

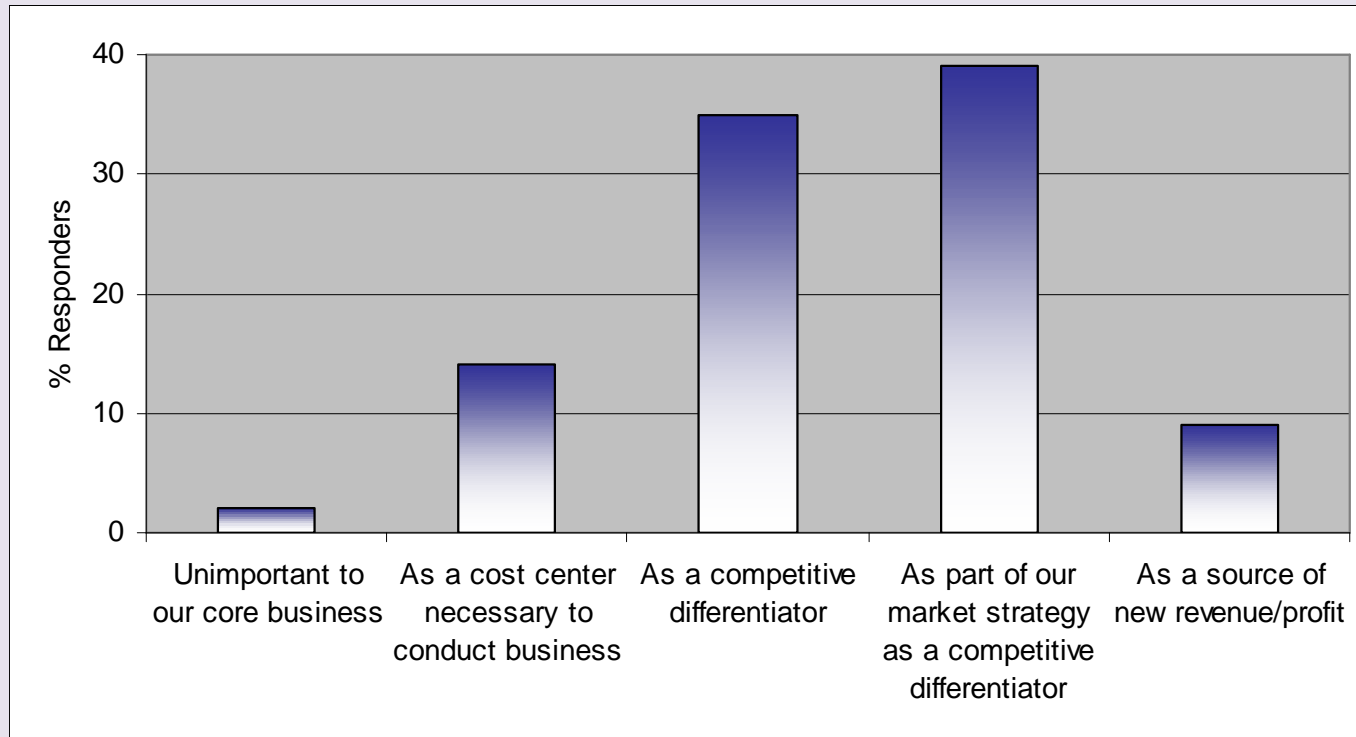
 *Survey of Critical Supply Chain Trends*

Summary Results - December 2009

Key Findings

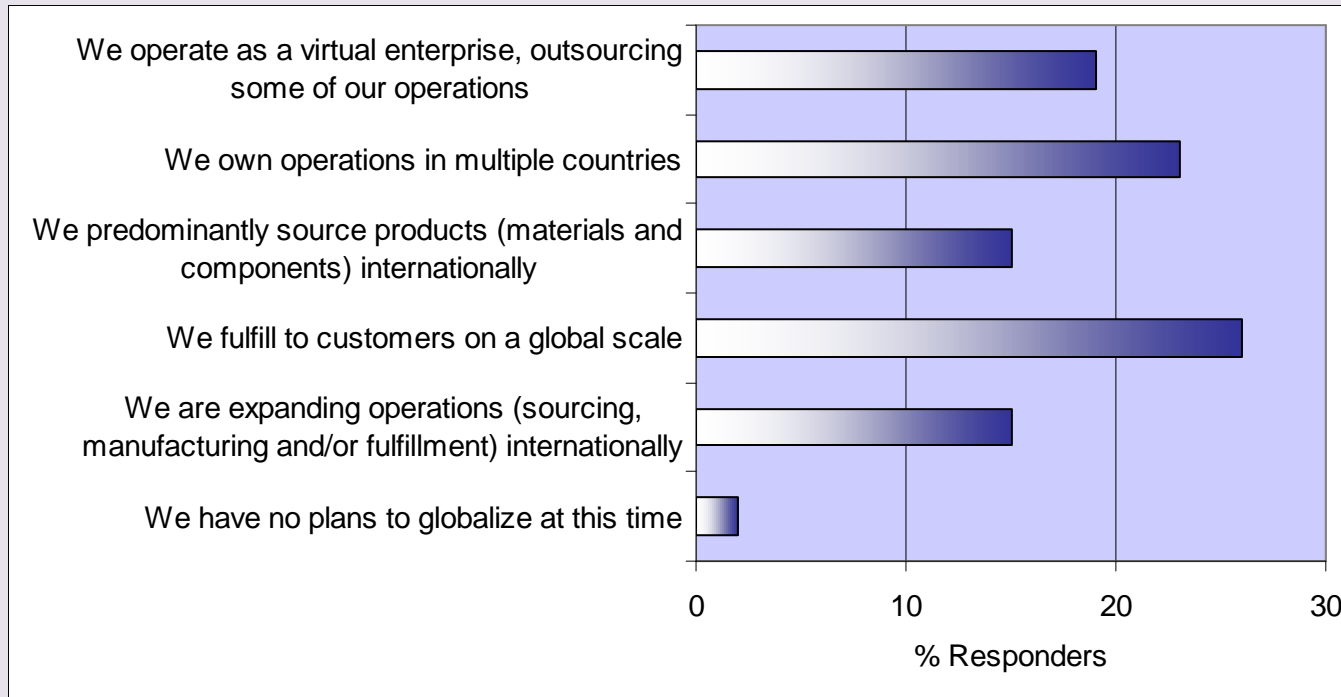
- *50% of responders work with more than 500 component suppliers or manufacturing partners.*
- *84% of responders regard the supply chain as a critical competitive differentiator, however 80% have not or only partially automated their supply chain processes.*
- *While 56% of responders are exceptionally visible to their Tier 1 suppliers, 75% are noticeably less visible to suppliers further downstream.*
- *Over 60% of responders indicated that schedule maintenance and accurate forecasting are particularly sensitive to a lack of process automation.*

