

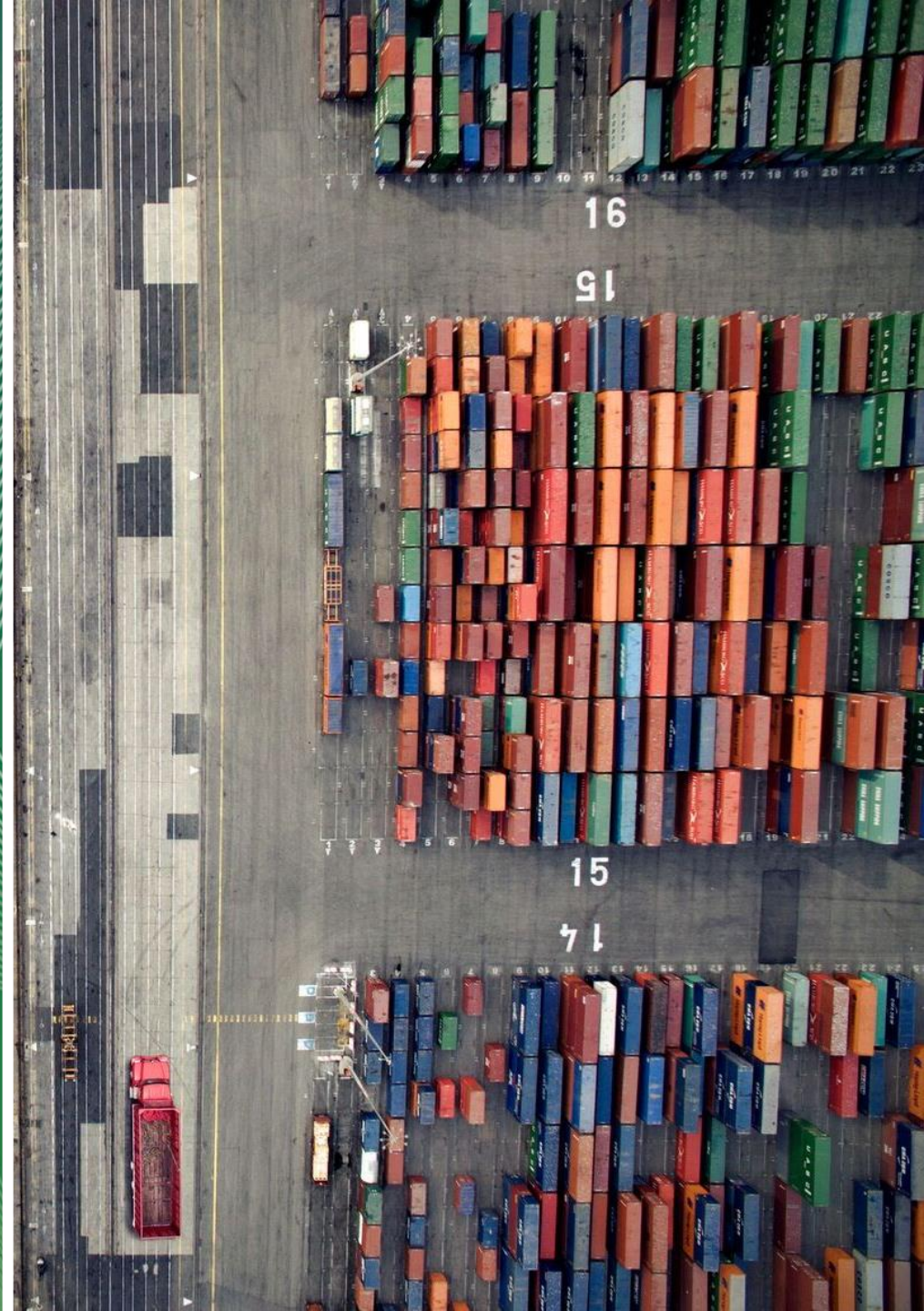


**KNOW**

your supply chain.

