

There's more where this came from.

Every dollar you save on inbound logistics is a dollar earned. And with the Inbound Planning Engine (IPE) from SynQuest, you can save plenty.

- With IPE, you can do what you've never been able to do before—determine the total lowest possible delivered cost for inbound goods, potentially reducing total inbound costs by 20-50%.
- Solve your logistics problems simultaneously for thousands of products from thousands of suppliers while respecting all relevant constraints. IPE will create an optimum plan for every product in a fraction of the time it takes to develop a less-than-optimum plan manually.
- IPE takes a totally unique approach to solving the inbound problem, considering all costs (like inventory carrying costs) instead of just freight costs.
- IPE was developed by SynQuest in partnership with Ford Motor Company—host to one of the world's most complex inbound logistics networks. "Never before has a logistics planning problem of this complexity been solved, considering the impact of all variables," says Gerald E. Joyce, Director, Global Logistics, Ford Motor Company.

Let's Do Breakfast.

Want to learn more? This is your invitation to have breakfast with one of the most brilliant logistical minds in the business—Dr. Paul Bender. A founding member of the Institute of Management Consultants, Dr. Bender has completed more than 850 consulting projects for over 350 clients worldwide, including Ford.

At select locations in Atlanta, Anaheim, and Detroit (see details below), Dr. Bender will outline how SynQuest's IPE enabled Ford to move toward a built-to-order, consumer-driven environment. He'll show you how SynQuest's breakthrough technologies of financial optimization and real-time management can work for you. We hope you'll join us.

Sincerely,



Tim Harvey
President, SynQuest, Inc.



P.S. Keep the wallet with our compliments. And join the ranks of other leading logistics executives who've discovered the advantage of having SynQuest in their back pocket.



Attend A Breakfast With Dr. Paul Bender.

Join us for the Dr. Bender IPE Executive Breakfast in one of these cities:

Tuesday, April 10, at the Atlanta Northeast Hilton, 8:00 am to 10:00 am.(EST)

Wednesday, April 11, at the Anaheim Hilton, 8:30 am to 10:30 am. (PST)

Thursday, April 12, at the Detroit Renaissance Club, 8:00 am to 10:00 am.(EST)

To make your reservation, please call **1-800-844-3228, ext. 2928** by March 27, 2001. Don't hesitate to call with questions as well. We look forward to seeing you.

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