How is your supply chain regarded within your organization?



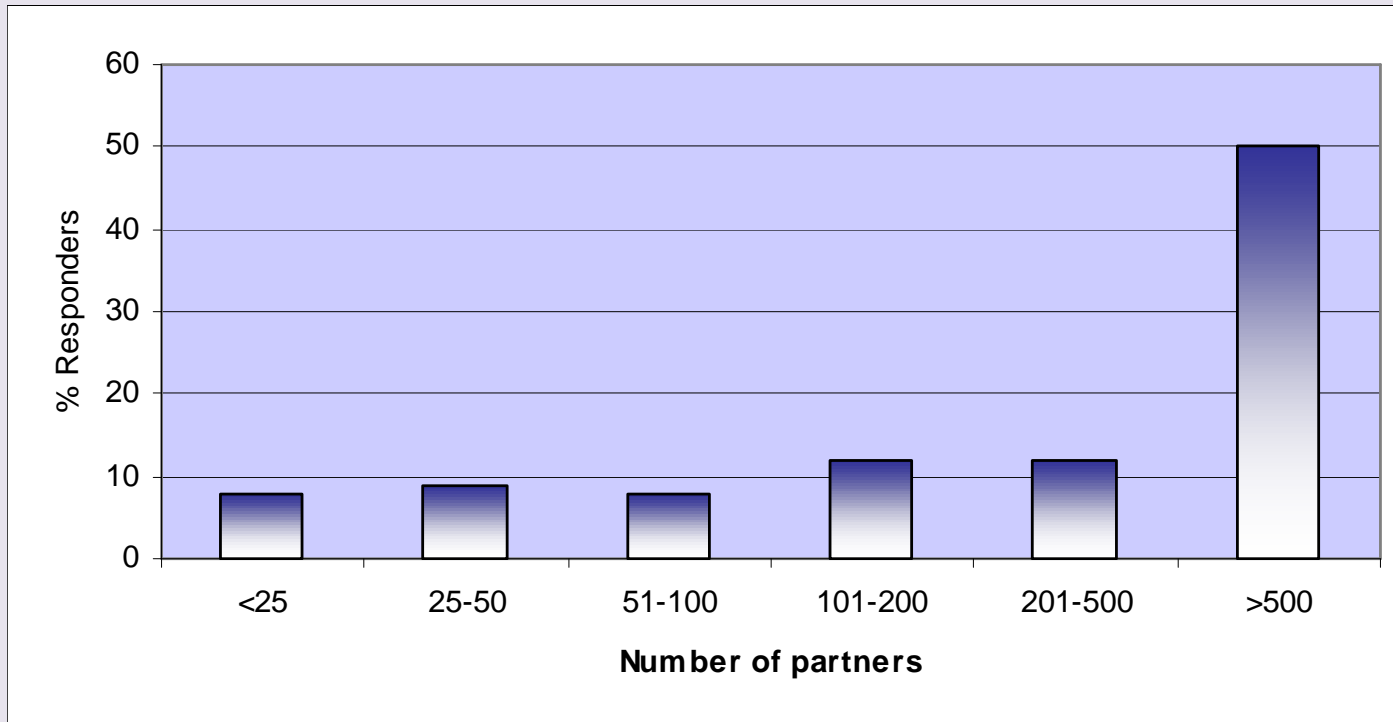
84% of survey responders regard the supply chain as a critical competitive differentiator.

Do you operate internationally?



79% of responders operate or plan to expand operations internationally.