Jamie Barsimantov, COO

#supplyshift



# Why now? Consumers Are Changing

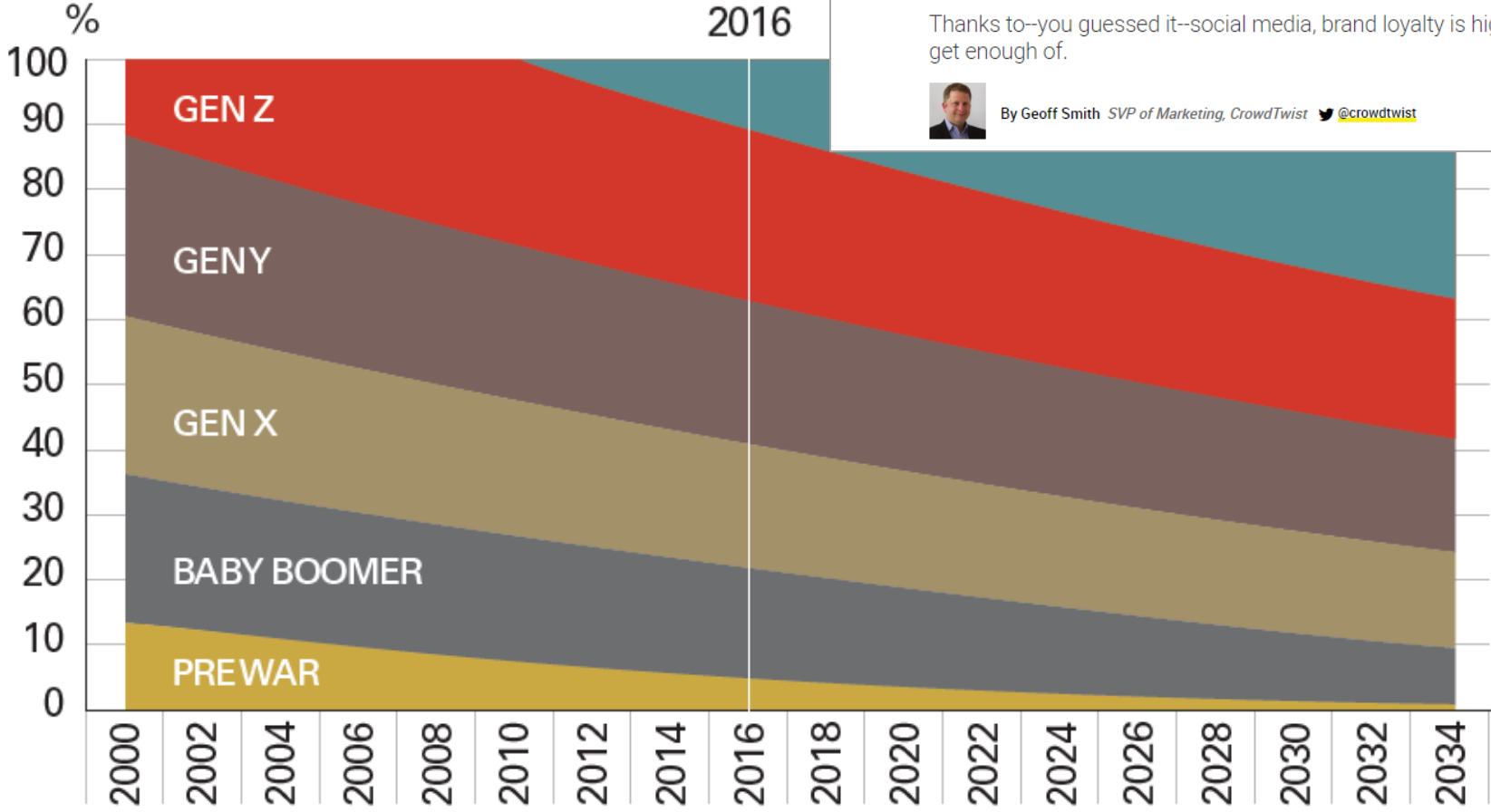


Figure 11. Consumption of generational cohorts as a percentage of global population

Inc. 5000 LIVE NOW! SEARCH NEWSLETTERS FOLLOW SUBSCRIBE

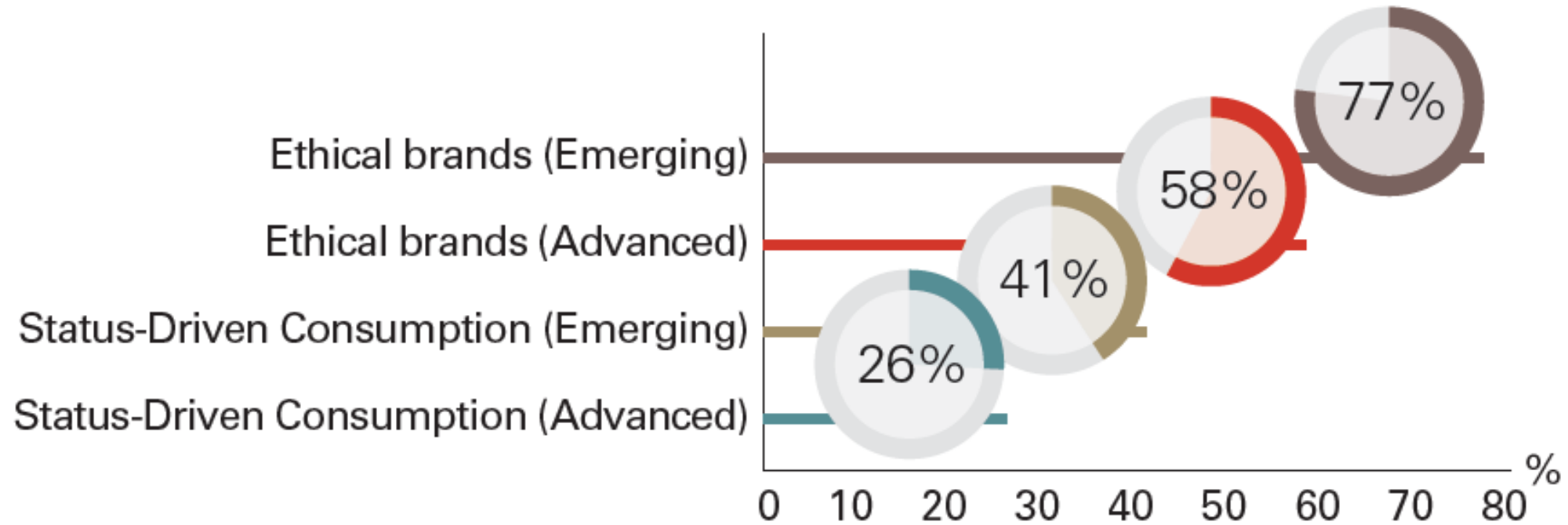
THE BRANDING GAME

## Study: Millennials Are the Most Brand-Loyal Generation

Thanks to—you guessed it—social media, brand loyalty is higher than ever among the generation advertisers can't get enough of.

