



## **FOR IMMEDIATE RELEASE**

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## **VICS ISSUES NEW CPFR® BUSINESS PROCESS GUIDE**

**Lawrenceville, NJ** — The Voluntary Interindustry Commerce Solutions Association announced the release of a new comprehensive CPFR® (Collaborative Planning, Forecasting and Replenishment) guideline that includes four key task areas delineated for collaboration between trading partners: strategy and planning, demand and supply management, execution and analysis. Entitled “*Implementing Successful Large Scale CPFR® Programs and Onboarding Trading Partners*”, the document also presents collaboration practices as consumer-centric and binds internal and external collaboration processes.

CPFR is a business practice that combines the intelligence of multiple trading partners in the planning and fulfillment of customer demand. CPFR links sales and marketing best practices, such as category management, to supply chain planning and execution processes to increase availability while reducing inventory, transportation and logistics costs. CPFR is also a strategy for improving supply chain efficiency and effectiveness by making demand transparency drive the execution of the supply chain participants to maximize value for the end-customer.

“VICS and its member companies developed the original CPFR guidelines in the late 1990s to improve the overall performance of the retail supply chain and enhance the way trading partners interact with each other. The CPFR Implementation and Onboarding Guidelines take this a step further by identifying, developing and documenting standardized processes for educating trading partners in collaborative best practices, obtaining cultural and organizational buy-in and establishing appropriate levels of inter-company trust leading to sustained shared business planning and execution,” said Larry Smith, Senior Vice President of West Marine and Co-Chairmen of the VICS CPFR Committee.

Each of the defined CPFR scenarios in “*Implementing Successful Large Scale CPFR® Programs and Onboarding Trading Partners*” -- Event collaboration, Store Level Collaboration, DC Collaboration, and Collaborative Assortment Planning -- entail different approaches and specific collaborative best practices. The underlying principles of excellent collaborative practice outlined in the guideline requires the CPFR program to:

1. Employ a well-defined demand-driven strategy that leverages partnership skills
2. Be supported by senior management and extend the collaboration to key business drives such as sales, lifecycles and assortments
3. Utilize multi-functional teams, formalized processes and internal collaboration that provide better decision-making closer to the work.
4. Provide training and engagement programs for all levels of the trading partner organizations.
5. Become “the way you do business,” embedded in each trading partner’s DNA and key performance measurements.

“Each company employing CPFR as part of its continuous improvement effort will need to apply executive thought leadership to the design, implementation and guidance of its collaboration program. The tools available for VICS members include the CPFR model and guidelines, the updated onboarding guidelines, VICS’ extensive library of case studies, the CPFR committee and our professional certification program,” said Joe Andraski, President & CEO of VICS

**Editors Note:** “*Implementing Successful Large Scale CPFR® Programs and Onboarding Trading Partners*” is available from the VICS website at [www.vics.org](http://www.vics.org).

Other related guidelines available on [www.vics.org](http://www.vics.org) are:

1. *Overview: Collaborative Planning Forecasting & Replenishment (CPFR®)*
2. *DC Replenishment Collaboration – Business Process Guide*
3. *Store Replenishment Collaboration - Business Process Guide*
4. *Retail Event Collaboration – Business Process Guide*

### **About VICS**

The Voluntary Interindustry Commerce Solutions (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as “standards,” VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS’ volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance—and their personal commitment to make the world work a little bit better. VICS’ members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at [www.vics.org](http://www.vics.org).