



Bristlecone President and CEO Ashok Santhanam Named a 2009 Pro to Know

Editors of Supply and Demand Chain Executive Release Annual List of Industry Leaders

Milpitas, Calif. – March 24, 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 a 2009 “Provider Pro to Know” by the editors of *Supply & Demand Chain Executive*. Santhanam’s selection is recognition of the many ways in which he and his team navigated clients through this tumultuous economic year and guided them to make specific changes to their supply chain to improve its efficiency, effectiveness and flexibility.

The *Supply & Demand Chain Executive* ‘Provider Pros to Know’ is a listing of individuals from software firms, service providers, consultancies, and analyst and research firms who have personally helped clients during the current economic downturn by assisting them in managing risk in the supply chain, providing competitive advantage or delivering value to the bottom line.

"This year's Provider Pros to Know have shown themselves to be thought-leaders in their respective supply chain segments," said Andy Reese, Editor, at *Supply & Demand Chain Executive*. "Their efforts in developing the tools and processes that enable companies to weather risky economic conditions and place them in a position to surge ahead in better times have earned them a place on this year's Provider Pros listing."

Under Santhanam’s leadership, Bristlecone consultants led the design of a number of packaged services to help clients identify and rapidly obtain value from their supply chain technology investments. These packaged services included Supply Chain Assessment tools to help companies identify and address areas of redundancies or inefficiencies; a Spend Analysis offering to ensure companies were getting clear and complete visibility into their supply chain spend; and several services, such as Bristlecone’s Pre-Configured Semiconductor Solution, to ensure companies can implement various SAP supply chain initiatives significantly faster than before.

“I’m honored to be recognized for the positive impact we have had in helping our clients rapidly obtain supply chain cost and speed advantages,” said Ashok Santhanam, president and CEO of Bristlecone. “At Bristlecone we strive to help every client optimally address both their needs – reduce cost and complexity in the short term, as well as achieve sustainable cost and agility advantages for the long term.”

The full listing of the 2009 Pros to Know is available in the February/March 2009 issue of *Supply & Demand Chain Executive* magazine and ebook 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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