By Geoff Smith *SVP of Marketing, CrowdTwist* [@crowdtwist](#)

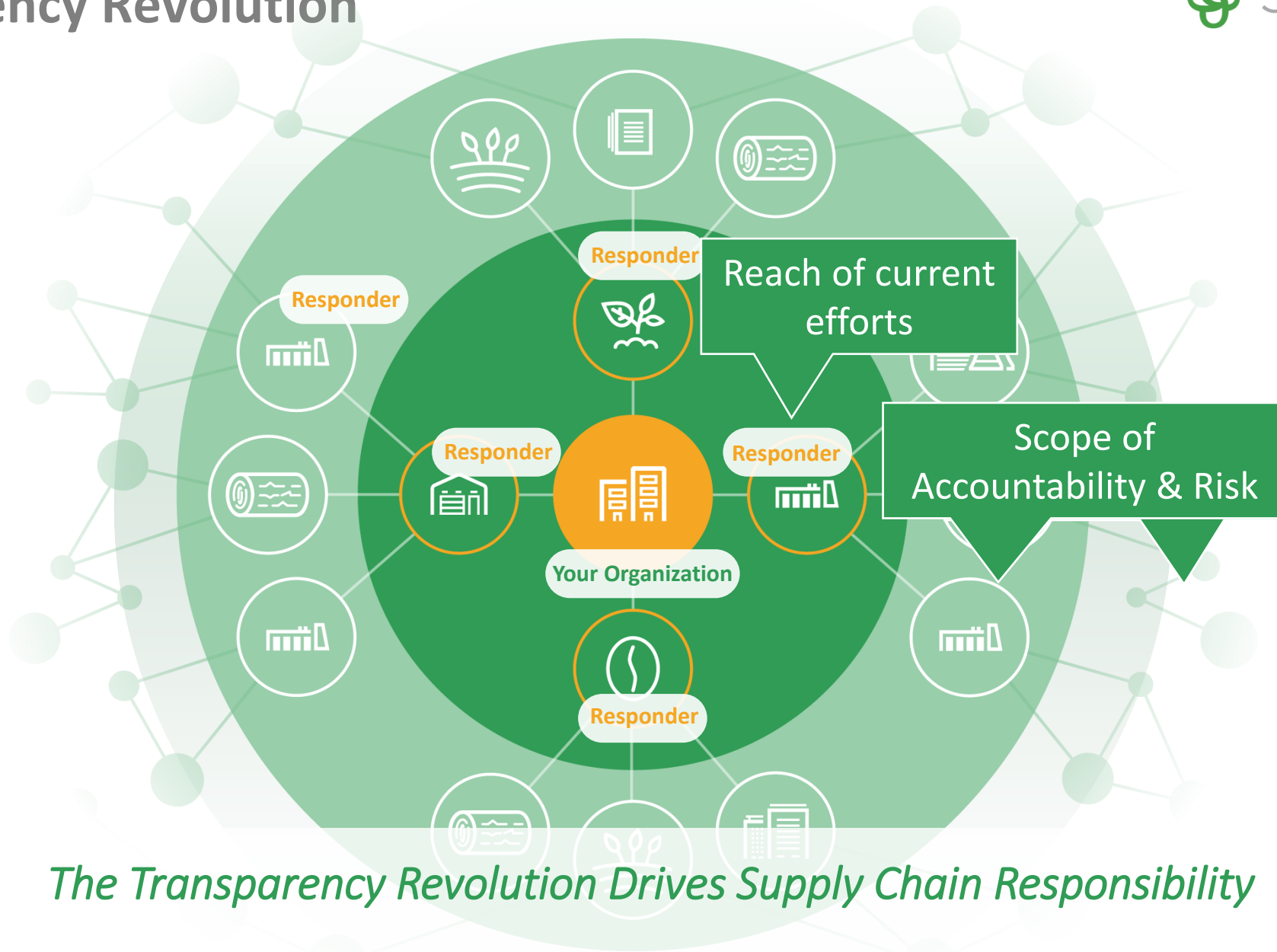
# Changing consumers means changing preferences



**Figure 4.** Brand preferences in Emerging vs. Advanced Markets: Percentage of respondents who said buying the following was important or very important to them

Source: Trajectory Global Foresight Surveys, 2015

# A Transparency Revolution



*The Transparency Revolution Drives Supply Chain Responsibility*

# SupplyShift Global Reach



- Over 10,000 Organizations on SupplyShift Network
- Suppliers from 77 Countries
- Over 1 million answered questions
- Network Operates in 11 Languages
- Based in U.S.; U.K. office; additional staff around the globe



# The Unified Network for Frictionless Supply Chain Data Management.



Responsible Sourcing. Risk Assessment. Traceability. Compliance.  
Performance Assessment. Certification Management.



How to achieve boundless industry collaboration:

- 🌀 Multi-tiered relationships
- 🌀 Flexible to collect/share any data
- 🌀 Standardized content
- 🌀 Single cloud network – 1 profile/company