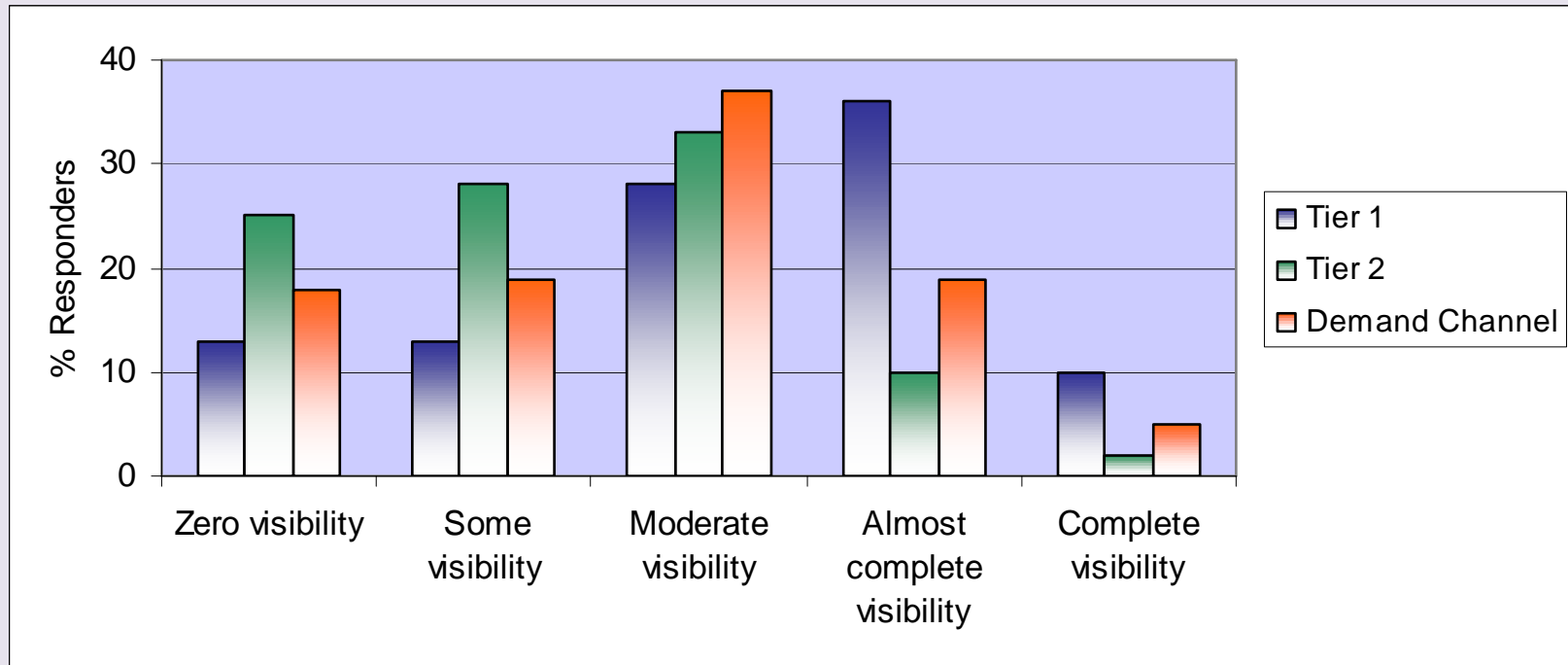
How many suppliers or manufacturers are integrated into your supply chain?



50% of responders work with more than 500 suppliers or manufacturers.

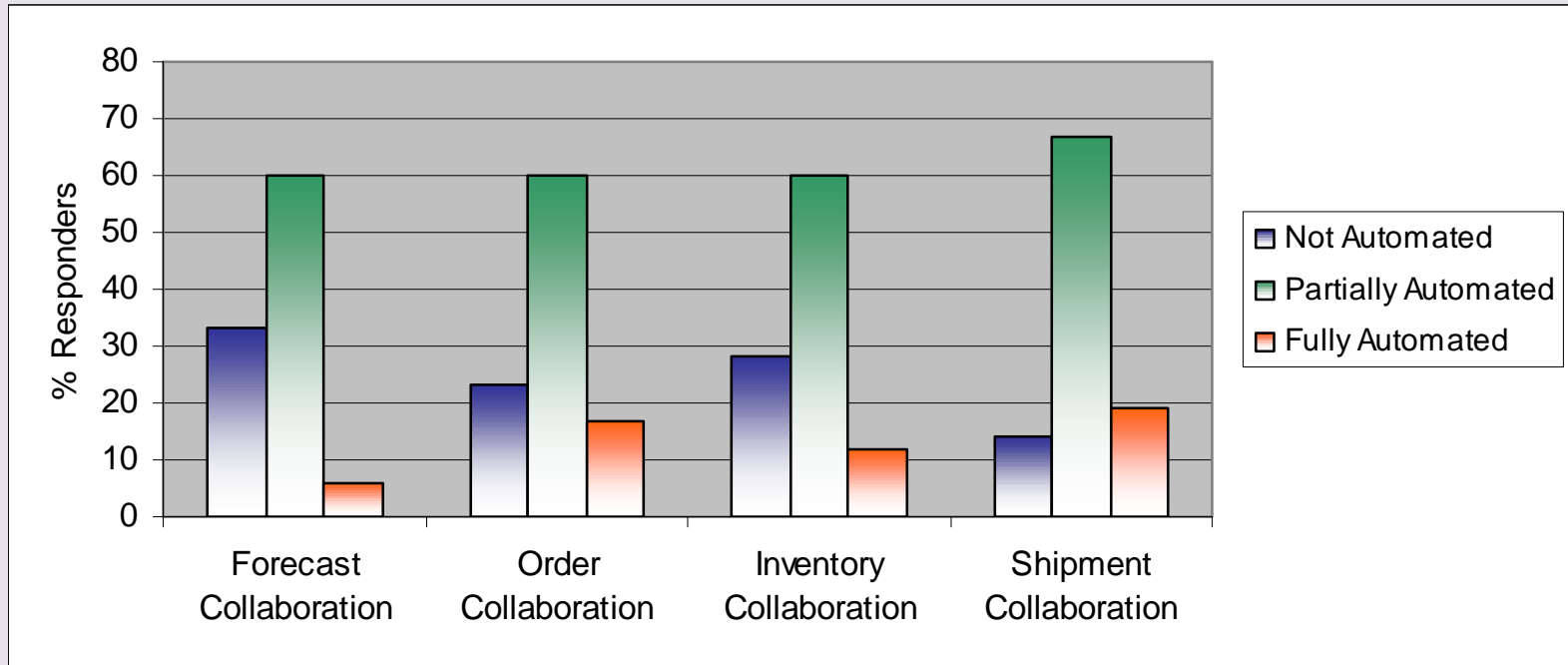


How visible are you to your outsourcing partner network?



