



CORPORATE PROFILE

Laser Focused: Blue Ridge is a privately held company whose purpose is to dramatically impact the bottom line of retailers & wholesale distributors through breakthroughs in replenishment & inventory management. Blue Ridge software & education drives bottom line results.

A Breakthrough in Buying: Blue Ridge delivers CEOs, CFOs and presidents an income statement breakthrough by delivering a solution and process that turns replenishment into inventory investing.

“Our vision is to add 1 point to the bottom line of every customer.”

Dan Craddock, President

SOFTWARE

REPLENISHMENT: CLARITY REPLENISH is the breakthrough inventory investment solution. Advanced forecasting, economics, event management and inner margin buying deliver bottom line results to the stakeholders.

FREIGHT OPTIMIZATION: Aligns the inventory team and logistics group to analyze freight options on an order-by-order basis for daily dramatic savings in inventory and logistics costs.

SKU RATIONALIZATION: A comprehensive merchandising & operations category management tool, balancing demand analysis and true costs to determine profitable item selection across your network.

SERVICES & EDUCATION

Our Buyer Development Program delivers today's most comprehensive education and certification.

Development Program:

- I) Intro/Foundations Program I
- I) Intermediate Program
- III) Advanced Investment Program
- IV) Masters Program

FACT SHEET

HIGHLIGHTS

- ▲ **Team:** The Blue Ridge global team, more than twenty in number, represents hundreds of successful inventory management implementations over the last 25 years.
- ▲ **Recognized Leader:** Blue Ridge has delivered breakthrough inventory management education sessions to over 150 distributors in 12 countries since 2004.
- ▲ **Global:** Blue Ridge has offices and exclusive agents in North America, Pacific Rim, Europe and Latin America.
- ▲ **CLARITY:** The CLARITY product suite blends the proven '7 Steps of Buying' with time-phased plans through intuitive screens for today's buying generation.
- ▲ **Industries:** Industries with CLARITY customers include Foodservice, Food Wholesale, Auto Parts, Paper, Hardware, Wine & Spirits, 3PL, and Hardgoods Equipment.
- ▲ **Language:** CLARITY is available in 4 languages, with more on the way.
- ▲ **Certification:** Our Buyer Development Program has administered over 4000 certification / assessment exams since 2004.
- ▲ **Development:** Blue Ridge Development proactively connects with its customers and industries. ROI applications are fueled by the buying community.



LEADERSHIP

Greg White, CEO
Dan Craddock, President
Michael Mills, Principal - InSite Education & Consulting Programs
Bobby Cochran, Principal - CTO Development
Barry Swaney, Principal - VP Implementation & Support
Sven Aunapu, Principal - Foodservice Industries Business Development
Russell Brown - Hardgoods & Retail Industries Business Development
John Bruckel Food & Drug Industries Business Development
John Myers - UK Business Development
Sverre Rosmo - Nordics Business Development
John Boe - Oceania, Pac-Rim Business Development
Omar Velazquez - Latin America Business Development

Education, Consulting & Support

Crystal Seeley, Lorrie Hutton, Tracy Coon
Finn Meckelborg, Johan Von Scheele

Development & Technical Support

Ivan Jarvis, Drew Ditthardt, Jon Terje Stubberud,
Ragnhild Bergane, Matthew Patrone



AN INCOME STATEMENT BREAKTHROUGH

Our vision is to add 1 point to the bottom line of every customer.

This starts by helping leaders view their buying team as investment managers. Then, by arming them with the right tools and knowledge, buying teams set out to turn unneeded inventory into **cash** for profitable forward buys, strategic promotions, or even acquisitions and aggressive sales growth.

Inventory reductions of 20% to 30% are expected while building industry leading service levels. Hours of freed up time is turned into proactive work on new items, promo items and inner margin deal buys. The result is an inventory investment team transformation, with a dramatic income statement breakthrough.



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