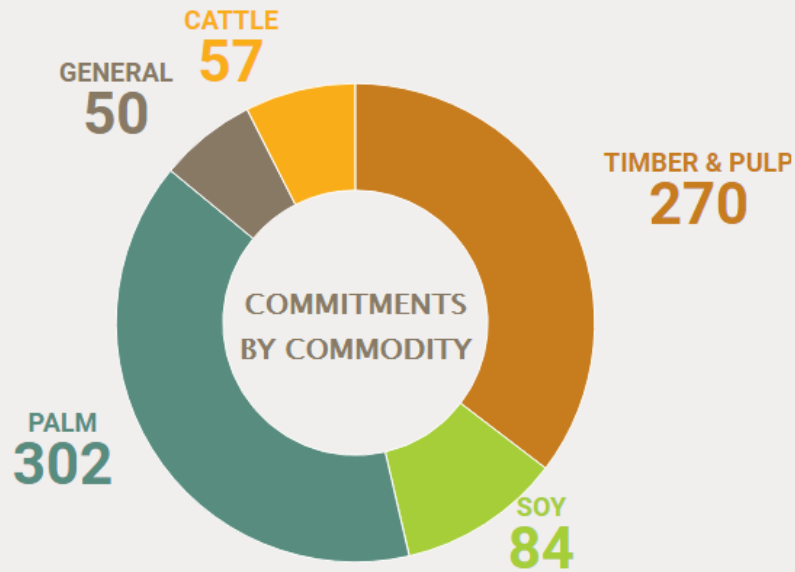
# Case Study 1: Deforestation

## Global Market Overview

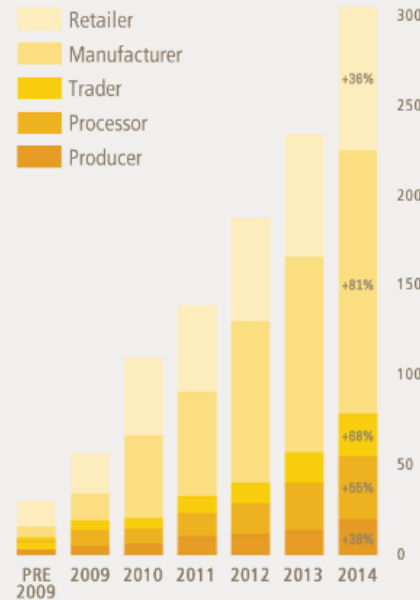
A summary of key indicators on global commodity commitments \*

Certified Area (Hectares)	Export Value of Commodities from Deforestation (USD)*	Entities Profiled
185,252,343	\$96.8 billion	456

### COMMITMENT COUNT BY COMMODITY



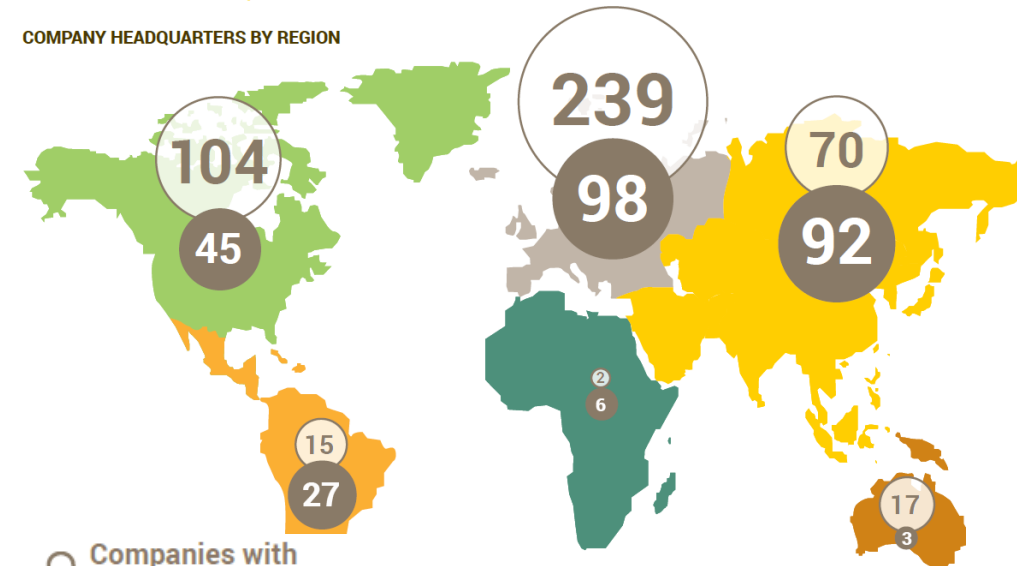
### CUMULATIVE COMMITMENTS BY COMPANY SUPPLY CHAIN ROLE



2017  
447

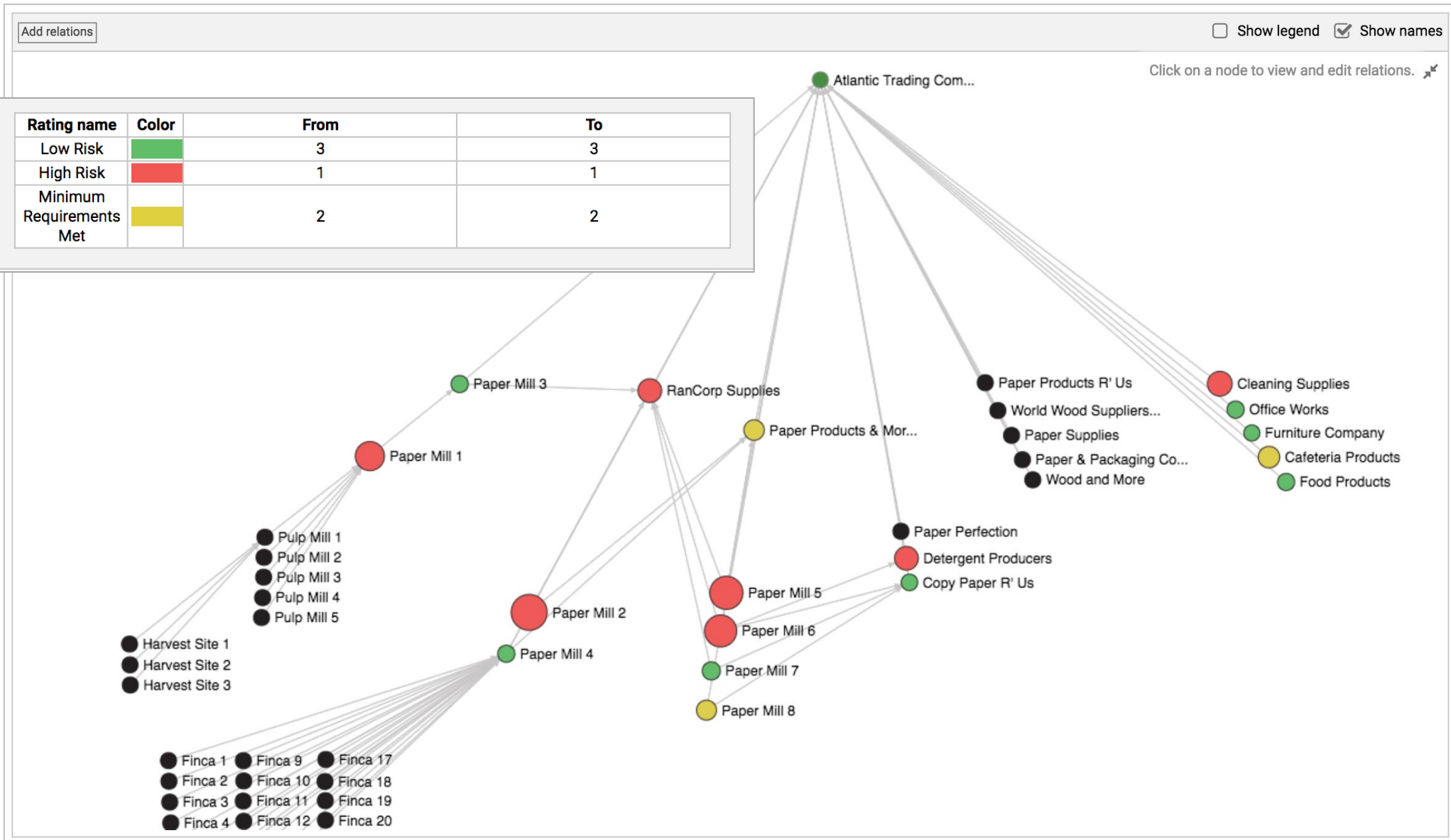
Commit median market cap: \$9.1B  
 No Commit median market cap: \$2.3B  
 Commit median annual rev: \$12.4B  
 No Commit median annual rev: \$4.2B

