



*Press Release*

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## **Supply Chain Risk and Crisis Response Specialists, BCMexperts, Announces Name Change**

**BCMexperts has formally changed its name to Supply Risk Solutions to more clearly communicate its focus on supply chain risk reduction and crisis response acceleration.**

REDWOOD CITY, Calif., February 16, 2012 – [Supply Risk Solutions](#), formerly known as BCMexperts, is pleased to announce its company name change. Founded in 2005 to address the growing need for better disaster preparedness and risk solutions in supply chain management, the company chose the new name to better communicate its long-standing specialization in reducing supply chain risk and expediting supply chain crisis response.

A recent Wall Street Journal [article](#) listed 2011 as the most costly year on record for global catastrophes. According to a new estimate from reinsurance company Swiss Re AG, the 2011 tsunami in Japan, New Zealand earthquakes, floods in Thailand and a series of severe tornadoes in the U.S. all contributed to \$350 billion in disaster losses. Several automotive and electronics companies suffered hundreds of millions to billions of dollars in [losses](#) due to supply chain disruptions caused by these tragic events.

“As more manufacturers realize the importance of protecting their revenue by reducing supply chain risk, it’s vital that our company name convey our specialization. Supply Risk Solutions is unlike any other company in that we not only provide software tools but also measurably reduce risks at supply chain factories ourselves on our customers’ behalf before crises hit,” says Supply Risk Solutions CEO, Patrick Brennan.

Mr. Brennan continues, “Crises can strike a supply chain at any time. When a crisis occurs, we notify customers of supplier or subtier factories in the crisis area and help customers determine which ones are impacted. This combination of rapid response and proactive risk mitigation protects customer revenue from supply risk and saves customers from massive efforts and costs.”

### **About Supply Risk Solutions**

Supply Risk Solutions implements a comprehensive risk reduction service on behalf of its customers and provides unmatched crisis response capabilities.

Costing a fraction of a “Do It Yourself” approach and far more effective, the comprehensive risk mitigation service covers supplier financial risks, disaster preparedness, social responsibility, security, quality/delivery incident notification, supplier factory visibility and crisis management.



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In addition, Supply Risk Solutions accelerates manufacturers' crisis response by real-time matching of their supply chain factory locations with current crisis events. This service eliminates false alerts and notifies customers any time their supplier or subtier production sites are in a crisis area anywhere in the world.

Supply Risk Solutions was founded in 2005 and is headquartered in Redwood City, CA. To learn more, please visit [www.supplyrisk.com](http://www.supplyrisk.com) or call +1 800 695 6204 x111.

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