

Control is the Key

- Increase sales at a 20 to 50% higher rate for items supported by VMI
- Sustain fill-rate gains of 3-5 percentage points
- Lower distribution costs by 20% or more
- Reduce freight by up to 15%
- Reduce carrying costs and put 2% or more right to the bottom line

Intrinsic's unique combination of capabilities help you succeed:

- Extensive VMI experience
- Demand Forecasting solution
- Advanced Replenishment

One solution for predicting demand, fulfilling requirements, and getting the job done.

The power to increase revenue, reduce costs and please each and every consumer...in this partnership, everyone wins.

Who knows your products better than you?

Take control of your own destiny with a Vendor-Managed Inventory program.

Consumers win, your customers win...and you win.

In order to maximize sales and customer service, and minimize cash tied up in inventory, suppliers can plan and execute better by gaining insight and control over their own items through VMI.

Intrinsic gives suppliers the power to improve customer service and reduce inventory costs by managing their inventory to ensure the optimum quantity in every customer location.

The Dilemma

Suppliers have often had to stand by while their goods perform at sub-par levels. VMI allows companies to put the control in the manufacturers hands, which allows both parties to benefit from the added attention given to the items.

Intrinsic improves inventory performance by enabling superior service levels, while maintaining inventory levels that make sense.

Managing what you Measure

The CLARITY suite goes beyond advanced forecasting, complex safety stock calculations and information sharing, to assure that all of those advanced techniques can be leveraged into a decision support and performance management tool. The performance management tools in CLARITY can allow companies to use what-if analysis to understand the impact of maintaining or changing the level of their inventory, customer service goals, cash flow requirements and other key measures, and then change daily execution to capitalize on that understanding.

The Solution

Intrinsic provides an advanced solution that allows companies to use proven techniques for business processes, forecasting and replenishment. We enable you to improve your fill-rates, your customer's inventory effectiveness, and ultimately the consumer's experience.

At Intrinsic we not only offer technology solutions, but also practical expertise in developing VMI programs from working with VMI experts like ACE Hardware, MGM, Pillowtex, xpedx, OKI-Bering and Wausau Paper. Our knowledge of what makes VMI successful helps your company capitalize on the benefits in managing your products directly throughout your supply chain.

VMI is often the first major inter-enterprise inventory initiative a supplier undertakes. Why not use the expertise of established experts?



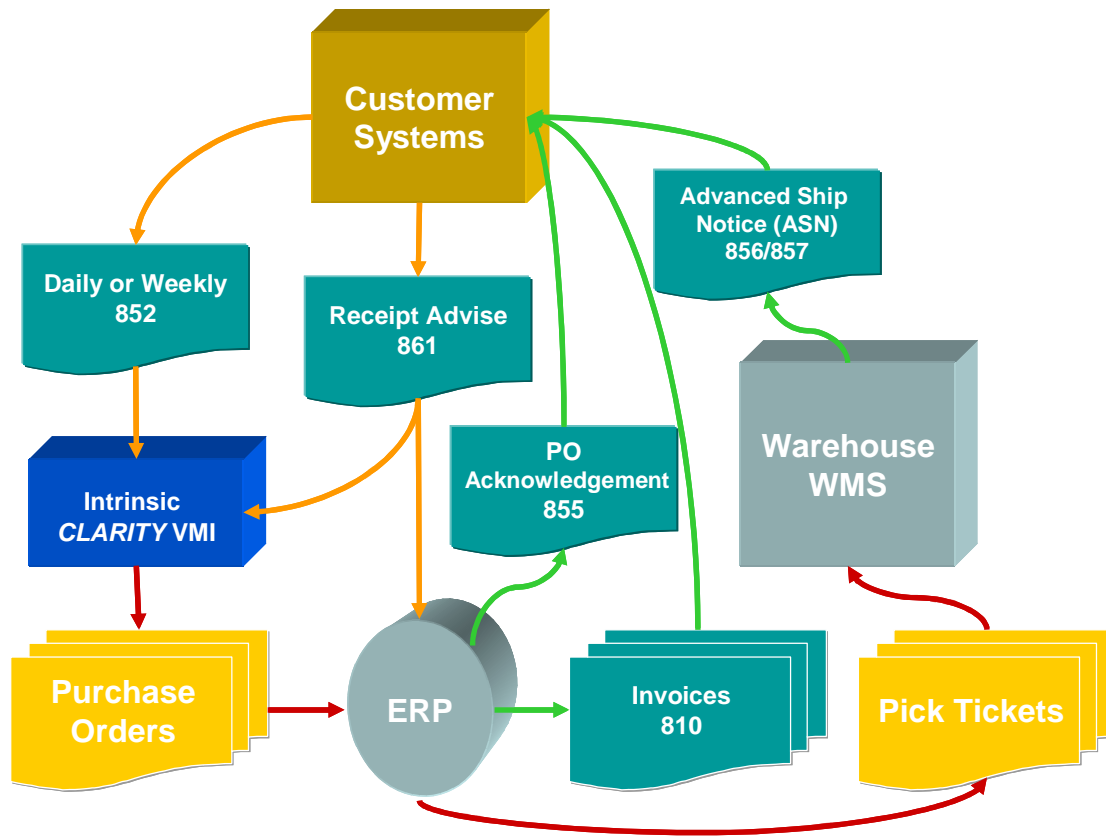
3696 Largent Way
Suite 200
Marietta, GA 30064

(770) 424-9232

www.intrinsicvaluechain.com

Contact Intrinsic Today. Find out how we can help you succeed.

VMI Information Flow Diagram



Daily update data from the customer is processed by the *CLARITY* VMI replenishment solution. Purchase orders are communicated to the supplier's Accounting system to update the host database, and subsequent documents are sent back to the client and to the necessary adjacent systems.

The *CLARITY* VMI solution provides accurate forecasting and validated orders that meet shipping and lead-time constraints. All you do is approve the final PO, then the picking and shipping process can begin.

For questions, please call:

Greg White, Principal
Intrinsic Value Chain Solutions
770-424-9232

or email;

gwhite@intrinsivaluechain.com