

[ PROSPECT NAME ]

# Business Case & Proposal

Nulogy helps CPG brands and their co-pack suppliers deliver customized, traceable, safer products to consumers, faster, under budget, and with minimal waste.

PROSPECT LOGO

# AGENDA



1. Executive Summary

2. Industry Trends

3. About Nulogy

4. [Company] Site Today

5. Timelines & Milestones

6. Recommended Plan

7. Financial Review

8. Agreement Structure

## EXECUTIVE SUMMARY:

[ Main summary goes here ]

## Project Goals & Objectives

- [bullet points ]
-

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# PROFIT & GROWTH POTENTIAL IN CO-PACK

The global contract packaging market  
is forecast to grow at a CAGR of

**10.62%**

DURING THE PERIOD 2016–2020

Source: "Global Contract Packaging Market 2016–2020", TechNavio

# BIMODAL TECHNOLOGY STACK

## The Marathon:

ERP megasuite

Financial accounting

Reliability

Stability, predictability

Plan-driven, approval-based

Enterprise suppliers, long-term details

Good at conventional process

Lump sum capital expense

Long (months)

**SYSTEM**

**STRENGTH**

**GOAL**

**VALUE**

**GOVERNANCE**

**SOURCING**

**TALENT**

**EXPENSE**

**CYCLE TIMES**

## The Sprint:

 nulogy

Contract packaging

Agility

Quick iteration, risk friendly

Continuous, process based

Small, short-term deals

New and uncertain projects

Monthly operational expense

Short (days, weeks)

SOURCE: *Leading with Bimodal*, Martin Börjesson 2016-09-21, Gartner

# IMPACTS ON THE ECOSYSTEM



## CONSUMERS

want product choice  
and convenience.



## BRANDS

want to go-to-market  
with personalized  
products that meet  
consumer needs.



## RETAILERS

want to fill shelves  
with the perfect  
consumer basket.



## SUPPLIERS

want to provide brand  
owners with retail-ready  
packaging solutions.

P&G (GILLETTE)  
LOST 12% SHARE  
OF MEN'S RAZOR  
BLADES, WHILE  
START-UP  
MANUFACTURER  
DOLLAR SHAVE  
CLUB CLAIMED  
5% OF MARKET



# WALMART SQUEEZES THE SUPPLY CHAIN



Effective February 2017, Walmart is going to require its suppliers (shippers) to **meet a two-day shipping window instead of its previous four-day window**, as well as up its required compliance rate from **90 percent to 95 percent**.

*SOURCE: Walmart's new on-time delivery standards may create supply chain challenges for its suppliers," Logistics Management*