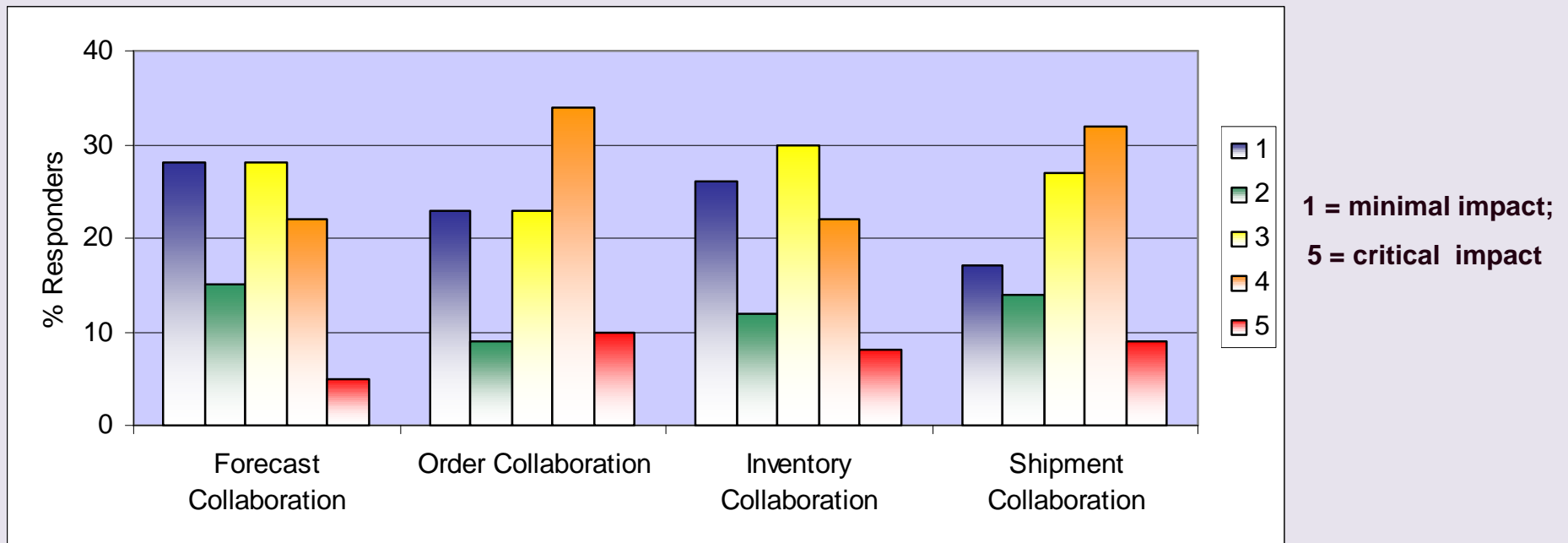
While 56% of responders are exceptionally visible to their Tier 1 suppliers, over 75% of responders are noticeably less visible to suppliers further downstream.

∴∴ Please indicate the degree of automation you have across your supply chain partners.



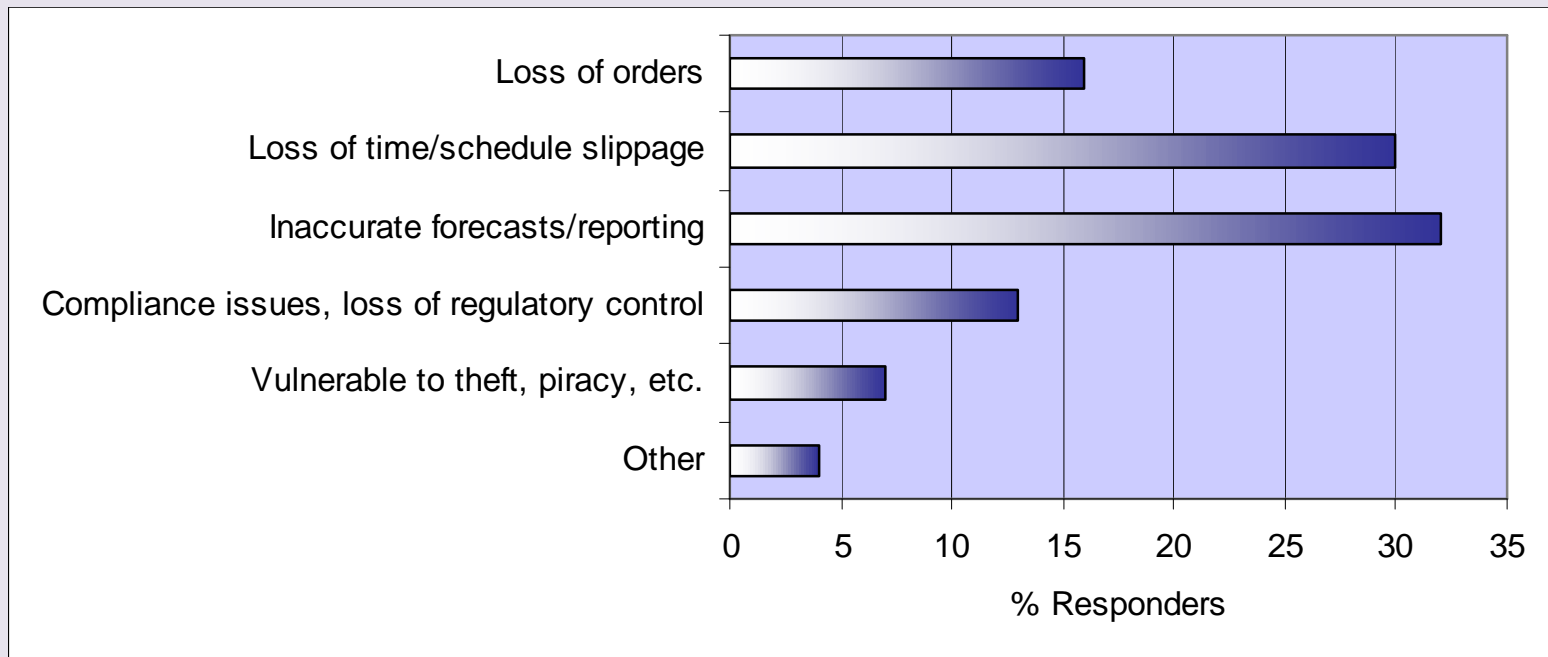
More than 80% of responders have not fully automated their supply chain processes.

