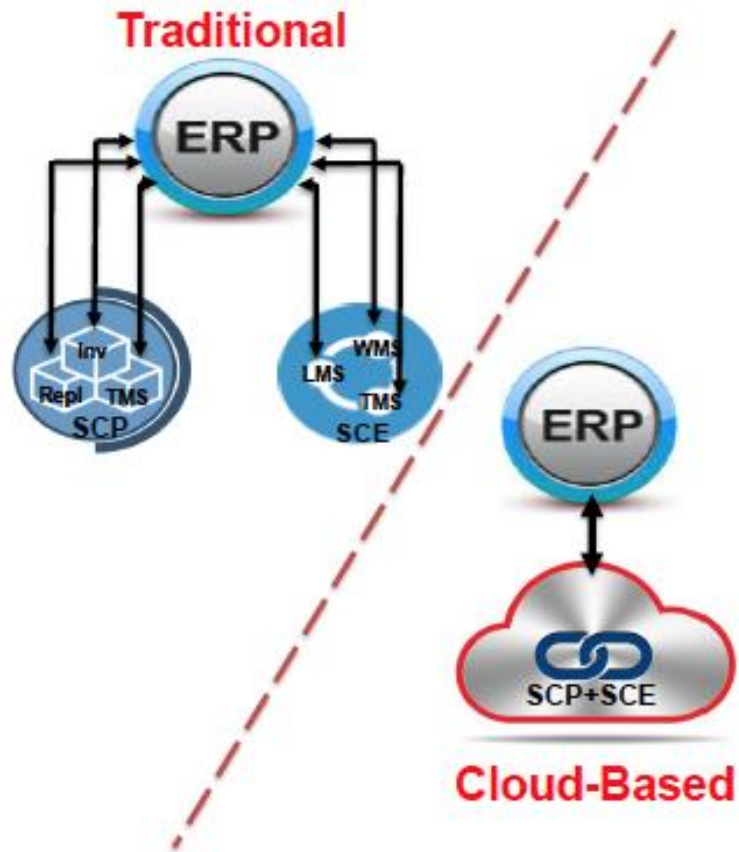
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How Specifically Is Supply Chain Planning and Execution "In The Cloud" Better Than Traditional Approaches

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Planning & Execution

Social Integration & Visibility

Cloud Based

- Order and shipment specific instant messaging, mapping, alerting and ETA's.
- Reduces nervousness in the E2E supply chain, when planning reduces safety stock / inventory levels

- Order Groups inquire and update instantly with Status Updates, as opposed to spending time trackng down and expected delivery when inventories are below the replenishment minimums

