

# Nathan Research Inc

## *An Introduction*

Nathan Research Inc  
1705 Blair Ct, Ste 100  
Carrollton, TX 75010  
214-507-0015  
[info@nathanresearch.com](mailto:info@nathanresearch.com)  
[www.nathanresearch.com](http://www.nathanresearch.com)

# About Us

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- Niche solutions organization that assists Retailers and Manufacturers with strategies and solutions in the areas of Supply Chain Planning, Risk Management and Operations
- Areas of focus - Forecasting, Supply Chain Modeling, Product and Merchandise Planning, Price and Promotions Planning, Workforce Planning
- Key differentiators:
  - Combination of supply chain domain knowledge, financial analysis and industry processes.
  - Direct experiences drawn from a number of industries - Technology, Retail, Manufacturing, Telecom and Construction.
  - Translation of advanced mathematical/statistical concepts to simple, practical solutions
  - Proprietary Forecasting and Replenishment models and tools that incorporate causal factors in specific ways
  - Engagement/deployment model that makes services available on an as-needed basis that reduces customers' total cost of ownership.
  - Consultative and iterative approach to problem solving.

# Sample People Profiles

- 15+ yrs of Business Process Reengineering, Strategic Planning, Management Consulting, Software Development and Operations; Previously,
  - Sr. Director, Product Marketing (CPG & Retail), Major supply chain software firm
  - Sr. Manager, Ernst & Young LLP (Management Consulting)
  - Systems Analyst - Anheuser Busch, Energizer
- Implementation of business processes and technologies (Merchandising, Logistics, Supply Chain)
- Authoring and implementation of Best Practices (CPFR, ERS) at **Wal-Mart, Energizer, AB**
- Close engagement with Retail standards organizations (VICS, UCC, EAN, UCCnet)
- Frequent speaker at events such as Retail Systems and Stanford GSCM Forum
- M.S Comp Science from University of Missouri, Rolla and BSEE from IIT, India

- 12+ yrs of Supply Chain Analysis and Optimization in Manufacturing and Distribution environments; Sales & Operations Processes; Software Solution Engineering; Previously,
  - Management Consultant at Major Electronics Component Manufacturer
  - Solutions Director, Major Supply Chain software firm
  - Post Doctoral Research Fellow, Penn State University
- Development of Sales & Operations Planning solution for increasing service levels and profitability at high tech electronics subsidiary of **Siemens**
- Development and implementation of Supply Collaboration and Product Lifecycle Management solutions at **Compaq**
- Published author of several papers and articles in Processing and Manufacturing
- Ph.D from Penn State University

# Portfolio of Offerings

## Strategic Planning

- Asset and operational efficiencies, revenue optimization
- Inventory & Cash Flow Analysis
- ROI measurements

## Business Planning

- Market entry research, evaluation of multiple strategic options
- Proforma biz plans
- Workshops, detailed Operational planning

## Process Planning

- Current State Analysis
- Future State Definition
- S & OP analysis, Best Practices Implementation

## Technology Planning

- Technology rationalization
- Solution definition, Initiative planning
- Outsourcing strategy

## Planning As A Service

- *Benefit Assessment Framework* - Web based, customizable ROI assessment tool
- *Product Portfolio Planning Service* – Trends Analysis to evaluate category and product profitability
- *Sourcing & Logistics Services* – Analyze and adjust supplier, network performance
- *Forecast Planning Service* – Forecast model tailored to specific causal factors of a business
- *Replenishment Planning Service* – Replenishment model tailored to specific constraints of a business
- *Operations Planning Service* - Comprehensive demand-supply-margins match
- *Workforce Optimization Service* - Labor forecasting and matching with budgets and customer service targets

## Engagement & Service Management

- Engagement Planning and Design
- Project and Program Management
- Ongoing Service Support

# Example Projects

- New England based building materials manufacturer
  - Program to transition them into a branded marketing and distribution firm - historical sales & margins analysis, development of a private label portfolio, price modeling, establishment of sourcing & distribution network - *Efficiencies achieved in sourcing - 10%, Revenue growth anticipated - 8%*
- Large National Telecommunications Provider
  - Load forecasting and field service technicians planning across a 5 state geography for a large telecom service provider, based on weather, infrastructure and other factors, optimizing customer service targets with budgets and overtime spend. - *Decrease in labor spend by 5-8% and Increase in revenues by 1-8%*
- Large TX retailer
  - Assortment rationalization based on rates of sale, store clusters, etc for a retailer - *Decreased inventory one-time by 1%, Reduced days of inventory on average by 10%*
- Large Consumer Goods Manufacturers
  - Outsourcing of the warehousing function for a manufacturer of consumer products – *Reduced costs of warehousing - 10%, Reduced days in inventory by 15%*
  - Reengineering of the procure-to-pay process for a beverage maker, to allow for invoice-less settlements to suppliers and transportation service providers - *Reduced claims and invoice processing costs by 30%*
- Major technology manufacturer
  - Design and implementation of Demand-Supply Match solution to assist in operational decisions – *Reduced obsolescence by 20%, Tracking to Inventory Targets Improved by 50%*
- Industry Standards Organization (UCC)
  - Conceptualization and development of Business Impact Assessment Framework
  - Co-authoring of industry best practices - Collaborative Planning, Forecasting and Replenishment (CPFR) model.

