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**LUCAS SYSTEMS HOSTS LEAN DISTRIBUTION SEMINAR AT THE UNIVERSITY  
OF SAN DIEGO: PUTTING LEAN PRINCIPLES TO WORK IN THE VOICE  
DIRECTED DISTRIBUTION CENTER**

Joel Sutherland of USD's Supply Chain Management Institute and Brian Etzler of Do it Best Corp. Describe How Voice Directed Warehouse Solutions Help Eliminate "The Seven Deadly Supply Chain Wastes"

**PITTSBURGH, Pennsylvania and SAN DIEGO, California, April 27, 2012** – Lucas Systems, Inc., the largest independent provider of voice directed warehouse applications, this week hosted an Executive Seminar at the University of San Diego on applying lean principles to warehouse operations. The Seminar, Putting Lean Principles To Work In The Voice Directed Distribution Center, was presented in association with the Supply Chain Management Institute (SCMI) of the University of San Diego School of Business.

The seminar was led by Joel Sutherland, Managing Director of the SCMI, who described the steps that all distribution centers can take to identify and eliminate "The Seven Deadly Supply Chain Wastes." Brian Etzler of Do it Best Corp. provided concrete examples of how Do it Best's eight retail service centers have eliminated waste and improved efficiency using Jennifer voice-directed warehouse applications. The seminar capped off with a roundtable discussion and Q&A led by Jennifer Lachenman, VP of Product Strategy and Business Alliances of Lucas Systems. Copies of the seminar presentations are available on request by emailing [pr@lucasware.com](mailto:pr@lucasware.com).

"This was a great event for bringing together supply chain and distribution executives to discuss ways of identifying and eliminating waste in DC operations through the use of voice directed applications," says Joel Sutherland. "But rather than focusing on technology, the seminar focused on the ways in which lean principles and process analysis are being used today to help companies get the most from their technology and human investments."

According to Jennifer Lachenman, "Lucas Systems has always followed a highly process-oriented approach to delivering voice solutions, so "lean" is central to how we work with every customer. Our goal in teaming up with SCMI was to create an educational forum and networking event for executives to exchange ideas and strategies for improving DC operations. We look forward to working with SCMI on future events, in addition to sponsoring SCMI's Spring Symposium on May 17."

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### **About Lucas Systems, Inc.**

Since 1998, Lucas Systems has delivered more voice-directed warehouse applications on a wider variety of mobile computers than any other company. Customers like Cardinal Health, the Container Store, HD Supply, Kraft Nabisco, OfficeMax, Oriental Trading Company and Rustoleum trust Lucas to deliver solutions that greatly improve worker productivity and accuracy because Lucas truly understands warehouse operations. Jennifer VoicePlus, the Lucas voice solution, creates a conversation with warehouse workers that frees their hands and eyes to focus on the job at hand. Jennifer also provides managers and supervisors with real-time reporting and management tools that help them better manage their operations. Tens of thousands of associates at hundreds of distribution centers work with Jennifer every day. For more information, visit [www.lucasware.com](http://www.lucasware.com).

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