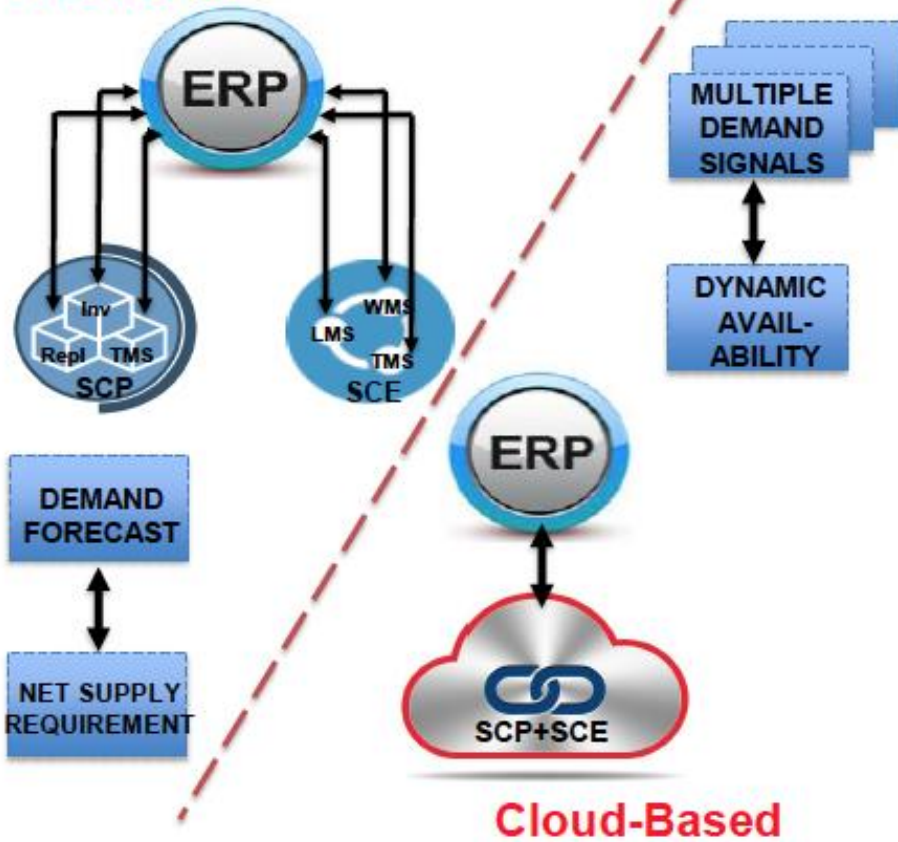**Traditional**

Do not offer these options

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Planning & Execution

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Planning & Execution

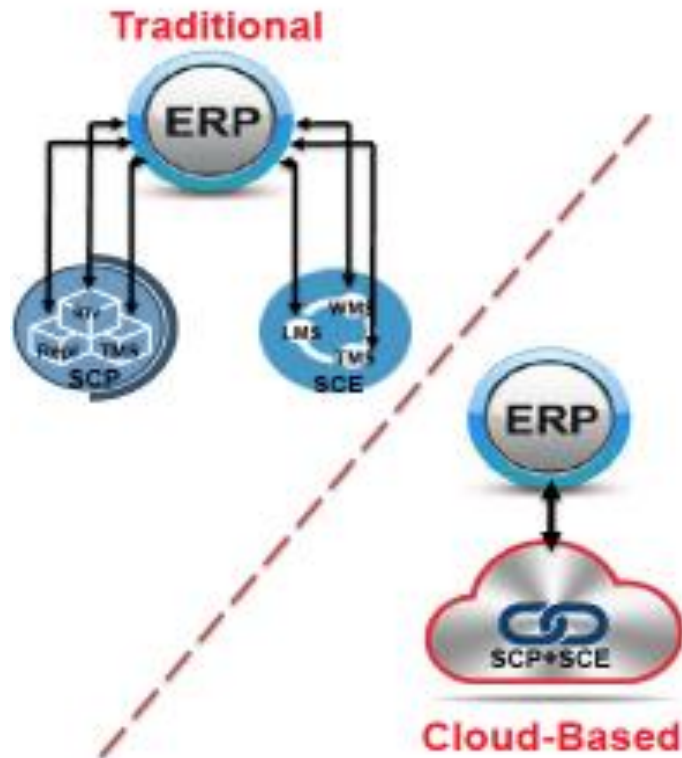PLANNING BASED ON EXECUTION REALITIES

Traditional

ERP

SCP — SCE

ERP

SCP+SCE

Cloud-Based

RAPID IMPLEMENTATION
Traditional

Cloud-Based

ONGOING INNOVATION
Traditional

Cloud-Based

innovation creativity
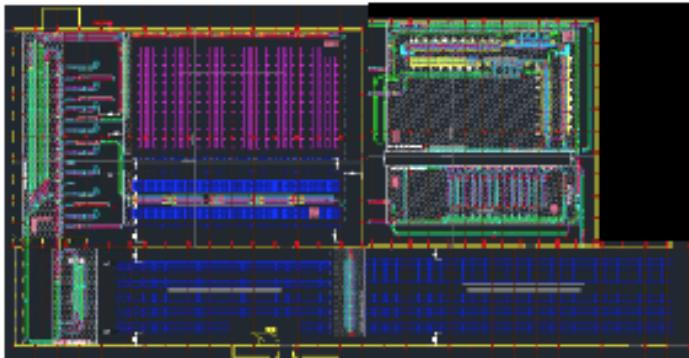
Customer Proof Points of Significant Achievements Using Supply Chain Management "In The Cloud"

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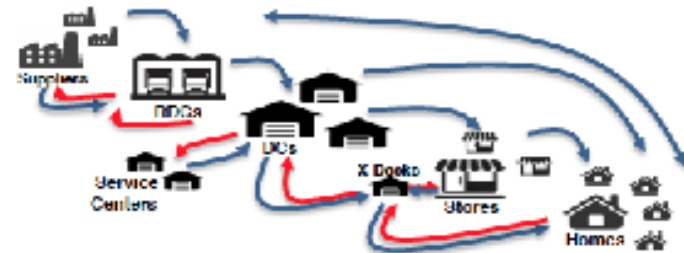March 23-26, 2015
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Cloud-Based SCM Proof Points

MHE AUTOMATION

EXTENTED ENTERPRISE COLLABORATION & VISIBILITY

RAPID INSTALLS

✓ 30-60+ Day Go Lives
✓ 1-2 Person Teams

CURRENT RELEASE / INNOVATION

New & Improved!

✓ No Cost

Upgrade

SaaS PRICING

Up Front License Cost

Annual Maint. Fees

✓ "Concurrent" User Based (WMS)
✓ "Shipment" Based (TMS)
✓ 2-4X Lower TCO

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Cloud-Based SCM Proof Points

- E2E SC Visibility and POD

- Silos Eliminated for IB/OB/Domestic/Global

- 60 Day Deployments / Remote Deployments

- Rapid Planning and Execution ROI

- Current Version – No Costs / Hassle Upgrades

- No Internal Staff / Administration Costs

- No 60 Day Hardware Procurement Delays

- No Maintenance for Software / Hardware/ 3rd Party

- Flexible / Agile for each Client

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Cloud-Based SCM Proof Points

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Cloud-Based SCM Proof Points

CLOSED-LOOP OPERATIONAL MANAGEMENT IN THE CLOUD

"CONCURRENT-NESS" PLANNING & EXECUTION

NO SILOS

ERP ← → SCP+SCE

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Questions

Visit LogFire at PROMAT – BOOTH #3964

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For More Information:

Diego Pantoja-Navajas
email:dpantojanavajas@logfire.com

Website: www.logfire.com

Andy Berry

Email:aberry@logfire.com

Website: www.logfire.com

Or visit ProMat 2015 Booth #3964