How much has automation impacted the success of these supply chain processes?



Over 55% of responders indicated that automation has a significant impact on critical supply chain processes.

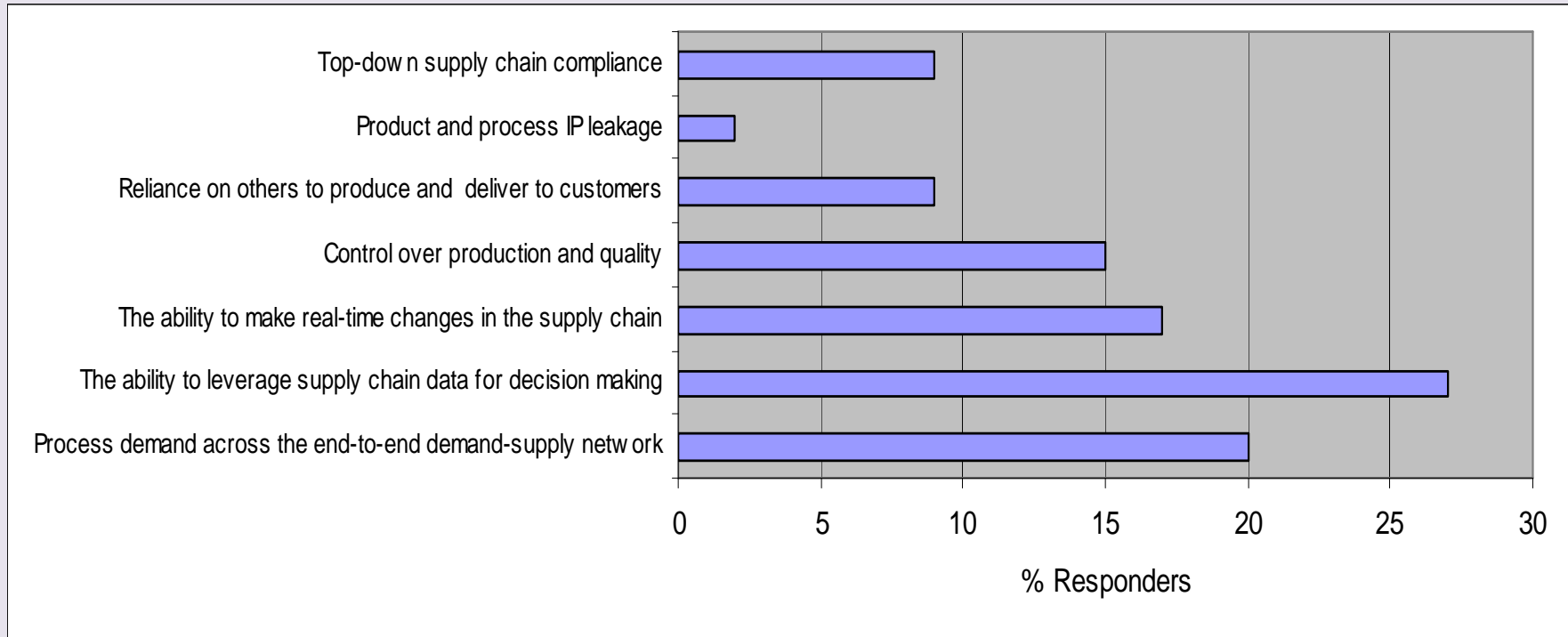
∴∴∴ A lack of process automation poses which of the following risks?



Over 60% of responders indicated that schedule maintenance and accurate forecasting are particularly sensitive to a lack of process automation.