### COMPANY HEADQUARTERS BY REGION



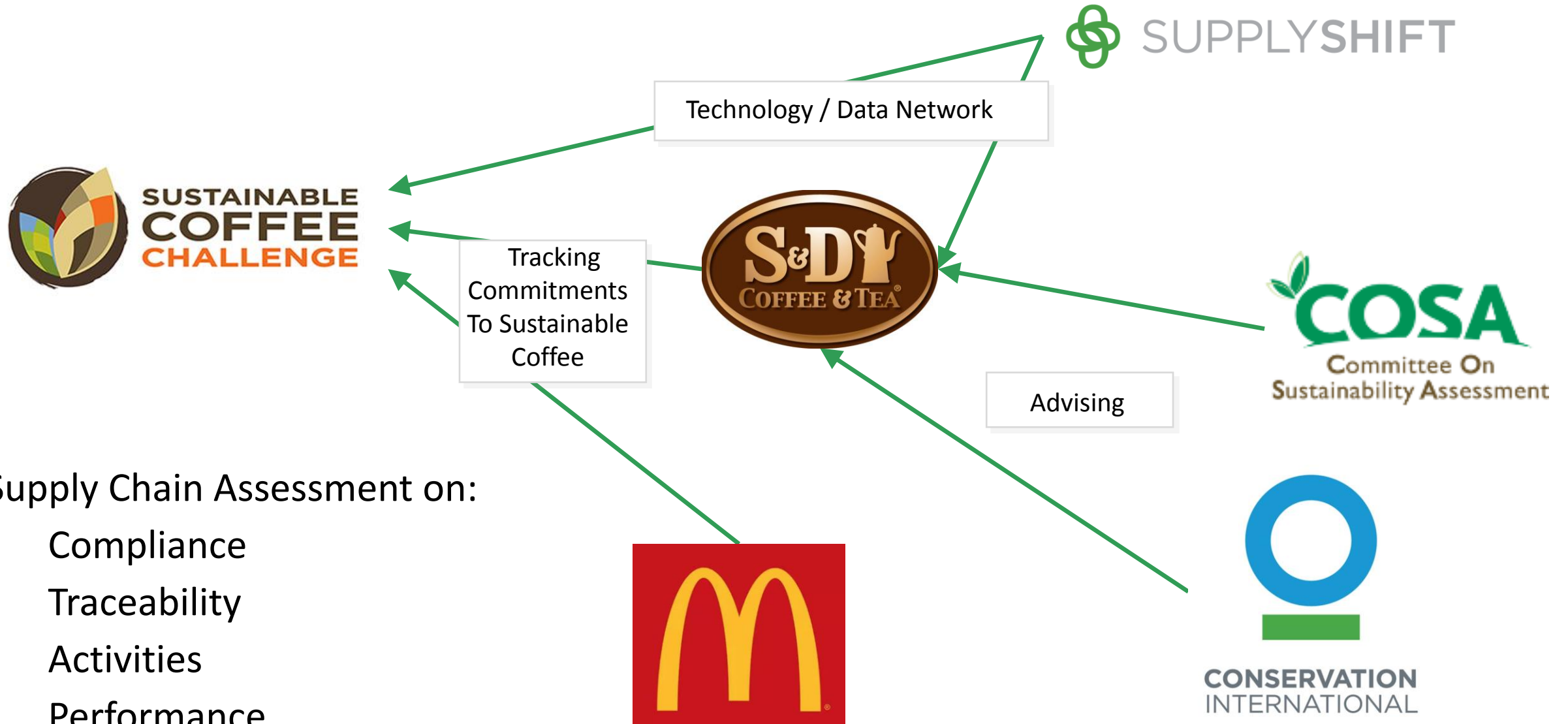
○ Companies with Commitments  
 ● Companies without Commitments

# Case Study 1: Score, Roll Up & Track Any Data at Any Tier





# Case Study #2: Brand Leadership in Coffee



Supply Chain Assessment on:

- Compliance
- Traceability
- Activities
- Performance

# Case Study 3: Bonsucro-SupplyShift Partnership



## Bonsucro Connect

Revolutionary cloud-based tool for the **sugarcane industry**.  
Enables users to demonstrate and monitor sustainability through a powerful array of features.

