

Supply Chain Benchmarking Analytics

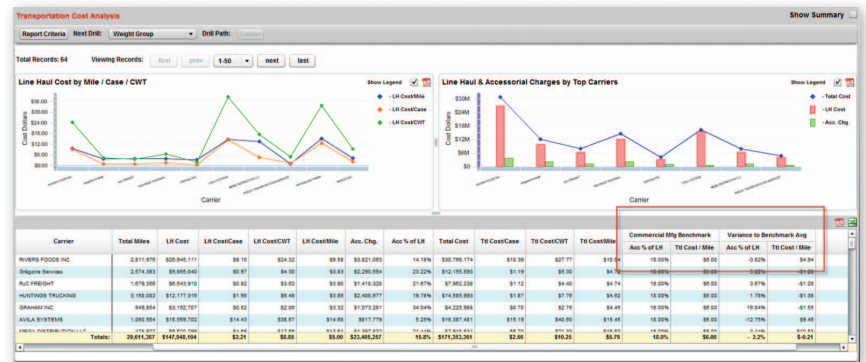


Better Understanding Through Benchmarks

The key to understanding many business performance indicators is through comparative analysis or benchmarks. Oco has packaged key supply chain benchmarks from over 500 companies within its SaaS business intelligence solution. This gives companies the ability to look at their key data to make real-world comparisons to a relevant peer group to improve their own performance.

Supply Chain IntelligenceSM = Analytics + Benchmarking

The new Supply Chain IntelligenceSM offering provides a new level of supply chain visibility and analysis, made possible by a strategic partnership between Oco and Tompkins Associates. Combining Oco's SaaS-based Business Intelligence solution and Tompkins' world-class vertical market benchmark metrics will give customers actionable new insight to help optimize their supply chain performance.

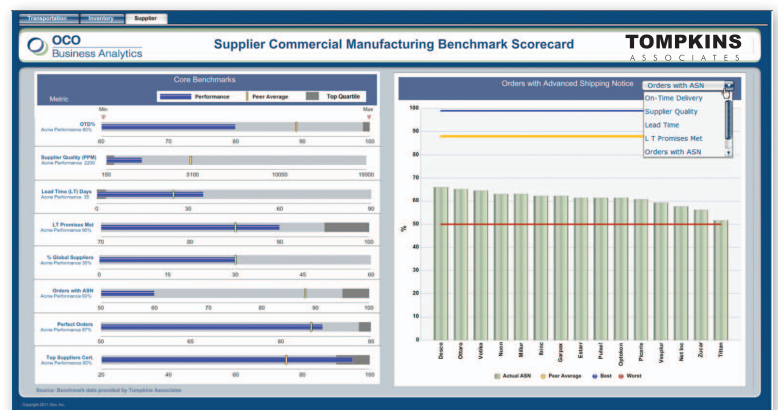


Users of the Oco supply-chain analytics solutions, which include inventory, transportation, supplier performance, distribution, cost-to-serve, profitability analysis and operations functions, will have access to benchmark data from the 500+ member companies of the Tompkins Associates Supply Chain Consortium. Users will benefit from metrics from specific segments within the consumer packaged goods (CPG), industrial, high-tech, retail, pharmaceutical, and logistics service provider vertical markets. AMR Research recently identified Tompkins Associates' Supply Chain Consortium as one of the pre-eminent and most diverse sources for supply chain benchmarking in North America. Through the Tompkins-Oco partnership, customers will gain comprehensive insights into their global operations, benchmark their supply chains and improve both their top and bottom lines.

Business Intelligence Benchmarks in Action

Users of the new solution will be able to instantly see answers to fundamental supply chain performance questions such as:

- How frequently is my inventory turning compared to our peer group?
- How many SKUs do we have versus the competition?
- What is our On-Time Delivery rate compared to our competitors?
- What is the industry average warranty cost as percentage of total revenue?
- How do our key transportation operations performance metrics compare to our peers?
- Which is/are my best performing (products, regions, customers, distribution centers, plants, carriers and suppliers)?