# CPGS & CO-PACKERS: STRONG PARTNERSHIPS

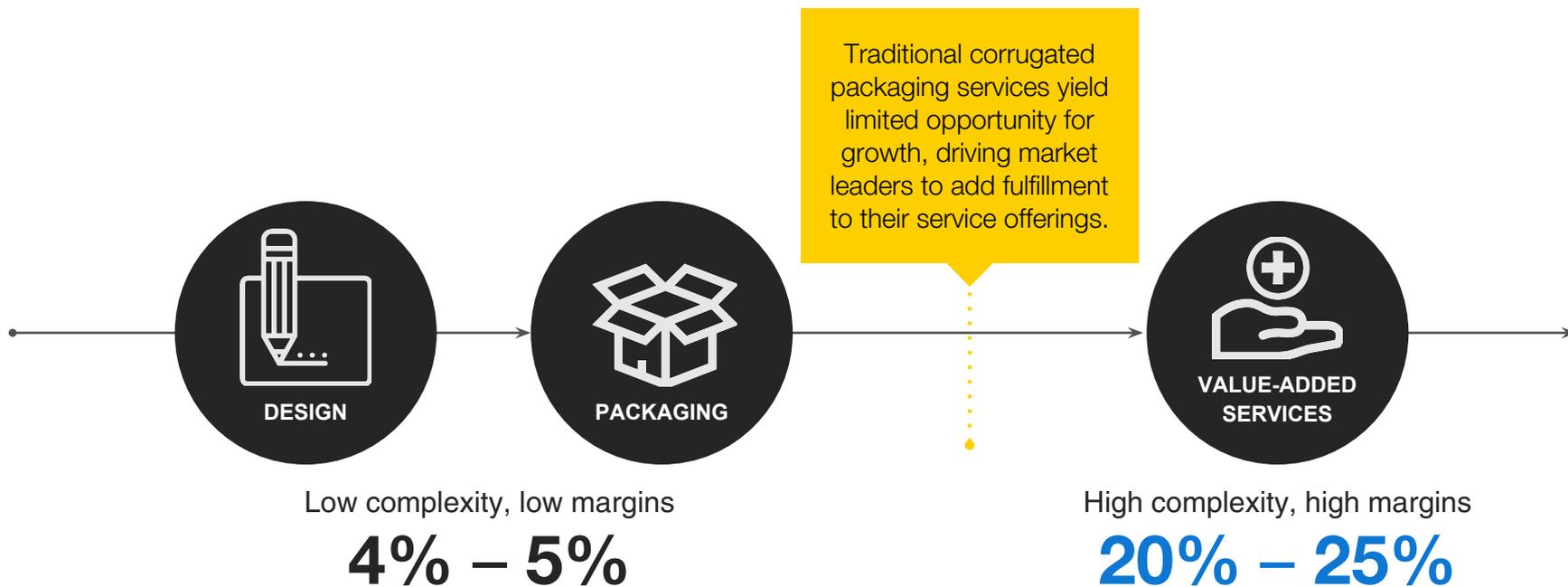


Contract packaging businesses are built around flexibility, agility, and resourcefulness, which makes them ideal partners to help CPGs address consumer desire for product customization and immediate availability.

*SOURCE: "Co-packers Adapt to Meet Changing Consumer Buying Trends," Packaging World*



# MOVING UP THE SUPPLY CHAIN



VAS Corrugators:



MAJOR  
CORRUGATORS  
LIKE MENASHA  
ARE ACQUIRING  
CO-PACKERS  
TO MANAGE  
BRAND OWNERS'  
END-TO-END  
FULFILLMENT  
PROCESS



# 3PLS ADD VAS TO WIN THE MARKET



3PLs with 'in-DC' packaging operations for agile product customization can **cut costs by 30%** and **cut at least 7 days** in order-to-delivery cycle time.

*SOURCE: "Integrate Contract Packaging Into Distribution Operations to Cut Costs by 30%,"  
Inbound Logistics*

