



**Bristlecone President and CEO Ashok Santhanam Named
to 2009 Supply & Demand Chain Executive 100**

Innovative Supply Chain Leaders Recognized for Steering Clients to Economic Recovery

Milpitas, Calif. – July 7, 2009 – Bristlecone, one of the industry's most trusted supply chain business advisors and solution providers, today announced that President and CEO Ashok Santhanam has been named to the 2009 Supply & Demand Chain Executive 100. This is the publication's 8th annual listing of the supply chain industry's 100 most innovative solution providers, consultants and other organizations. The selection criteria for this year's SDCE 100 focused on how supply chain leaders guided their clients toward economic recovery.

In the *Supply & Demand Chain Executive 100*, the magazine has identified leading providers of supply chain services and technologies who are helping their customers respond to the downturn and, more importantly, position themselves for growth ahead. Based on submissions to the "100" from end users and solution providers, the judging committee for the "100," including the editorial staff of the magazine, in conjunction with the editorial advisory board, compiled a list of leading supply and demand chain innovators.

The last 12 months have been challenging across all industries as companies faced issues from reduced demand to rapidly changing commodity and fuel prices. Bristlecone worked with clients through this downturn to ensure that their client's investments in systems and processes were not only helping them improve efficiency and reduce costs in the near term, but were also helping them increase flexibility to respond to demand increase during the economic recovery.

"Our readers turn to *Supply & Demand Chain Executive* to learn about solutions and best practices for enabling the supply chain to weather the current economic storm in which we find ourselves, and also to position themselves for growth when recovery takes hold." explained Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "The corporate executives and line-of-business leaders who rely on the magazine want to know what the different supply chain solution and service providers are doing to help them meet these critical, corporate 'life-or-death' challenges."

"I'm honored to be recognized for the work we've done to help our clients cope during these challenging times," said Ashok Santhanam, President and CEO of Bristlecone. "At Bristlecone we strive to help every client balance short term pressures with long term growth opportunities. By helping our clients design and implement supply chain and spend management initiatives, we are helping them streamline and improve their supply

chains in a cost-efficient manner to achieve this balance.”

The full listing of the 2009 Supply & Demand Chain Executive 100 is available in the June/July 2009 issue of *Supply & Demand Chain Executive* magazine and on the *Supply & Demand Chain Executive* Web site at www.SDCExec.com.

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting and systems integration firm focused on helping clients maximize the strategic value of their supply chains. Across over 100 engagements ranging from supply chain strategy and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to value; and full accountability through fixed fee/fixed time service delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved supply chain planning, sourcing, execution, analytics, and data management, and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. Bristlecone clients include globally recognized companies such as ABB, Applied Materials, BP, Exxon/Mobil, Freescale Semiconductor, Georgia Pacific, HP, LSI, Mahindra & Mahindra, Nike, Qatar Petroleum, Petronas, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool. For more information please visit www.bcone.com

About Supply & Demand Chain Executive

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at www.SDCExec.com.

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