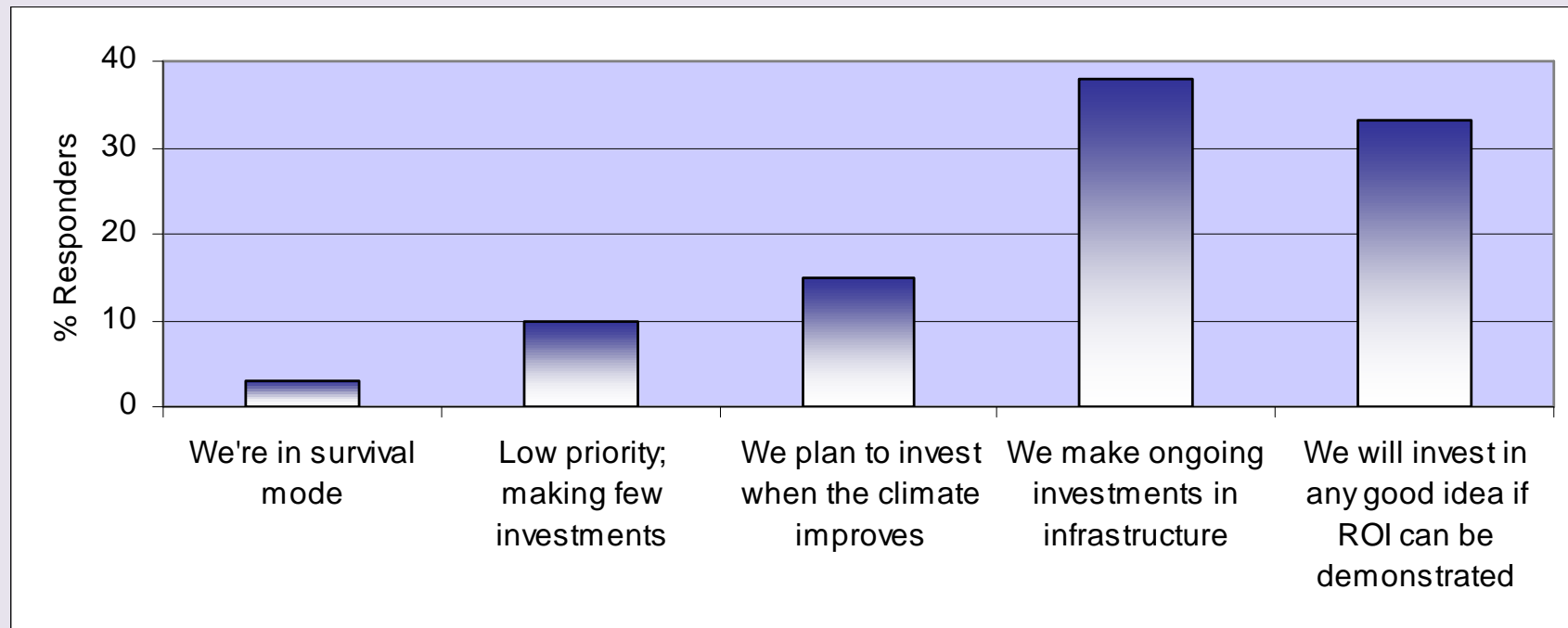


Which of the following operational risk areas are you planning to address in the next 6-9 months?



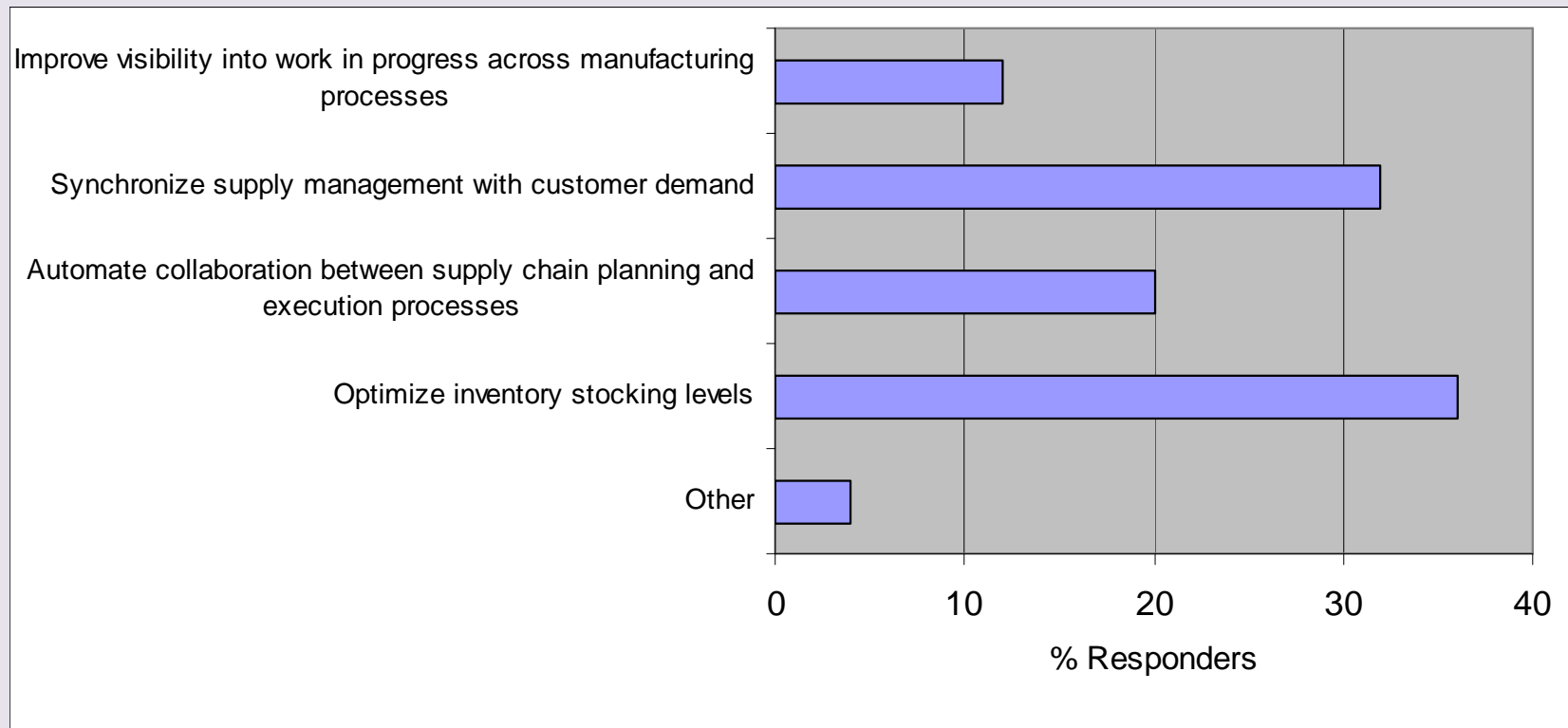
The top three priorities cited by responders reflect a need to create a flexible, information-rich supply chain.

How does your organization regard investing in technology/systems improvement during current economic conditions?



A vast majority of responders indicate a current willingness to invest in technology/systems improvement.

∴ Overall, what are your company's top strategic initiatives to drive profitability?