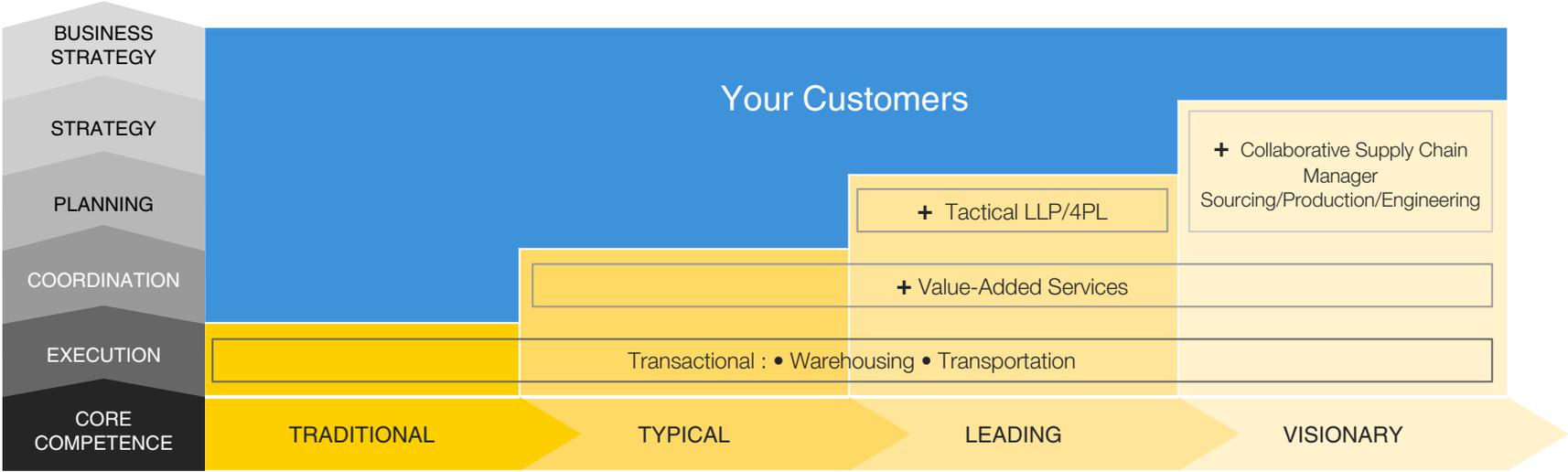




IN 2016, XPO  
LOGISTICS  
ACQUIRED  
NORBERT  
DENTRESSANGLE  
TO INCREASE  
VALUE-ADDED  
WAREHOUSING  
COMPETENCY

# STRATEGIC PARTNERSHIP DEVELOPMENT

## COMPLEXITY



## TRUST

# VAS: THE NEW FRONTIER IN 3PL GROWTH

The global contract packaging market is forecast to grow at a CAGR of



# 10.62%

DURING THE PERIOD 2016–2020

VAS MARGINS

# 20% – 25%

vs

WAREHOUSING AND  
TRANSPORTATION SERVICES

# 5% – 10%

Source: "Global Contract Packaging Market 2016-2020," [http://www.researchandmarkets.com/research/t58s9m/global\\_contract](http://www.researchandmarkets.com/research/t58s9m/global_contract)

THE FUTURE BELONGS TO THOSE  
WHO CAN CAPITALIZE ON THESE  
CONSUMER TRENDS

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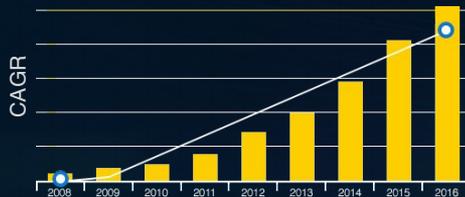
# ABOUT NULOGY

## WHAT WE DO

We help CPG brands and their co-pack suppliers deliver customized, traceable, safer products to consumers, faster, under budget, and with minimal waste.



## GROWING STRONG



## INNOVATION

We've focused



of our resources on

**1**  
**PROBLEM**  
for  
**15 YEARS**

Last year we processed



in Order Value

Integrated customers processed more than



electronic transactions

## AWARDS

**Aon**

**BEST EMPLOYER**

**Deloitte.**

Technology Fast 500™

**Gartner.** 2014

**Cool Vendor**

<b>Great Place To Work.</b>	<b>Best Workplaces™</b>
	CANADA 2018



# NULOGY ACROSS THE GLOBE

Used in **5** continents • **12** countries • **6** languages

Used for food, beverage, consumer goods,  
pharmaceuticals, high-tech and hard goods

Last year we processed  
**15,829,776**  
palettes.  
That's **91,314**  
CN Towers  
stacked  
end to  
end!



**25**

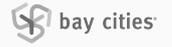
patents granted and pending in jurisdictions around the world



# STRONG GLOBAL CUSTOMER BASE



bareMinerals



BRANDS FOR CANADA



CRESCENT



KUEHNE + NAGEL



NOVA PACK  
AN ACCORISTIA COMPANY



XPOLogistics

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-

# STATE OF YOUR BUSINESS

- [Replace Nulogy logo with customer logo -->]



# THE OPPORTUNITY

- [Replace Nulogy logo with customer logo -->]



# THE OPPORTUNITY

## FINANCIAL METRICS

- 

- 

- 

- 

- 

## NEW CAPABILITIES & EFFICIENCIES

- 

- 

- 

- 

-

RESULTS IN  
**THE FOOD & BEVERAGES  
SUPPLY CHAIN**

24% **cost reduction** in operational expenses and  
3–5% **increased forecasting accuracy**





RESULTS IN  
**THE LIFE SCIENCES & PHARMA-  
CEUTICALS SUPPLY CHAIN**

10–15% improved operational efficiency

**NOVA PACK**  
AN ACCURISTIX COMPANY



RESULTS IN  
**THE BEAUTY CARE  
SUPPLY CHAIN**



From 88% plan attainment to 97% plan delivered  
OTIF

# RESULTS IN THE ELECTRONICS SUPPLY CHAIN

Ability to handle more volume scalably with improved data integrity and standardization in quality checks



Universal Container  
& Packaging, LLC



**BONDED PAC**

RESULTS IN  
**THE HOUSEHOLD PRODUCTS  
SUPPLY CHAIN**

Increased capacity by 20% and able to handle  
more volume from largest customers

