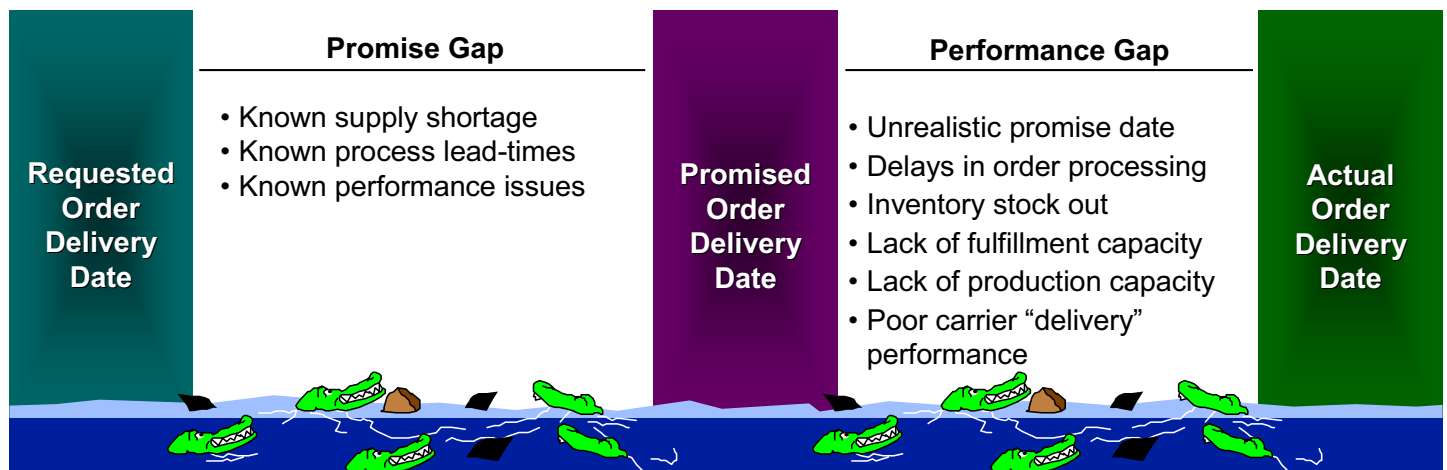


Supply Chain Benefits Achievement



EXPERIENCE. RESULTS.

Typically, Two 'Gaps' Contribute to Sub-Optimal Performance in Fill Rates



Customer may be **disappointed** due to expected delay and may shop around future demand

Customer is **angry** due to the lack of performance to the promise, and may not return with future demand

Understanding and correcting the *Promise Gap* and the *Performance Gap* is required to prevent the eventual loss of customers