### CONNECT TOOLS



Online version of the Bonsucro Calculator



Facilitation of the Audit Process



Visualization Performance for Producers, Mills and Farms



Personalized Analytics for Certified Mills in Your Supply Chain

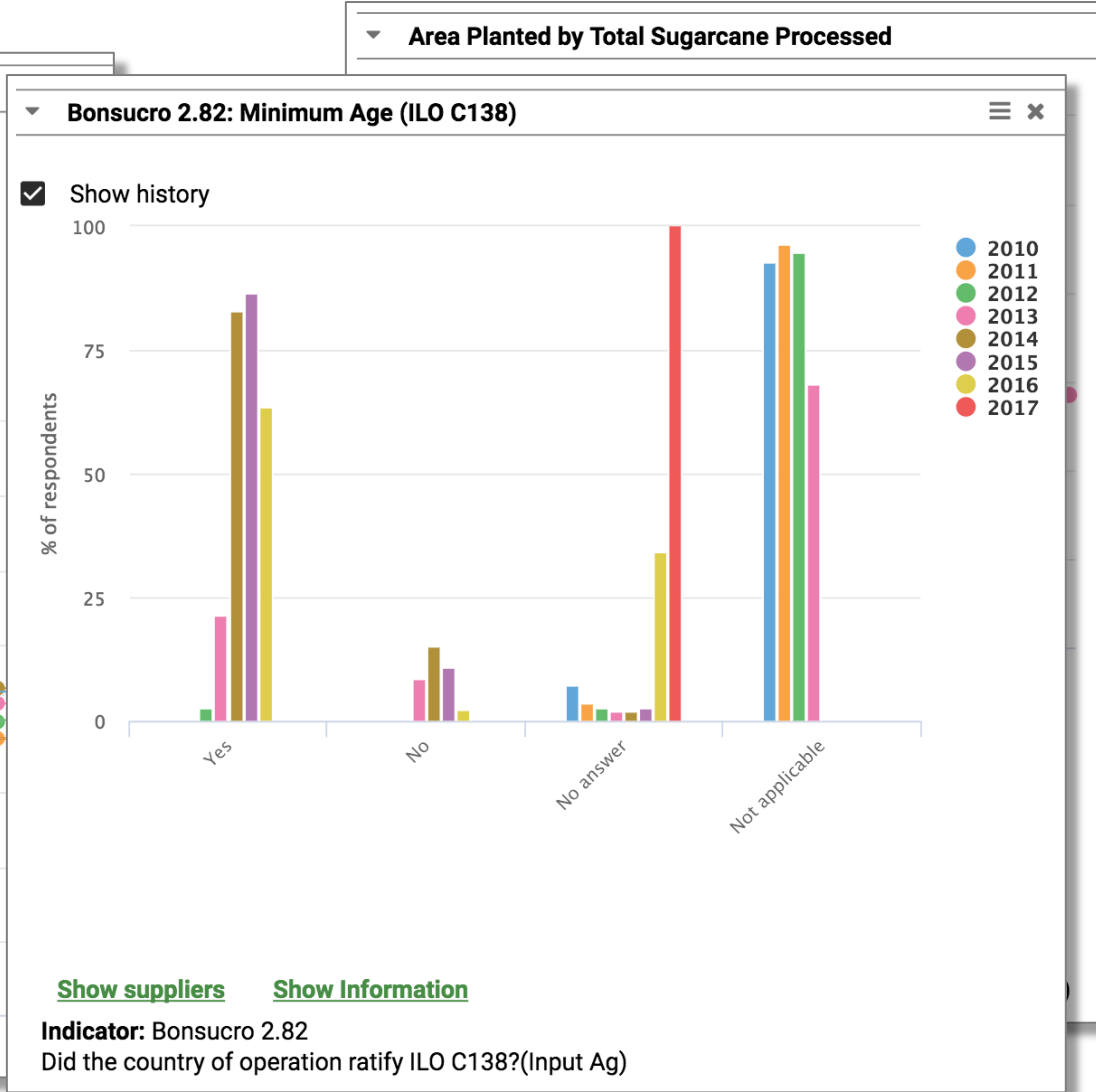
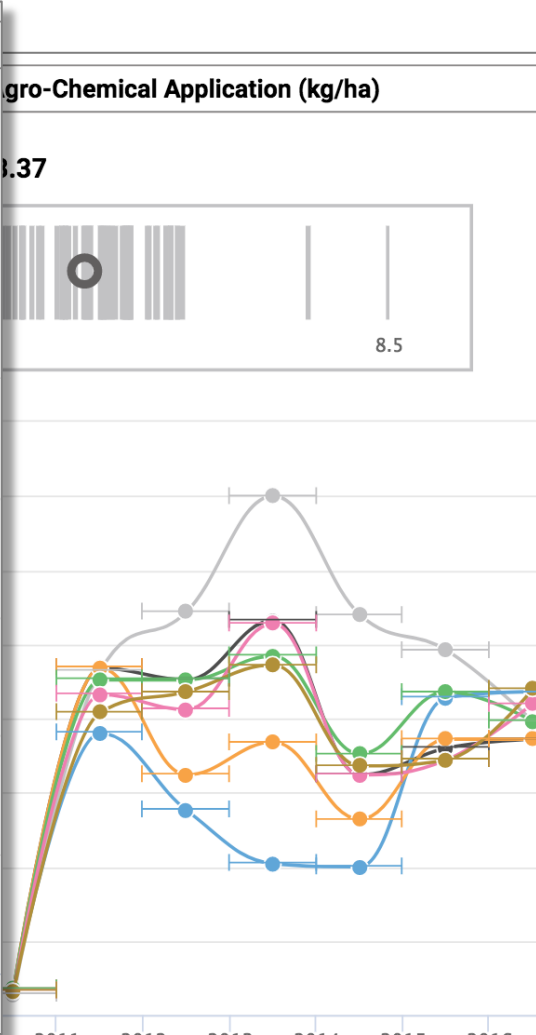
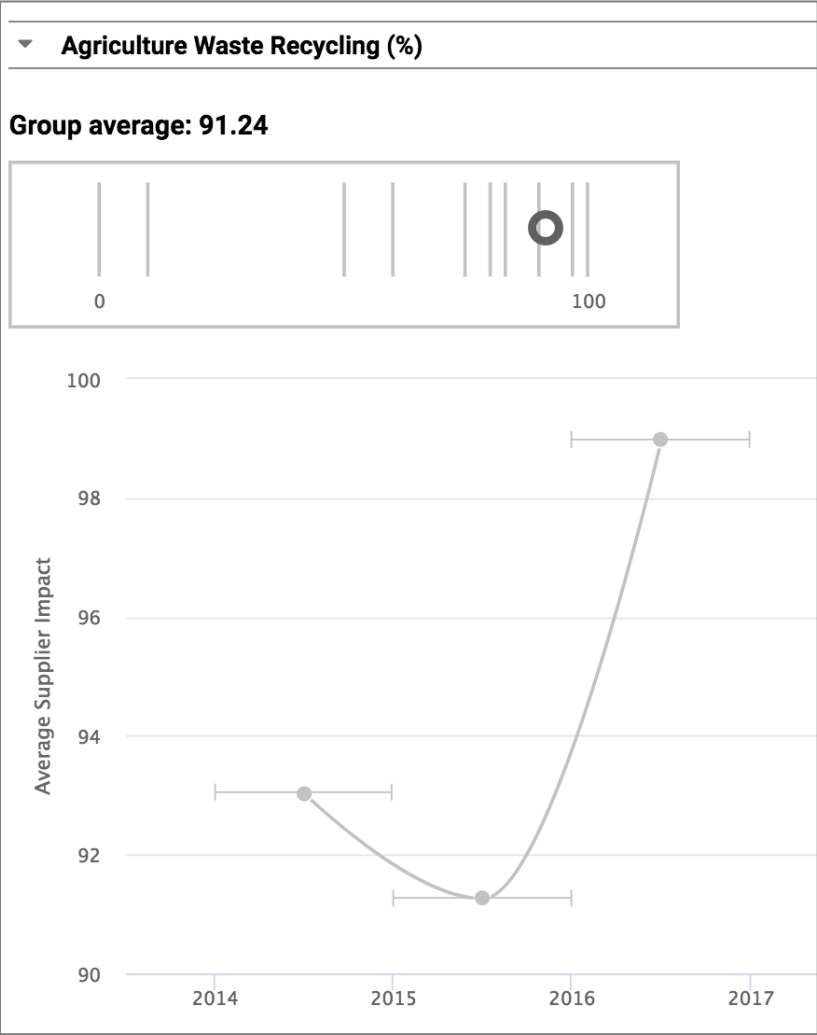