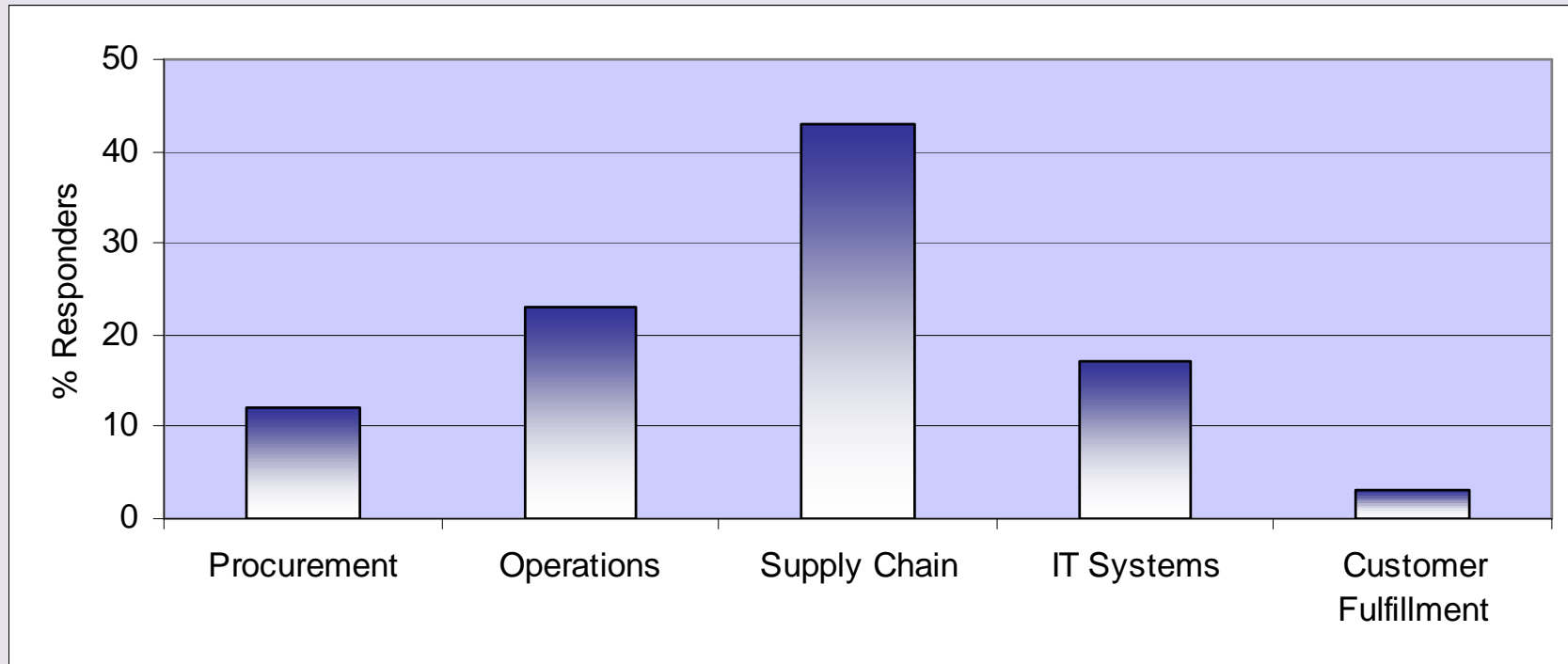


The top two strategic initiative of responders involve optimizing inventories and synchronizing supply management with customer demand.

Research Methodology

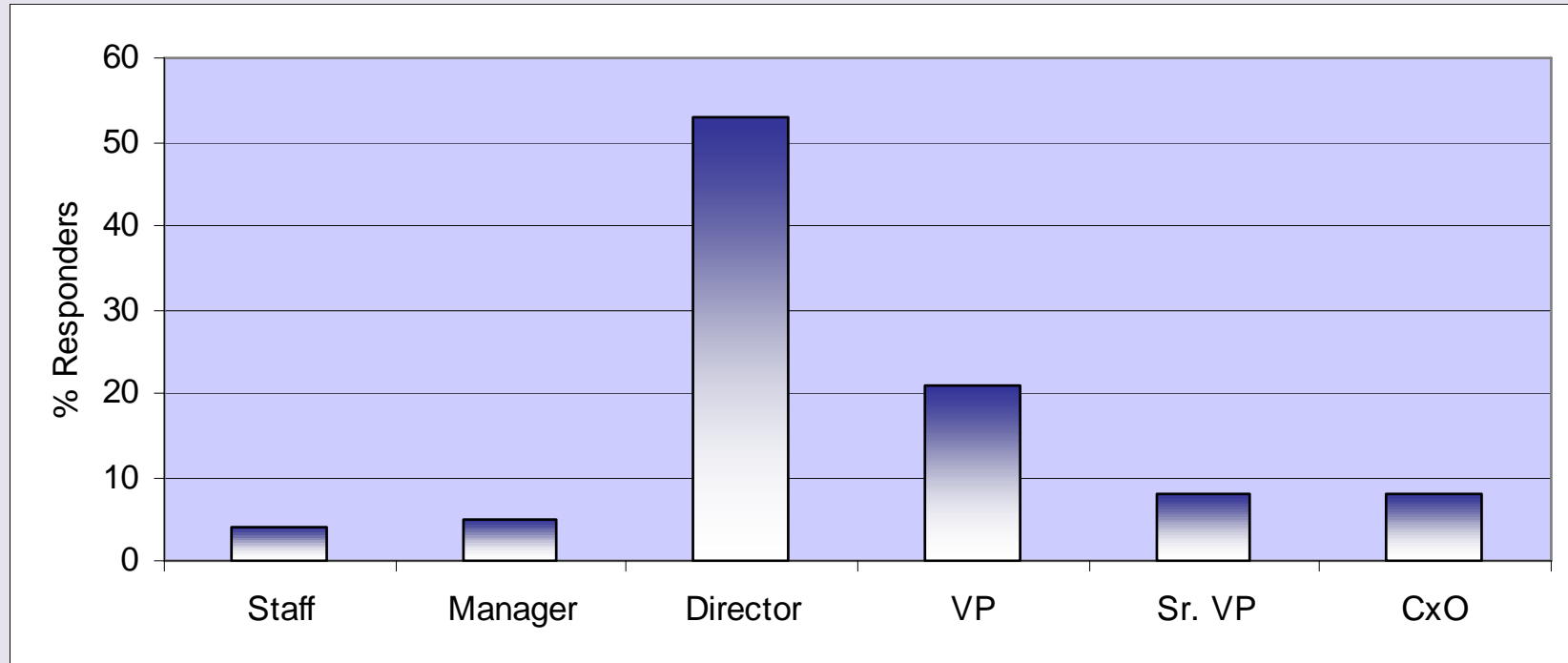
- Between July and August 2009, Gatepoint Research invited over 4,000 selected marketing executives to participate in a survey. 132 executives participated.
- Candidates were invited via email to participate in a survey themed *Trends in Procurement/Supplier Optimization*.
- 100% of respondents participated voluntarily; *none were engaged using telemarketing*. Net response rate is 3.2%.

