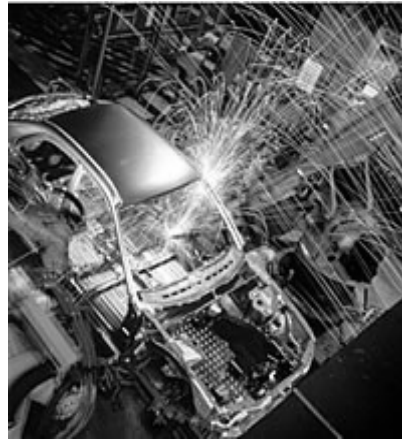


ICRON in the Automotive Industry

The automotive sector is a highly competitive and exacting global industry, dominated by large car manufacturers and offering a huge array of models and options. The industry embraces the design, production, marketing, sale, and servicing of vehicles and their components. Success requires an excellent understanding of the Supply Chain, from design concept to delivery and after-sales



service and repair. Today's customers demand more options, the freedom to modify their orders and, low prices. OEM's must be able to respond immediately by offering unique variants to a standard vehicle design.

With more than 10 years' experience in the Automotive Industry, ICRON Technologies is a highly valued and trusted partner in the provision of Advanced Planning and Scheduling solutions to some of the world's leading and most admired companies. With unequalled power and flexibility ICRON, delivers a fully scalable package that can be tailored quickly to any planning need in a way that other systems simply cannot.

Supply Chain excellence is a critical business component



The world's most successful automotive sector manufacturers have long recognised that, together with outstanding design and quality assurance processes, Supply Chain excellence is a critical business component. To address customer demands, the two essential elements of Supply Chain excellence are **RESPONSIVENESS** and **FLEXIBILITY**. This requirement extends

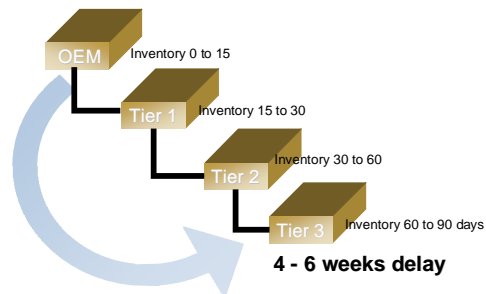
beyond the assembly plant to the Components Suppliers who must ensure 100% on-time / right-time delivery to avoid line stoppages or inbound logistics congestion.

And, since improvements in the Supply Chain are introduced close to the bottom line, they are also the fastest route to improved profitability.

Supplier Data Integration

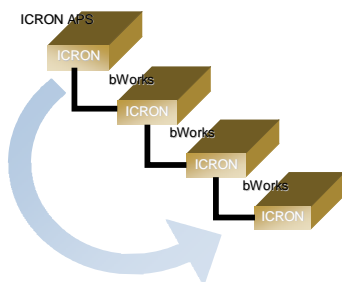
Real-time information sharing is an essential element of Supply Chain Management in a global, vertically integrated environment such as the Automotive Industry. The application of JIT and Lean Manufacturing techniques are dependent on a sharing of relevant information between the Assembly Plant and Tier 1 and Tier 2 suppliers. When this does not work well, the consequences are:

- § *Longer lead times*
- § *Poor capacity and resource utilisation*
- § *High Supply Chain costs*
- § *High inventory levels and costs*



Supply Chain delivery lead times without data integration.

With fast operating speeds and “what if” scenario modelling capability, ICRON delivers value by direct real-time linking of assembly demand to component production. In fact, the whole process can technically be automated – the assembly production schedule demand drives the component and sub-component manufacture and delivery schedule. No inventory build-ups. No stock-outs. No line stoppages.



ICRON links all the pieces together to provide seamless integration of all Supply Chain tiers.

Other benefits include:

- § *Better resource utilisation*
- § *Shorter cycle times and stock turns*
- § *Reduced Cost of Goods*
- § *Reduced inventory, warehousing and related costs*
- § *Improved delivery performance*
- § *Better Customer Relationships*