Trade Tracking for Chain of Custody Certified Supply

GET INVOLVED NOW!

Powered by  SUPPLYSHIFT

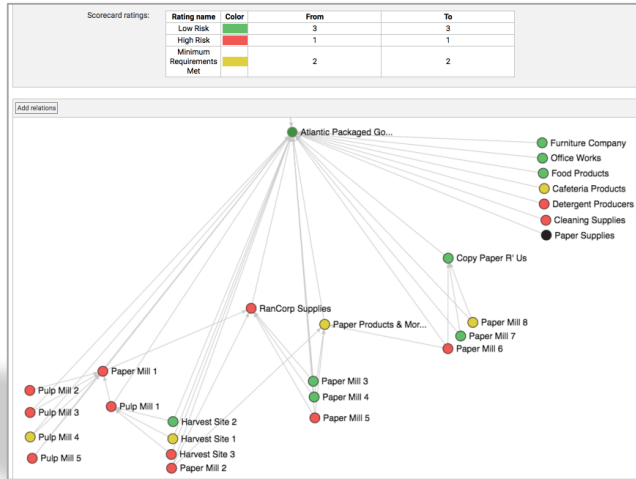
# Case Study 3: Bonsucro-SupplyShift Partnership



Footprint Indicators: Water use, energy consumption, greenhouse gas emissions, atmospheric acidification...

## Multi-Tier Traceability

Deep visibility into the supply chain



## Supplier Collaboration

Pre-populating scorecards and shared comparisons & analytics for continuous improvement loops

### Materials Assessment Scorecard (Chemicals)

From: Lexcorp  
Origin buyer: Lexcorp  
Reporting period: 2016

Export Import Answers Forward Submit

Add new: Item# 4567989 HP, Item# 123456 Game Console, Item# 654321 Smart Watch, Item# 98765 Dell Laptop

Section: Chemicals of Concern (0% completed)

Show all indicator detail

- ROHS/REACH 1: ROHS (Materials) Last answer: 04/27/2017
- ROHS/REACH 2: ROHS Compliance Last answer: 04/27/2017
- ROHS/REACH 3: ROHS Documentation Last answer: 05/19/2017

