



# 2010 Supply & Demand Chain Executive 100

## “Enabling Smart Growth in 2010”

### About TradeCard:

TradeCard is collaboration platform that provides more than 5,000 buyers, suppliers and service providers tools to achieve sustainable growth strategies in 2010 by doing more with less. The TradeCard Platform helps maintain a leaner business that can handle increases in volume without adding cost – and without sacrificing quality, performance or margins. The platform gives customers a competitive advantage by delivering collaboration and connectivity to all members of their supply chain network in an automated online environment.

TradeCard is a software-as-a-service that requires just an Internet browser to transact. The hosted model, accompanied by a global support team in 60 countries, means consumer product companies and retailers don't have to invest large amounts of cash and time to place their supply network onto a single transaction platform. All parties in the transaction are able to communicate and collaborate instantaneously through automated processes, eliminating the paperwork and giving complete visibility throughout their network.

TradeCard also provides customers with financial solutions to improve the financial strength of the supply chain. On the platform, users can

choose to initiate invoice discount programs or elect trade financing. These programs allow cash to be made available to the supplier sooner and at lower cost. In turn the buyer receives orders on time through a reliable trade partner that can keep up with heavier business volume.

The following is a case study on a major global clothing retailer. It demonstrates how the TradeCard platform connects multiple layers of the supply chain to enable visibility and efficiency.

### Case Study Summary:

TradeCard is the supply chain platform used by a major global clothing retailer to facilitate transactions and maintain visibility into the movement of payments, products and data between trading partners. The retailer uses this platform to connect with not only its suppliers, but to connect with its suppliers' suppliers. As described below, it truly partners with its supply chain partners, taking the approach that “what's good for my supply chain partners is good for me.” In today's difficult economic times, there's often a lack of trust or a feeling of uncertainty in many global supply chains. Suppliers are uncertain if they'll be paid. Buyers are uncertain about the viability of their supply chains. This retailer removed these questions

and concerns by placing its supply network on one platform for complete transparency into money, goods and data. Perhaps most important in today's times, credit and liquidity issues are addressed by financial services available on this platform.

### Case Study:

Today's economic conditions have created uncertainty and risk for global trading partners on both the buy and sell side. Suppliers in China face concerns about the financial strength of their large US customers. US brands and retailers are concerned about the viability of their Chinese suppliers. The result is pressure for both sides and visibility becomes key for the movement of goods and payments as they move through the supply chain.

Here's a look at how one major global clothing retailer works with one of the world's largest shirt manufacturers and a small fabric provider, relying on a global trade platform that connects all parties to ensure visibility and mitigate risk. This supply chain scenario is typical of the specialization trend of today. It is no longer one company that produces, distributes and sells product. In this supply chain, the small fabric provider delivers fabric out of China for the thousands of

shirts and garments produced by this leading shirt manufacturer each year. The shirt manufacturer handles the manufacturing in Malaysia and ships product to the retailer, which sells shirts and other clothing items at its retail stores.

The trend of multi-level supply chains makes visibility across players a challenge. But these three parties transact on the TradeCard Platform, which facilitates automated transactions from purchase order through settlement while roping in all key parties to the transaction. The result is a true multi-level supply chain collaboration that provides a unique ability to “follow the thread” of payments, products and data all the way from the source to the shelf. How?

Besides providing supply chain visibility into work in process as goods move throughout the cycle, this platform handles money movement and offers financial services at numerous steps in the transaction that protect all parties. Early payment/invoice discount programs, export financing, payment protection and guarantees are available to assist buyers and suppliers and ensure liquidity for the transaction. For exporters out of China like the small fabric provider, they not only have payment protection against potentially questionable buyers, they also have better visibility into their customers to see orders and payments as they are processed and fulfilled in the pipeline. Financial services and payment visibility are unique differentiators that stand out from other supply chain solutions today.

The fabric provider and shirt manufacturer enjoy a strong relationship with their customer, the retail giant, but concerns continue to mount for many other Chinese vendors serving US customers. The growing number of bankruptcies at

retailers, brands and banks, a falling US dollar, and uncertainty about buying trends place tremendous pressure on Chinese suppliers. By connecting to its trading partners on a hosted collaboration platform, the small fabric provider, the shirt manufacturer and the global clothing retailer have reduced risk while improving overall performance. Costs are reduced. Cycle times are improved. And potential delays or changes are flagged early to enable adjustments to be made in time. For this supply chain, it's a winning formula..



**Contact for Additional Info:  
Bryan Nella (212) 405 1855**