



# BLUE RIDGE

*Inventory Alignment for Game-Changing Results.*

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## CORPORATE PROFILE

**Laser Focused:** Blue Ridge helps retailers, distributors & VMI manufacturers increase cash flow by millions and improve margins to increase net income by 50% or more. Blue Ridge enterprise-class SaaS solutions help companies increase sales while they stabilize and even cut inventory up to 30%, so they use less cash to improve their business. Blue Ridge inventory alignment technology and an investment-driven approach to support and education are all delivered by a team with first-hand experience as inventory professionals. We deliver the game-changing results others only promise.

**“Our vision is to add 50% to the net income of every customer.”**

**Dan Craddock, President**

## SaaS TECHNOLOGY

**REPLENISHMENT:** Improves demand fulfillment without inventory risk. Replenishment buyers quickly & accurately execute on replenishment, increasing productivity with pre-emptive management of supplier and item opportunities.

**ANALYTICS:** Reporting, analysis and alert tools answer important questions related to replenishment decisions, inventory & customer demand. Defining the “why” behind current happenings, & predicting future trends...so you can optimize operations accordingly.

**SKU RATIONALIZATION:** SKU Rationalization analyzes demand and true product availability costs to determine the most profitable item selection across your network. This strategic SaaS application defines the optimal inventory deployment for every item and location.

## SERVICES & EDUCATION

Our passion is to develop your replenishment buyers and planners into inventory investors. Blue Ridge’s investment-driven approach goes far beyond technical training; we work to educate users, to support learning...and ultimately to elevate the mindset, mission and performance of your team. Through best-practice courses, online assessment, weekly correspondence and management sessions, we transform planners and buyers into investors.

# FACT SHEET

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## HIGHLIGHTS

-  **Team:** The Blue Ridge team is the largest collection of demand planning & replenishment talent in the world, with hundreds of successful implementations over the last two decades.
-  **Recognized Leader:** Blue Ridge has delivered breakthrough inventory management education sessions to over 150 distributors in 12 countries since 2004. Selected over JDA 17 of 18 times in the past 4 years.
-  **Global:** Blue Ridge has offices and exclusive agents in North America, Pacific Rim, Europe and Latin America.
-  **CLARITY:** The CLARITY SaaS inventory suite blends seven proven principles of inventory alignment with time-phased plans through intuitive screens for today’s buying generation.
-  **Industries:** Companies using CLARITY include Retail, Foodservice, Food Wholesale, Auto Parts, Paper, Hardware, Wine & Spirits, VMI 3PL, and more.
-  **Certification:** Our Buyer Development Program has administered over 4000 certification / assessment exams since 2004.
-  **Development:** The Blue Ridge innovation roadmap is driven not only by our extensive expertise, but also by our direct connection to hundreds of companies & thousands of people in the retail and wholesale communities.

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**LEADERSHIP**

Greg White, CEO  
 Dan Craddock, President  
 Michael Mills, Principal - Education & Consulting Programs  
 Bobby Cochran, Principal - CTO Development  
 Barry Swaney, Principal - VP Implementation & Support  
 Sven Aunapu, Principal - Foodservice Industries Business Development  
 Ralph Widmaier, EVP Sales & Marketing  
 Russell Brown - Hardgoods & Retail Industries Business Development  
 Simon Marley - UK Business Development  
 Sverre Rosmo - Nordics Business Development  
 John Boe - Oceania, Pac-Rim Business Development  
 Omar Velazquez - Latin America Business Development

**Education, Consulting & Support Leadership**

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

**Development & Technical Support Leadership**

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




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*Inventory Alignment for Game-Changing Results.*
**Our Vision is to Add 50% to the Net Income of Every Retailer and Distributor.**

Blue Ridge's complete solution includes proven inventory-alignment technology along with an investment-driven approach to support and buyer education—all delivered by a team with first-hand experience as inventory replenishment, supply-chain professionals.

Blue Ridge leverages its innovative Software-as-a-Service (SaaS) technology to enable better visibility, performance and execution—helping align not just inventory levels with product availability and demand requirements, but replenishment with profitability goals. Instilling balance between seemingly conflicting objectives sets the Blue Ridge solution apart—and contributes significantly to the success of our clients worldwide.

Our ability to elevate and empower buyers and planners to become inventory investors is unique to Blue Ridge. Only our global team has experience developing thousands of buyers. Enabling them to apply key principles, leverage best practices and maximize the use of the industry's leading tools to achieve game-changing results.

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