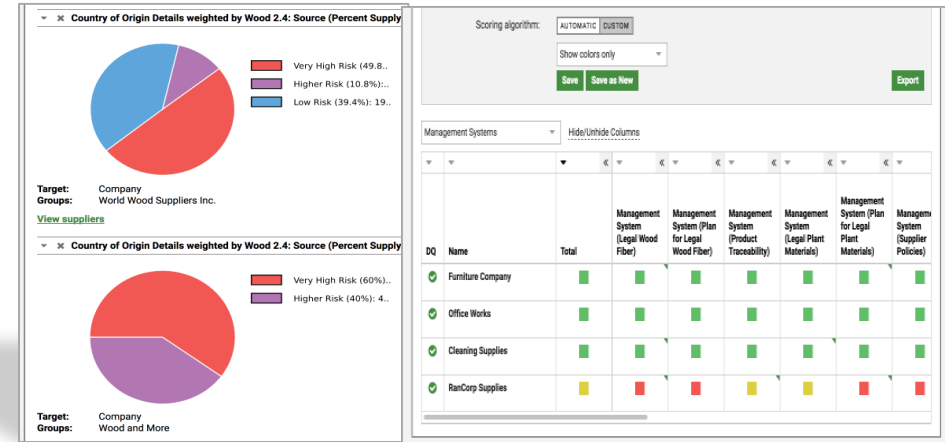
Question: Please provide appropriate documentation on hazardous materials associated with this Electrical and Electronic Equipment (EEE)?

Answer: Yes/No (Select...)

Internal Documentation, 3rd Party Audit/Verification, Comments

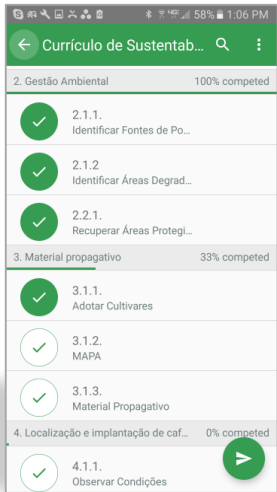
## Real-Time Analytics

Smart Dashboard Builder



## Off-line Data Collection

Auditing or self-reporting



## Content Library

Any survey, questions or documents

supplyshift

Guidance: OFF HELP ACCOUNT LOGOUT

BUYER MENU: Scorecard Library, My Suppliers, Comparisons, Analytics

SUPPLIER MENU: Scorecard Requests, Published Comparisons, Published Analytics

My Scorecards Scorecards Indicators

Scorecard Name	Target
B Corp 2014 - Developed Market Assessment	Site Company
Carbon Disclosure Project (CDP)	Company
CCF Company Scorecard	Company
CCF Facility Scorecard	Site
CDP Supply Chain	Company
CERES Roadmap for Sustainability	Company
EICC Conflict Minerals	Company
EICC Corporate Social and Environmental Responsibility	Company
EICC Self-Assessment Questionnaire	Company
Global Protocol on Packaging Sustainability	Company Product

## Rating & Scoring

Flexible & configurable scoring methodologies

My Suppliers My Groups Traceability

My Suppliers / Best & Fresh / SupplyShift Demo Scorecard

From: Lexcorp  
Reporting period: 2016

Export

Satisfactory  
Total scorecard percentage value is 59.18%

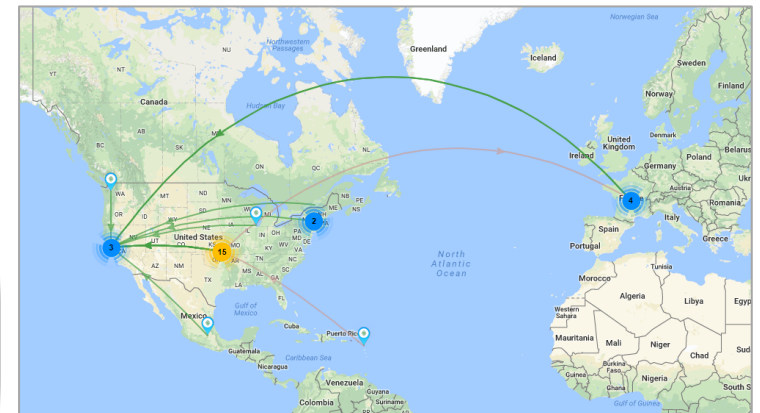
- Section: Profile 31.03%
- Section: Energy and Environment 44.44%
- Section: Emissions and Climate 75%
- Section: Labor Policy 77.27%

Show all indicator detail

- ✓ Demo 4.1: Company Policy (Fare Wage) 1 of 2
- ✓ Demo 4.2: Company Policy (Freedom of Association and Collective Bargaining) 2 of 2
- ✓ Demo 4.3: Labor Policy (Worker Contracts) 0 of 2
- ✓ Demo 4.4: Labor Policy (Worker Contract Com) 0 of 2

## Supply Chain Geo-Mapping

Visualize all tiers of your supply chain



Thomas Co. Products

English ▾
Guidance:  Off
HELP
ACCOUNT
LOGOUT

## Asia Wood Suppliers

Reporting period: 2015

Customer: Lexcorp

Scorecards: SupplyShift Demo Scorecard

Target: Company

[Export](#)

**Demo 5.1: Ethics (Whistleblowers).**

**Yes/No**

Do you provide confidential and easily accessible communications channels (help lines and

Color	Pts	Answer
	2	Yes
	1	No
	0	No answer
	0	Not applicable

Required to qualify for overall rating

**Section Selection**

Summary ▾

Name	Total	Energy and Environment	Labor Policy	Social Governance	Supplier Customer Requirements	Food Safety
Thomas Co. Products (Suppli...	■	■	■	■	■	■
Company	■	■	■	■	■	■
Company	■	■	■	■	■	■
Company	■	■	■	■	■	■
Company	■	■	■	■	■	■

# KNOW

your supply chain

Supply chain transformation starts with having the supplier intelligence you need at your fingertips.

Where it ends is up to you.

IT STARTS HERE