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News Release

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For Immediate Release

Ahold USA, Del Monte, and ES3, LLC Receive Top Supply Chain Award at CSCMP Conference **Motorola Mobility Earns Second-Place Honors**

Lombard, Illinois USA (November 2, 2011)—Ahold USA, Del Monte, and ES3, LLC received first-place honors in the 2011 Supply Chain Innovation Award™ competition at the Council of Supply Chain Management Professionals' (CSCMP) annual global conference held recently in Philadelphia, Pennsylvania. Motorola Mobility earned second-place honors.

By implementing a direct-to-store (D2S) program that provides a shared, collaborative warehouse for manufacturers and retailers, the corporate team of Ahold USA, Del Monte, and ES3 was able to reduce costs and carbon usage, improve speed to shelf, and increase on-shelf visibility. The team's case study is titled *Direct-to-Store: Synchronized Supply Chain Solutions*.

"Being chosen as the 2011 Supply Chain Innovation Award™ winner was an incredible honor," said Walt Lentz, senior vice president, supply chain, Ahold USA. "Presenting our innovations at CSCMP's conference was a highlight for the entire team. ES3's continued hard work and belief in D2S is greatly appreciated by me and the greater Ahold organization."

"We have worked to achieve a streamlined supply network for the past ten years," said ES3's chief strategy and marketing officer, Brenda Hambleton, "and the results have been well worth it. As we eliminate unnecessary warehouse and transportation steps from the supply network, on-shelf availability increases and costs decrease. This ultimately benefits our customers."

Motorola Mobility received second-place honors with *Motorola's Success with Supplier Sales and Operations Planning (Supplier S&OP)* initiative. The company's case study innovatively used supplier S&OP to better meet customer demand and improve supplier/customer relationships. This created more revenue opportunities, improved gross margin, and reduced excess and obsolescence (E&O) exposure. The results included significant and meaningful improvements.

"Aligning demand and supply across the end-to-end supply chain is one of the key challenges for global supply chains today," said Grant Hoffman, director of global business operations for the mobile devices business unit of Motorola Mobility. "Supplier S&OP is an

innovative, world-class collaborative-planning process that Motorola Mobility developed to align our forecast ranges with our suppliers' capabilities of fulfilling the demand. By implementing supplier S&OP, we improved gross margin and on-time delivery to customers, reduced E&O exposure and inventory, and forged stronger supplier relationships. We appreciate CSCMP giving us the opportunity to share our innovation at its annual conference, and are delighted to be recognized as the runner-up for this year's award."

The Supply Chain Innovation Award™ competition, presented by CSCMP and *Supply-ChainBrain*, was part of CSCMP's annual conference, which was attended by more than 3,000 supply chain professionals from 45 countries. In its seventh year, the award recognizes corporate supply chain teams' innovations as demonstrated by quantifiable and sustainable cost-savings, revenue-generating, or customer-satisfaction achievements.

CSCMP members and 2011 conference attendees may access the Supply Chain Innovation Award™ winning and finalist case studies and 2012 submission guidelines at cscmp.org on the Resources & Research tab, Awards/Supply Chain Innovation Award links. For additional information about the competition, contact Jessica D'Amico at jdamico@cscmp.org or cscmpresearch@cscmp.org.

Founded in 1963, the Council of Supply Chain Management Professionals is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With nearly 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

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