



New

*A Blueprint for Successful Supply Chain
Collaboration Customization*

SUPPLY CHAIN COLLABORATION

*How to Implement CPFR® and Other
Best Collaborative Practices*

Ronald K. Ireland with Colleen Crum, Oliver Wight Companies

Co-published with APICS

Learn from the “Visionary Pioneer” of the CPFR® Process

Ron Ireland was one of the leaders in Wal-Mart’s effort to develop its supply chain processes for collaborative forecasting and replenishment execution using retail links for communicating point-of-sale, forecasts, and inventory information to its suppliers. As a result he helped pioneer the retail industry standard called Collaborative Planning, Forecasting and Replenishment (CPFR). This collaborative process, which involves sharing information with supply chain partners in real-time, enables substantially improved planning and financial results. Using his extensive knowledge and first-hand experience, Mr. Ireland, with Colleen Crum, demonstrates what is necessary to achieve successful win-win trading partner collaborations and describes what companies give up when they don’t collaborate.

Since an effective supply chain collaboration effort requires flexibility when adapting to each partner’s capabilities and the business environment, this book presents a blueprint that you can customize to fit your company’s and your company’s trading partners’ needs to achieve success. **Supply Chain Collaboration** shows you how to implement CPFR and other best collaborative practices quickly and successfully in almost any organization. Wal-Mart, Procter & Gamble and other highly successful companies are reaping huge competitive benefits from the CPFR process. Learn from the “pioneer” of CPFR how your organization can as well.

From the Foreword

“This book is a comprehensive “how to” guide to supply chain collaboration whether you are just beginning the journey or moving from pilot to implementation. As one of the early supply chain collaboration pioneers, I can attest to its unique value!”

—Ralph W. Drayer

Former Chief Logistics Officer
Procter & Gamble Company

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Key Features

- Delineates the steps for developing and implementing a CPFR process that can drive reductions in inventory, logistics costs and cost of goods sold, and increase revenue, profits, and customer satisfaction with minimized risk
- Describes how to effectively integrate trading partner data into the demand planning and sales and operations planning processes and the risks of not doing so
- Discusses how to assess a potential trading partner’s readiness, how to evaluate the effectiveness and financial results of a trading partner relationship, and how to collaborate for continuous improvement
- **WV** Offers free downloadable CPFR® white papers, VICS CPFR® roundtable discussion slides, and a CPFR® readiness assessment grid — available from the **Web Added Value™ Download Resource Center** at www.jrosspub.com

Supply Chain Collaboration:

How to Implement CPFR® and Other Best Collaborative Practices

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About the Authors

Ron Ireland led much of Wal-Mart's highly successful supply chain management efforts and is one of the pioneers of the retail industry standard called CPFR®, sponsored by VICS and adopted by the Global Commerce Initiative. This sought-after speaker is now a Managing Principal with Oliver Wight Companies, known world-wide for its pioneering best-practice development, training and consulting.

Colleen Crum, Managing Principal, Oliver Wight Companies, is also a leading expert and accomplished author. She has co-authored the best-selling books, *Enterprise Sales and Operations Planning* and *Demand Management Best Practices*.

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