



BRISTLECONE NAMED A SUPPLY & DEMAND CHAIN EXECUTIVE 100 COMPANY

Leading Supply Chain Consulting Firm Hailed for Enabling 21st Century Solutions

Milpitas, CALIF. – July 19, 2007 – Bristlecone, a leader in helping clients [maximize the strategic value of their supply chains](#), today announced that it has been named a Supply & Demand Chain Executive 100 company for 2007. The respected industry publication gives this recognition to companies whose solutions and services have enabled their clients to meet 21st century supply chain challenges. Bristlecone will be featured along with other industry innovators in the July issue of *Supply & Demand Chain Executive* and online at www.SDCExec.com.

“We are delighted to be recognized as a premium supply chain services provider who leverages deep domain expertise and innovative solutions to help enterprises address their supply chain pain points,” said [Ashok Santhanam](#), president and chief executive officer of Bristlecone. “This selection reinforces why Bristlecone is increasingly being chosen by organizations across the globe to assess, streamline and automate their supply chain processes from demand and supply [planning](#) to inventory collaboration and [strategic sourcing](#).”

In selecting companies to receive the award, the magazine wanted to highlight a wide range of solutions and services that address the needs of specific industries while also advancing supply chain business processes. The award panel examined a variety of factors including business issues faced by a company’s customers; how a company enabled its customers meet their challenges and customer best practices. Judges also looked at the ROI and competitive advantage customers achieved through using a company’s solution or service.

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.

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting 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, Exxon/Mobil, Freescale Semiconductor, HP, Mahindra & Mahindra, Nike, Qatar Petroleum, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool.

For more information please visit www.bcone.com.

