

kinaxis®

RapidResponse®

Kinaxis RapidResponse allows users to concurrently and continuously plan, monitor and respond in a *single environment* and *across business functions*.



The "One-to-Many" Value

We are a leading provider of cloud-based subscription software that enables our customers to improve and accelerate analysis and decision-making across their supply chain operations. The supply chain planning and analytics capabilities of our product, RapidResponse®, create the foundation for managing multiple, interconnected supply chain processes.

Our core value proposition is that we address a broad array of supply chain functions with a single product. This is in contrast to the legacy approach to SCM that involves implementing and maintaining a collection of loosely-integrated ERP bolt-on modules, or stand-alone niche software applications, that address individual supply chain functions as separate activities.

By using RapidResponse as a single common platform to manage, link, align, share and collaborate on planning data, our customers



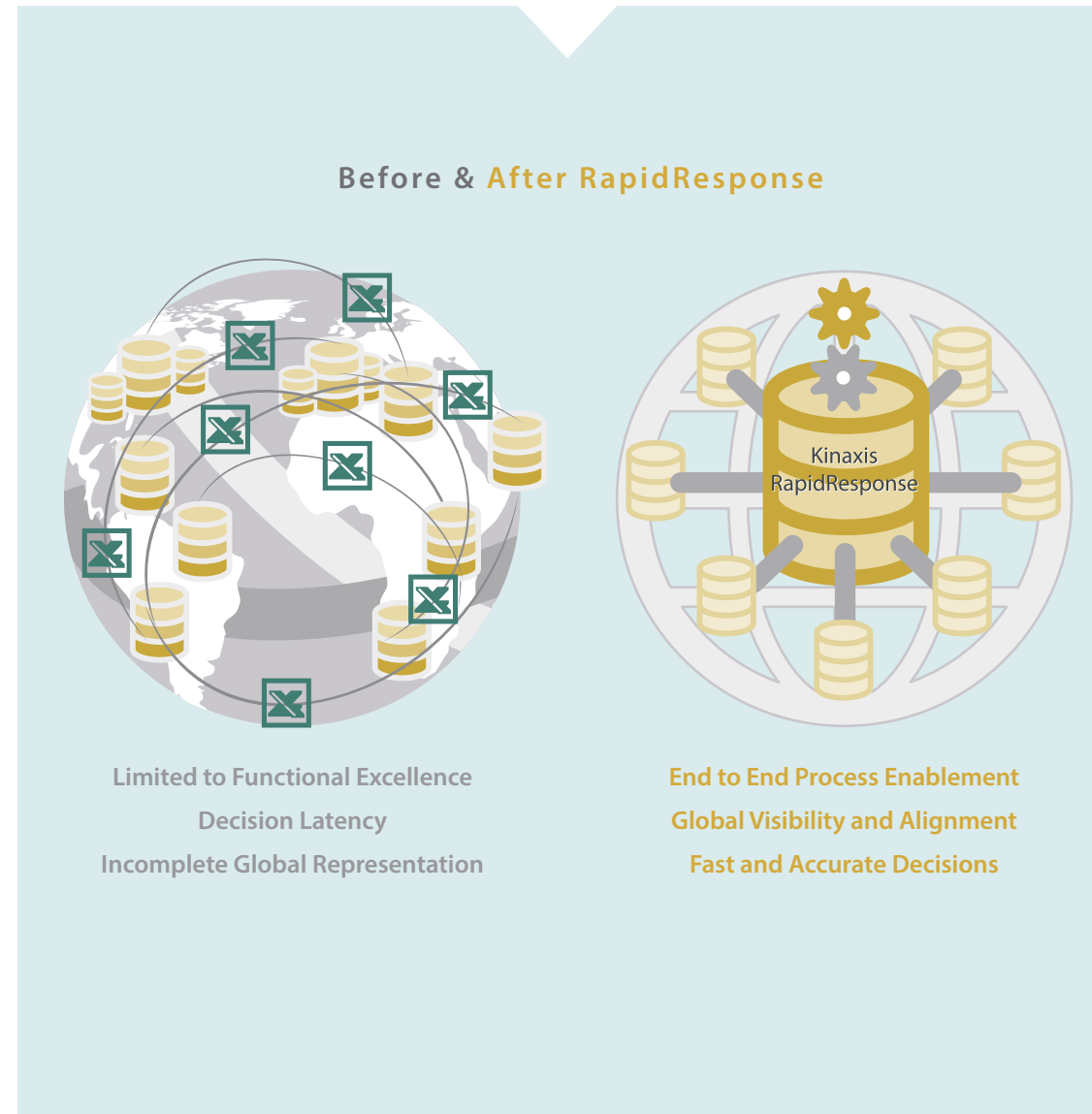
gain visibility across their supply chains,