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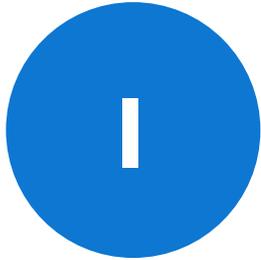
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# IMPLEMENTATION MILESTONES



LOREM IPSUM



LOREM IPSUM



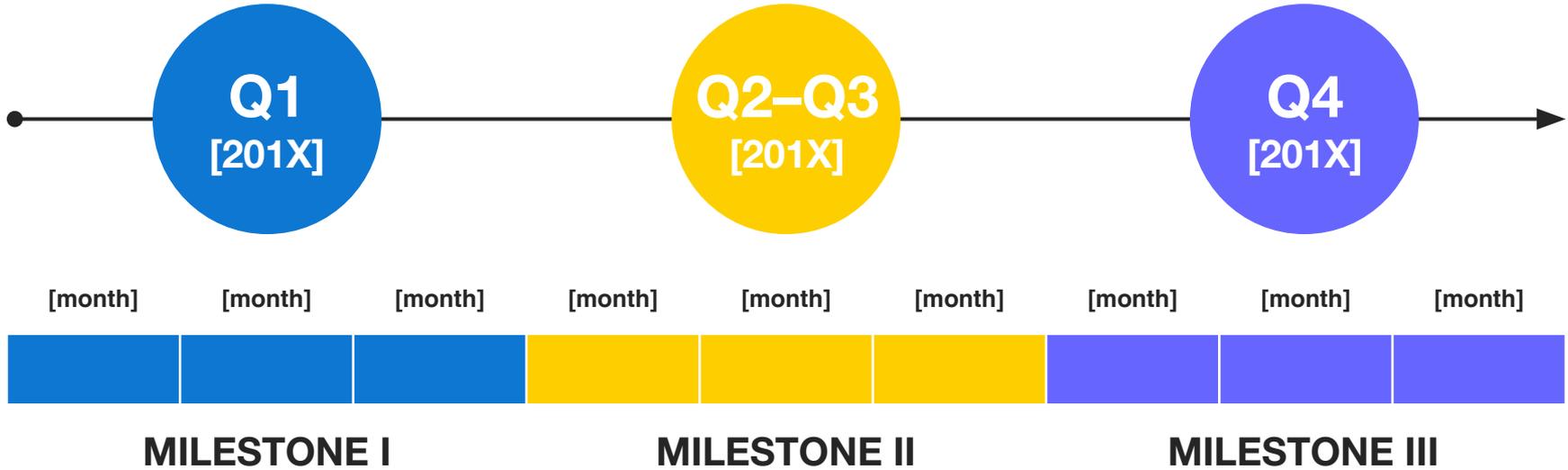
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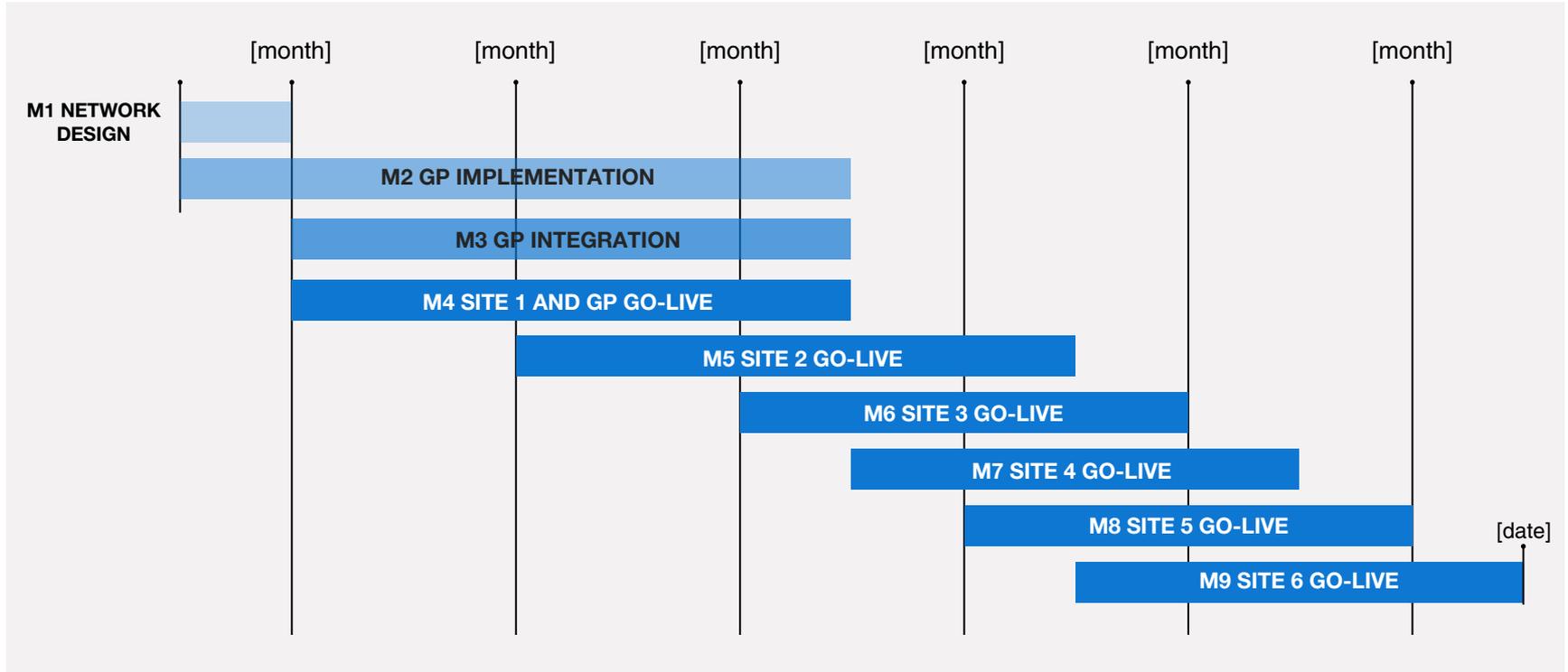
# [PROSPECT SITE] IMPLEMENTATION