Profile of Responders: Areas of Responsibility



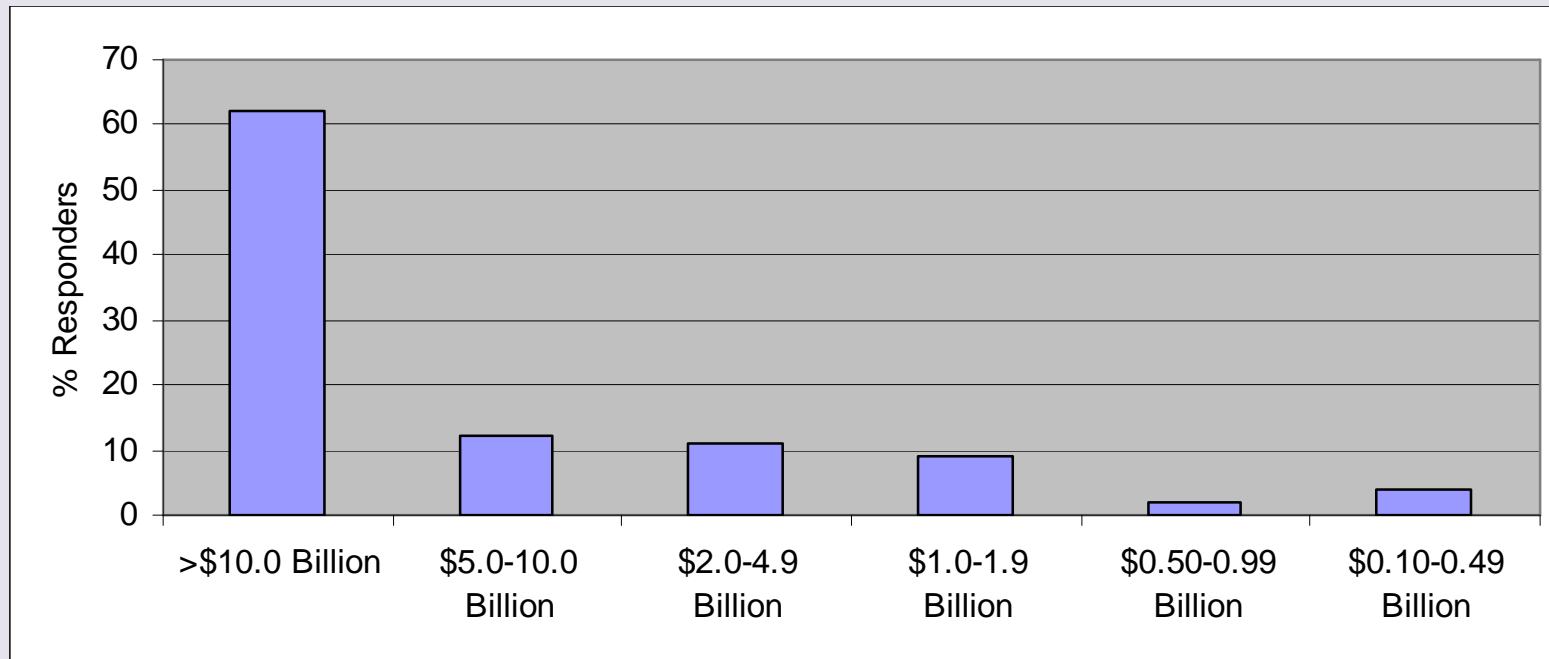
Nearly 50% of responders are responsible for the supply chain at their companies.

Profile of Responders: Job Level



91% of responders were director level or above.

Profile of Responders: Company Revenues



Over 60% of responding companies had revenues above \$10 billion.



About *E2open*

Industry Leaders Transform their Supply Chains with E2open

E2open is the leading provider of integrated demand-supply network solutions designed to improve visibility, collaboration, and control across multiple tiers of trading partners. E2open delivers a complete, SaaS-based solution, including software, deployment, operations, and partner community management that easily connects to systems of record such as ERPs, PDMs, or advanced supply chain planning applications. E2open drives major improvements across all key demand and supply network performance metrics, resulting in significant cost savings and customer service improvements. Customers span a range of industries and include The Boeing Company, Celestica, Cisco, Dell, Hitachi, IBM, LSI Corporation, Panasonic, Philips, Seagate Technology, Spansion, Vodafone, and Wistron.

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