can respond quickly to changing conditions, and



ultimately realize significant operating efficiencies.



The Applications

RapidResponse is delivered as a set of configurable applications. Our customers may deploy one or more applications depending on their particular needs. Each application is founded on the single RapidResponse data model and analytics engine, and is accessed through a common user interface. This means any subsequent application the customer may select is added as an extension of the customer's existing system, not as an isolated product that requires integration.

Most supply chain software products are custom built for specific and singular supply chain processes, significantly limiting their ability to quickly adapt to changing or expanding requirements. The configurability of RapidResponse gives our customers flexibility to adapt standard product features to meet new requirements, while avoiding the cost and difficulty associated with building, maintaining and upgrading a customized product. This allows our customers to continuously adopt new practices or policies and apply our product as broadly as needed across their organization.

Operational		Strategic	
Order Fulfillment		Sales and Operations Planning	
Inventory Management			
Inventory Planning and Optimization			
Master Production Scheduling	Supply Action Management	Demand Planning	Aggregate Supply Planning
Capacity Planning – Constraints			
Capacity Requirements Planning			
Engineering Change Management			
Supplier Collaboration			
Integrated Project Management			
Short-Term		Long-Term	

The Breakthrough

With RapidResponse, companies can transform how they manage S&OP and supply chain planning, from both a process and technology standpoint. From one planning system of record, companies have agile and unified capabilities for:

Global Supply Chain Visibility



Access a complete and always current view of the business

Concurrent Supply Chain Planning



Plan across time horizons and supply chain planning functions

Cross-Organizational Collaboration



Act as a group in the interest of collective goals

Multi-Scenario What-if Analysis



Simulate anything anytime with unparalleled speed

What is our "What-if" Analysis?

Our patented "what-if" simulation technology enables users to rapidly create many versions of their supply chain environment, regardless of data size, to simulate changes without impacting the live data. Users can test multiple "what-if" scenarios against key performance indicators and contrast them to each other or to a chosen baseline. Teams can collaborate on multiple scenarios simultaneously to make quick and informed choices. RapidResponse supports the simulation of any number of changes or combination of changes related to, supply, demand, bill-of-material, business policy, capacity, costs and/or pricing. Thousands of "what-if" simulations can be supported concurrently within a single instance of RapidResponse, making it ideal for use by a large and diverse community of business roles and processes within an enterprise. RapidResponse analytics allow users to model historic, present and future states of the supply chain to continuously and automatically calculate results in response to changing inputs. Furthermore, RapidResponse has the ability to mimic ERP data models to ensure calculations are consistent across disparate systems.

RapidResponse® Results

As a result of its unique architecture, RapidResponse:



delivers tailored experiences and resources sought by specific individual users and user communities;



provides adaptable supply chain process blueprints, offering a roadmap for new or evolving supply chain processes; and



drives rapid implementations, high user adoption, and superior time to value through flexible cloud deployment and maintenance processes.

In whatever capacity RapidResponse is employed – in one area of the business or across many – supply chain participants will balance demand and supply quickly, collaboratively, and in line with the shared business objectives of multiple stakeholders.

RapidResponse gives our customers superior insight into their operations, more effective coordination of global supply chain activities, and ultimately enables them to rationalize operating and inventory costs, improve revenue and margin visibility, and optimize overall service levels. These benefits allow our industry leading customers to maintain and improve their relative competitive positioning and financial performance.



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