Sample Metrics:

Financial

- Revenue
- COGS
- Net operating profit before taxes
- Supply chain cost as a percentage of revenue
- Transportation cost as a percentage of revenue
- Distribution cost as a percentage of revenue
- Days of purchases outstanding (AP)
- Days of receiving outstanding (AR)

Inventory

- Annualized inventory \$
- Annualized inventory carrying cost
- Average inventory days of supply
- Inventory turns
- Stock out frequency %
- Order fill rate %

Sourcing / Supplier Evaluation

- Supplier on-time delivery
- Supplier quality (PPM)
- Fill rate on closed orders
- In stock at stores
- Timely and accurate ASN
- Lead time (days)

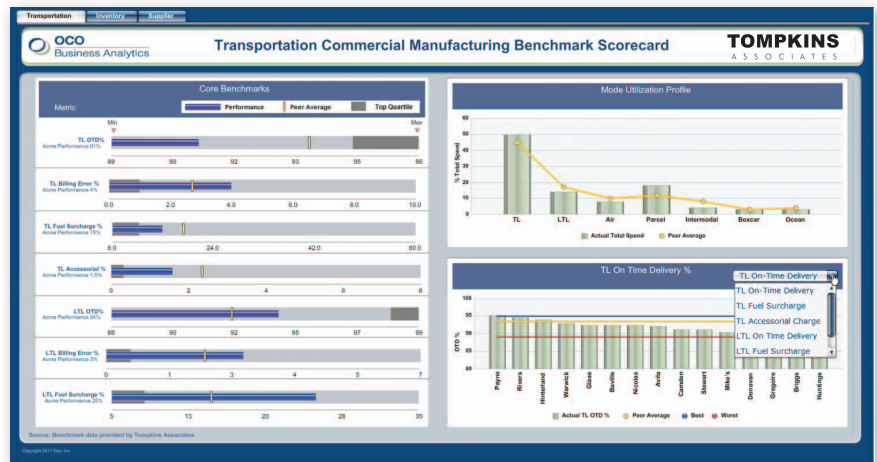
Transportation

- On-time delivery %
- Claims incident rate
- Capacity utilization
- Spend by mode
- Outbound spend % of sales
- Fuel surcharges % of spend

A Logical Extension to an Indispensable Business Intelligence Application

Incorporating benchmark data with supply chain analytics enables supply chain business intelligence users to now effectively perform internal as well as external benchmarking. Only with this level of data and analytic capabilities will vendors have the ability to perform root cause analysis, establish best practices, and improve resource prioritization within their core markets.

As with typical Oco deployments, customers will gain a valuable level of insight into their business performance and receive rapid payback on their Oco investment, typically within 90 days.



About Tompkins Associates

Tompkins Associates transforms supply chains for profitable growth. For more than 35 years, Tompkins has evolved with the marketplace to become the leading provider of growth and business strategy, global supply chain services, distribution operations consulting, information technology implementation, material handling integration, and benchmarking and best practices. The company is known for innovative, practical solutions that improve supply chain performance and produce value-based results. Headquartered in Raleigh, NC, Tompkins has offices throughout North America and in Europe and Asia. For more information, visit <http://www.tompkinsinc.com>.

About Oco, Inc.

Oco is the leading innovator of enterprise-class Software-as-a-Service business intelligence (SaaS BI) solutions. The company provides complete BI solutions to customers such as Dunkin' Brands, Thermo Fisher Scientific, and Welch's. Oco's unique business-centric approach to BI helps companies solve targeted business issues, achieve payback within 90 days and triple their return on investment. Leveraging a library of best-practice analytics, pre-built data models, and patented technology, Oco's SaaS-based solutions are delivered in a fraction of the time, at a fraction of the cost of traditional solutions, with fewer IT resource requirements than traditional approaches. In addition to its own product portfolio, Oco also offers an on-demand BI solution through its partnership with SAP BusinessObjects. Oco was founded in 1999 and its headquarters are in Waltham, Mass. More information about Oco can be found at www.oco-inc.com. Users can test-drive Oco SaaS BI applications at www.oco-inc.com/resource-center-test-drive.htm.