# Case Study 1 – Large Home Builder

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## Objectives

- Validate value proposition - study the current state of the lumber supply chain and validate the initial hypothesis about opportunity for changes
  - Define the new supply chain - evaluate pros and cons of multiple options
  - Define a new business entity to handle sourcing, procurement, light manufacturing and logistics; Develop and support the operational model for the new business entity
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## Services Provided

- Analysis and field research to map the flow of material (supply network) from source to destination – mills, rail/trucking companies, lumberyards, framers and divisions
  - Assessment of costs and margins by function (material, logistics, facilities, labor, SG&A) and by geography and the development of a 3 year Business Plan
  - Development of Material, Facilities, Framing, Sourcing, Logistics, Organizational and Systems plans; Development of Systems prototypes; Operational support
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## Results

- Projected 10% yearly savings over current supply chain costs for Material and 12% yearly savings on Labor using an optimal combination of buy, build and outsourcing for lumberyards and transportation
  - Launch of a new business to be the procurement and logistics subsidiary of the parent company;
  - Initial pilot being conducted in one geography; to be rolled out across company later
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# Case Study 2 – Mid Sized Manufacturer

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## Objectives

- Define specific ways to achieve 3 year revenue goals – through strategies such as increased share of current markets, penetration into new markets, new channels and introduction of new products
- Define and implement strategies to maintain and grow margins - balance making product available with short lead-time options with the costs of holding inventory and costs of manufacturing (finishing) locations

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## Services Provided

- Rationalization of Product portfolio - Historical sales analyses, Study of market and competitive trends, Product classification and categorization, SKU count reduction based on color aggregation, high volume SKU analysis; Long range Sales Forecasting - By Product Type, Dimensions, Source, By Region and SKU
- Definition of an optimal Distribution network (Inventory Stocking locations, Finishing Center locations), based on - Revenue Targets, Costs - Purchasing, Transportation, Finishing, Inventory, and Delivery; Consideration of fixed vs variable costs
- Definition of necessary Processes, Organization and Systems to support Retail strategy

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## Results

- Implementation of the product portfolio plan and the distribution network plan suggested
- Achieved 10% efficiencies achieved in sourcing; 8% Revenue growth anticipated

# Case Study 3 – Large Telco

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## Objectives

- National telecommunication services provider with no rigorous process for forecasting loads and productivities experienced unexpected budget overruns and customer churn
- Customer needed to develop a forecasting model that considered several influencers; and an optimal technician deployment strategy

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## Services Provided

- Development of a service load and productivity forecast that considered several influencers, including weather, infrastructure, time of year etc
- Development of a capacity planning solution that provided targeted straight, overtime hours and expected completions at district level
- Implementation of daily planning process that created an initial plan at the beginning of the week followed by incremental changes through the week

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## Results

- Generation of standardized management reports that summarized plans, reconciled dispatch operations with financials
- Initial results of
  - Increase in the incoming forecast accuracy (40% to 75%) and productivity forecast (50% to 90%)
  - Decrease in the opening load variance by 23% and # of days opening load within targets by 50%
  - Decrease in \$ spend/ticket by \$3 (5%)

# Our Experience Base



MAY

THE MAY DEPARTMENT STORES COMPANY

is one of the country's leading department store companies, a \$14 billion retailer operating six quality regional department store divisions using 11 trade names and the Bridal Group.



MARKS & SPENCER



# What They Say

*"Nathan Research's assistance has been extremely valuable to us in the development of our retail distribution strategy. As we have evolved from a manufacturing to a distribution centric organization, their overall knowledge, thorough data analysis, **actionable insights and recommendations**, consideration of both operational and financial factors and providing the **tools and techniques was outstanding**. Their assistance was **invaluable in defining our product portfolio, optimizing pricing and establishing a cost effective sourcing and distribution network**. In addition, they helped in the implementation of these strategies, assisting with the necessary processes and systems for successful execution. **I would strongly recommend** them for any organization who is evaluating supply chain efficiencies, revenue growth opportunities and/or cash flow maximization. There wasn't a question from us that they hadn't thought through; they were a valuable resource!"*

**Rick Wrabel**  
**President & COO**  
**Rock Of Ages Corp**

# Customer Comments !!

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- “These guys are a piece of work”.
- “You are not ‘consultants’ !!. How do you know so much about our operation ?”
- “This deliverable is worth much more than what I am paying you. I would have paid a lot more and got a lot less if I had hired one of the ‘big names’”
- “You are an interesting mix of McKinsey, Accenture and i2 put together - only better and without the pain”