

*CPFR represents a natural evolution of ECR, deeper trading partner collaboration and improved supply chain practices. Its impact will be significant because, for the first time, it will bring demand and supply planning together in one process and drive the entire supply chain from POS data.*

***Ralph Drayer, Procter & Gamble***

*Historically, you can see where industry activities such as EDI, Quick Response, and ECR have focused on reduced costs in one segment of the supply chain and, at times, increased costs in other segments. The real power behind CPFR is the global view of the supply chain and creating win-win solutions for both the retailer and the supplier to reduce total supply chain costs. This is where we can impact the level of performance at the shelf for our guests, which is our ultimate goal for CPFR.*

***Colleen Wickersham, Meijer***

*Great progress has been made in the development and implementation of supply chain management and category management, yet the full potential of each has not been realized. CPFR brings together these powerful processes and trading partners, producing increased sales and improved effectiveness and efficiency far beyond the results that can be expected using conventional means. The question isn't why CPFR—but why not.*

***Joe Andraski, OMI International***

*I believe that CPFR is the single largest opportunity to move inventory management forward in the next five years. We plan to implement collaborative relationships with well over 100 suppliers in the next 12 months. We believe that CPFR is the driver for moving into the next era of buyer-seller relationships.*

***Randy Mott, Wal-Mart***



## i Endorsements

*Synchronizing the supply chain from raw materials to the consumer offers the greatest opportunity to improve profitability and provide greater value to the consumer. It is quickly becoming the standard for competition. CPFR provides the process to link business plans and ensure synchronization.*

*Specific benefits we are currently seeing and expect to see in the future include higher in-stock levels at retail, increased turns for supply chain participants, and lower supply chain costs. One of the key drivers is a better understanding of consumer purchases.*

*Point-of-sale information provides the ability to track current purchases and develops more accurate sales forecasts. We are continuing to expand our use of POS to provide critical information for managing our supply chain. CPFR is a new process and we are committed to working with our customers to make full use of business planning tools to better serve the consumer.*

***Mark Jamison, Kimberly-Clark***