



**Proprietary algorithms** combine statistical analysis and industry experience, bringing rigour to your demand planning and fulfilment to avoid the bullwhip effect. OnTarget<sup>®</sup> changes your planning focus from fire fighting to strategic direction setting.



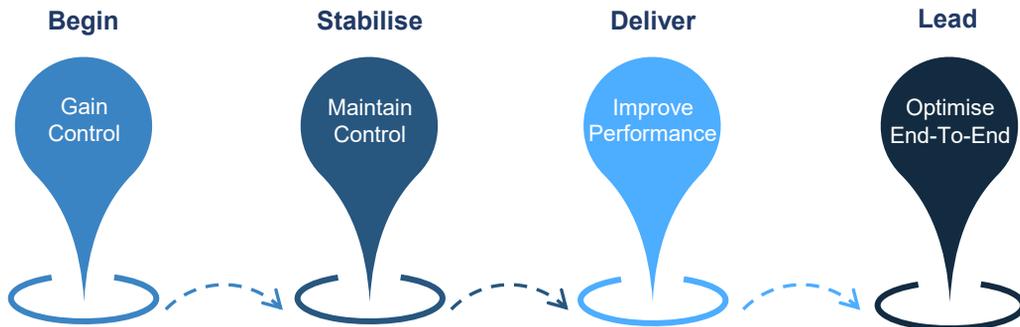
**Inventory availability drivers** control your planning systems, freeing your teams to focus on optimisation, cost-to-serve discussions and decision making. OnTarget<sup>®</sup> enables real-time simulation and what-if analysis.



**Best-in-class user interface** translates big enterprise data into simple, actionable insights to make a lasting impact. OnTarget<sup>®</sup> provides the visibility you need to engage cross-functional stakeholders.

### Deliver Your S&OP Objectives.

Increase Supply Chain control and agility by embedding Supply Chain literacy across your organisation. Give your team the tools they need to collaborate on availability and total cost-to-serve decisions. OnTarget<sup>®</sup> provides the means to establish your Supply Chain operations as a point of differentiation and competitive advantage.



Stakeholders  
On-Board

Supply Planners  
Data Analysts  
ERP specialists

Demand Planners  
Warehouse  
Logistics

Operations  
Procurement  
Quality

Sales  
Marketing  
Product Innovation

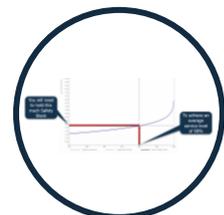
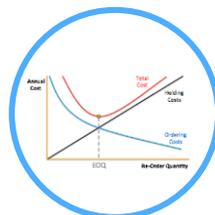
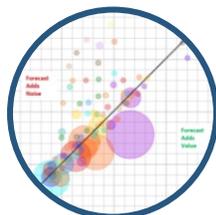
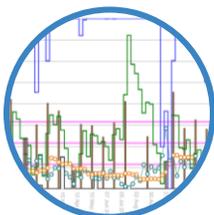
Outcomes  
Delivered

Stock parameters  
System adherence metrics  
Supply error/plan adherence

Forecast Value Add (COV)<sup>®</sup>  
Obsolescence  
Seasonality

Cycle based scheduling  
Economic order quantity  
Lead-time compression

New product availability  
Impact of promotions  
Total cost-to-serve



The Sequoia Partnership is proud to present OnTarget®, our cloud-based Supply Chain control and optimisation platform.

As Supply Chain veterans with over 25 years' experience in the business these tools distil the best of our

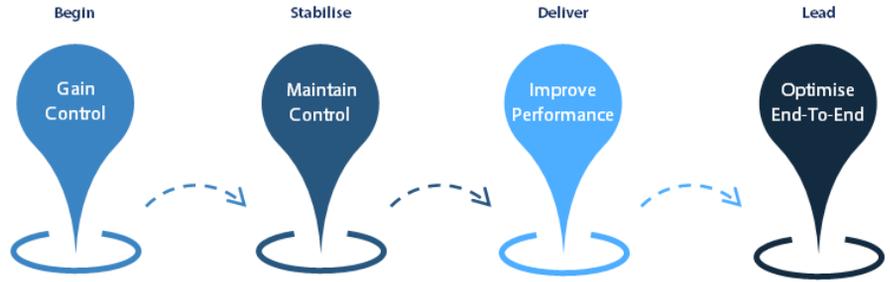
**Numerically Assisted Thinking®**

Supply Chain Characteristics

### The Maturity Roadmap.

Each organisation is at a different stage of their Supply Chain maturity. Starting with the modules and functionality that are appropriate for your business will ensure some quick wins and create a roadmap for an agile implementation.

### Where Are You On Your Optimisation Journey?



**Highly manual**  
**Fire fighting**  
**Widespread Excel**

**Tactical control**  
**Planner fundamentals**  
**Low engagement**

**Strategic control**  
**Advanced planners**  
**High engagement**

**Highly digitised**  
**Prescriptive data**  
**Real-time decisions**

### The Capability Journey.

We believe that these tools are the best in the market. We are also strong advocates for the right people in the right roles within your supply chain. For this reason, we always complement a technical implementation with theory and capability training to ensure that you get the best start and embed the necessary skill set within your teams to engage the wider stakeholder group to deliver results.

**Capability** **Success.**  
*is the key to*

### Our Recent Success Stories.

A global FMCG company achieved dual objectives with OnTarget® over a 12-month period; reducing working capital by 30% to fund their new product investment and increasing product availability across all lines to bring service to a consistent 98.5%.

A global life science organisation used OnTarget® to model their end-to-end supply chain inventory across raw materials and finished goods to create inventory-optimised capacity management which increased available capacity from their existing manufacturing footprint.

### Start Creating Your Optimisation Roadmap Today.

Speak to us to discuss a quick-start pilot and simulation opportunities.

Erika Biggadike  
Principal Consultant  
The Sequoia Partnership



[Erika.Biggadike@sequoia-uk.com](mailto:Erika.Biggadike@sequoia-uk.com)

+44 1753 891 400



Sarah Sheppard  
Managing Director  
The Sequoia Partnership



[Sarah.Sheppard@sequoia-uk.com](mailto:Sarah.Sheppard@sequoia-uk.com)

+44 1753 891 400

Recent client implementations include:

