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Avicon Introduces New DNA Approach for Supply Chain Optimization and Improved Financial Performance

Avicon Supply Chain DNA Increases Profit Margins, Lowers Cash-to-Cash Cycle Time and Speeds Customer Responsiveness

WALTHAM, MA, August 13, 2003 – Avicon, architects of the new supply chain, today announced Avicon Supply Chain DNA, a new analytical framework for optimizing supply chain and financial performance. This new approach identifies an organization’s unique supply chain DNA building blocks, compares them to best industry practices, and builds an implementation plan that optimizes three critical outcomes: profit margin contribution; cash-to-cash cycle time; and customer response time.

Based on Avicon’s extensive experience with supply chain leaders across multiple industries as well as ongoing consultations with experts at leading academic institutions, the company has identified the DNA building blocks that characterize best-of-breed supply chains. Avicon analyzes an organization’s supply chain DNA utilizing its PICO™ framework, which assesses the supply chain from four different yet interrelated views: Process; Information; Cash and Organization. Avicon then configures the DNA building blocks into a supply chain operating system that is targeted to achieve an organization’s specific business objectives.

“Each industry has its own DNA building blocks and each company within an industry has its own unique patterns of DNA building blocks,” said David Demers, co-founder and president of Avicon. “By mapping an organization’s supply chain DNA, we are able to assess a client’s current supply chain capabilities, determine where they are in the DNA evolution, form appropriate patterns and groupings, and develop an implementation plan that will enable them to achieve their supply chain goals.”

The Avicon Supply Chain DNA approach is an ongoing management tool used across all Avicon consulting engagements. It provides clients with an excellent foundation for continuous improvements to the supply chain. “Avicon’s Supply Chain DNA approach helped map our unique DNA patterns and enabled us to achieve dramatic improvements in customer satisfaction while putting us on a path to cutting our cash to cash cycles in half,” said Herb Shumway, vice president supply chain operations at NMS Communications. “Avicon’s supply chain experts were able to identify and implement a new operating system that met our corporate objectives.”

About Avicon

Avicon, architects of the new supply chain, designs and implements supply chain strategies and architects the underlying business processes and IT solutions that bring those strategies to life.

Avicon's customers include Boston Acoustics, Cisco Systems, EMC Corporation, Enterasys Networks, Hard Rock Café, Hewlett Packard, Kuehne & Nagel, Lucent, NMS Communications, Nortel Networks, Schenker, Siemens, and United Technologies Corporation. Headquartered in Waltham, Massachusetts, Avicon is on the web at www.avicon.com.

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