MILESTONE	DESCRIPTION	DURATION	RESOURCES REQUIRED
<b>BPM</b>	<ul style="list-style-type: none"><li>• On-site visit</li><li>• Understand current operations</li><li>• Determine PackManager workflow</li></ul>	3 days	
<b>Pre-Go-Live</b>	<ul style="list-style-type: none"><li>• Remote training</li><li>• Data migration</li><li>• Procure hardware</li></ul>	2 to 3 months	
<b>Go-Live</b>	<ul style="list-style-type: none"><li>• Implement PackManager</li><li>• Train users</li><li>• Finalize workflows</li></ul>	1.5 to 2 weeks	
<b>Continued Support</b>	<ul style="list-style-type: none"><li>• HelpDesk (articles, videos, FAQs)</li><li>• Live Support</li><li>• Customer Success Manager</li></ul>	Ongoing	

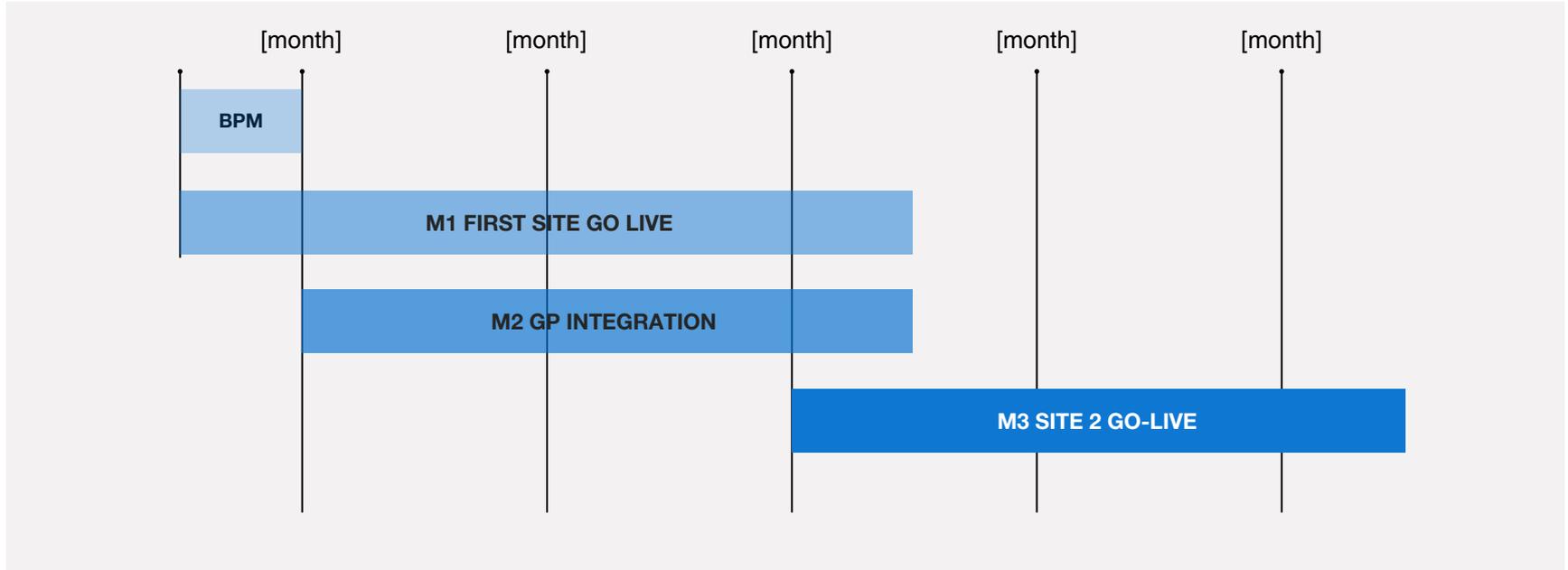
# TIMELINE



# NETWORK DEPLOYMENT PLAN



# 1-2 SITE DEPLOYMENT PLAN

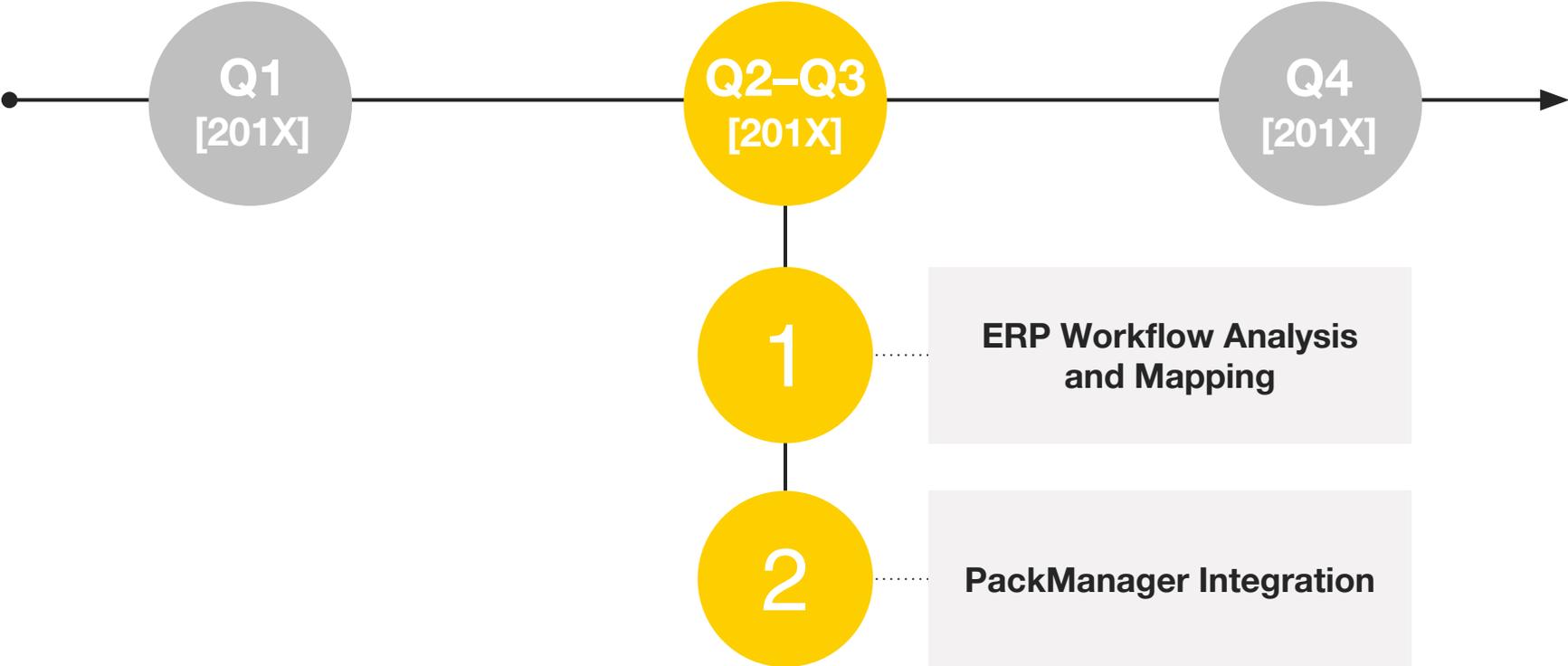


# MILESTONE I



PackManager: 2-SHIFT OPERATION	DEPLOYMENT SCHEDULE & EXPECTED RESOURCE ALLOCATION													
	DEPLOYMENT WEEK													
	SCHEDULE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	
DATE	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	
BPM Preparation														ON-SITE
BPM														OFF-SITE
Post-BPM and Configuration														
Go-Live Preparation														
Training & Nulogy University Release														
Go-Live														
Post Go-Live Hypercare														
	DEPLOYMENT WEEK													
RESOURCES	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	TOTAL	
Professional Services Consultants	1	6	2	1.5	1.5	1.5	1.5	2	4	15	5	1	42	

# MILESTONE II





# COMPLEMENTARY SYSTEMS: ERP

## ERPs ARE OPTIMIZED TO MANAGE:

General ledger

Purchasing

Inventory Value

Invoicing

Pricing

## PACKMANAGER IS OPTIMIZED TO MANAGE:

BOMs

MRPs

Scheduling

Inventory

Lot Traceability

Job-level costing

Productivity

***Connecting ERP to PackManager delivers valuable time savings, data integrity improvements and best outcomes.***

# COMPLEMENTARY SYSTEMS: WMS

## WMS OPTIMIZED FOR LOGISTICS & DISTRIBUTION

Voice picking and putaway

Asset management

Inbound/Outbound Processes

Warehouse Inventory management

Distribution

Freight

Transportation

## PACKMANAGER IS OPTIMIZED TO MANAGE:

BOMs

MRPs

Scheduling

Production Inventory Management

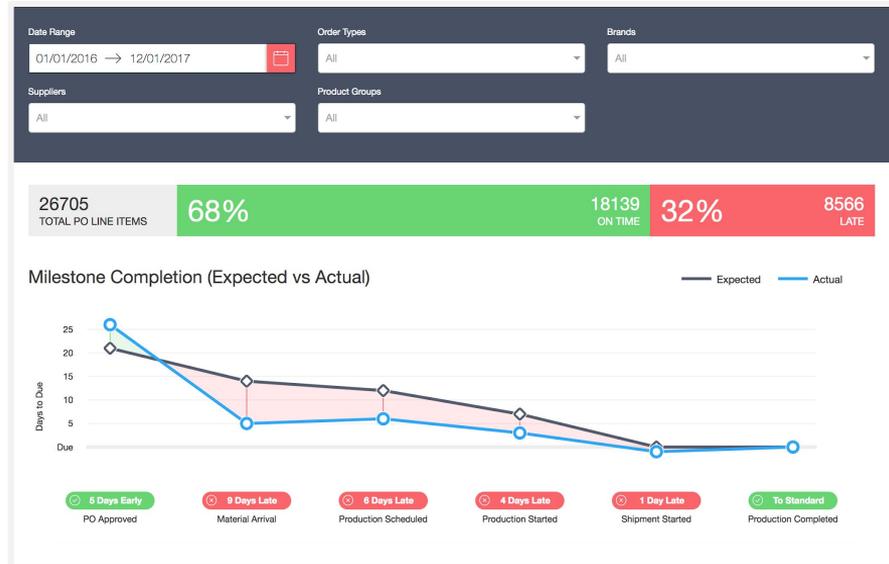
Lot Traceability

Job-level costing

Productivity

***WMS to PackManager integration delivers valuable time savings, data integrity improvements and best outcomes.***

# MILESTONE III - CUSTOMER INTEGRATION



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# Thank You

Q&A & Next Steps:

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[Nulogy.com](https://www.nulogy.com)

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