



# THE FRESH CONNECTION

the ultimate supply chain experience

Experience the Supply Chain !



Involvation is a consultancy firm specialized in supply chain design and control

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- Involvation B.V. was founded back in 2001;
- Involvation is based in De Bilt, The Netherlands;
- Involvation currently employs 20 consultants, project managers and analysts.

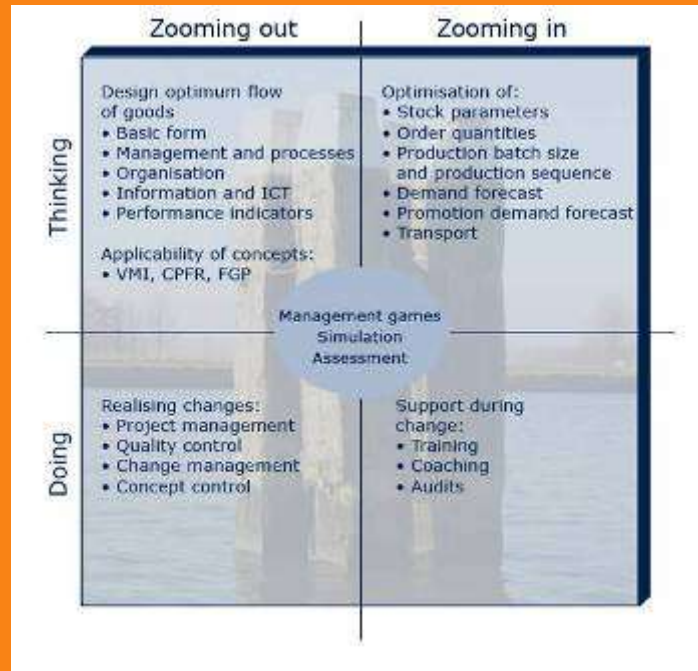
Involvation consultants share an in-depth knowledge in supply chain management with experience both with shippers, LSPs and consultants.

Our drive is to achieve visible results

Involvement designs and achieves improvements in the control of supply chains

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- .. ranging from supply chain design to the optimization of supply chain parameters.
- Involvement's services include consultancy, project management, interim management, simulations, training and management games.





## “The Fresh Connection” a virtual company

- A producer of fruit juices, delivering to retail and out of home.
- Severe losses in the last year
- A new management team has been appointed
  - Make the company profitable again
  - By tactical and strategical changes in the supply chain

# Main messages of the game

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“The Fresh Connection” gives a real life supply chain experience within a game environment:

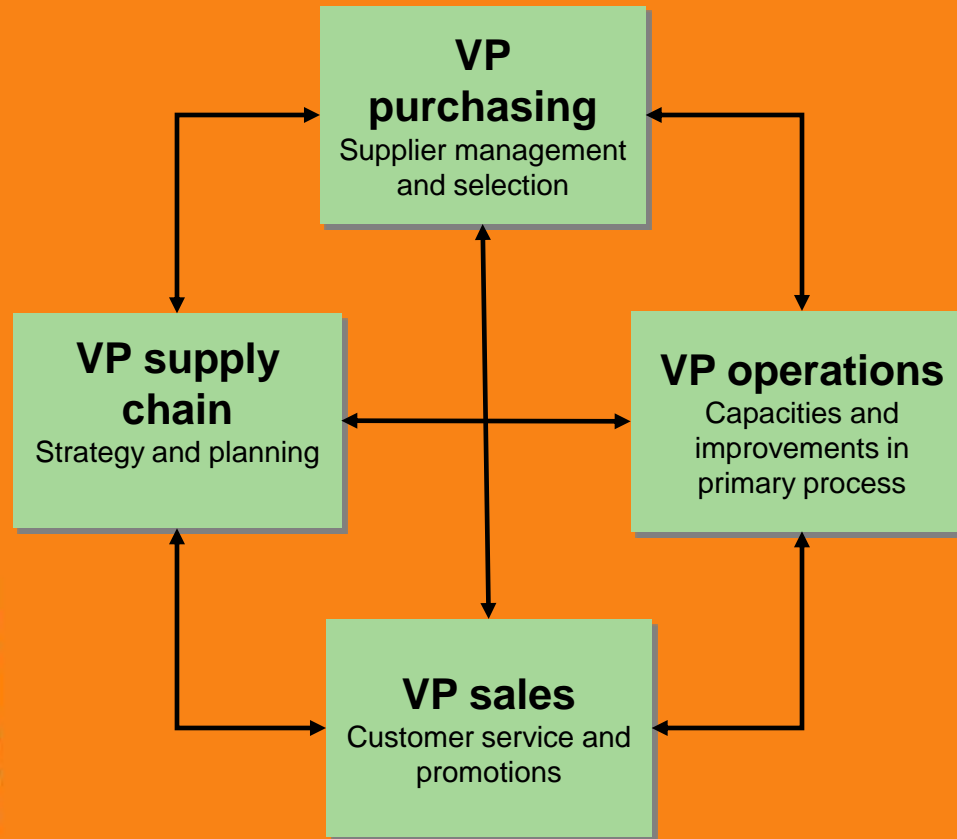
- SCM is not only the responsibility of one function or manager, it is teamwork;
- The quality of the supply chain has a big impact on the company’s profitability
- Supply chains must be adaptable to changing environments;
  - Global versus local supply chains
  - Efficiency versus responsiveness
- The right management information is very important;
- Internal and external collaboration is the key to success.



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To be played in a team



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4 phases,  
growing complexity;

## Phase 1

Management of crisis

## Phase 2

Management of change

## Phase 3

Optimization in the chain

## Final

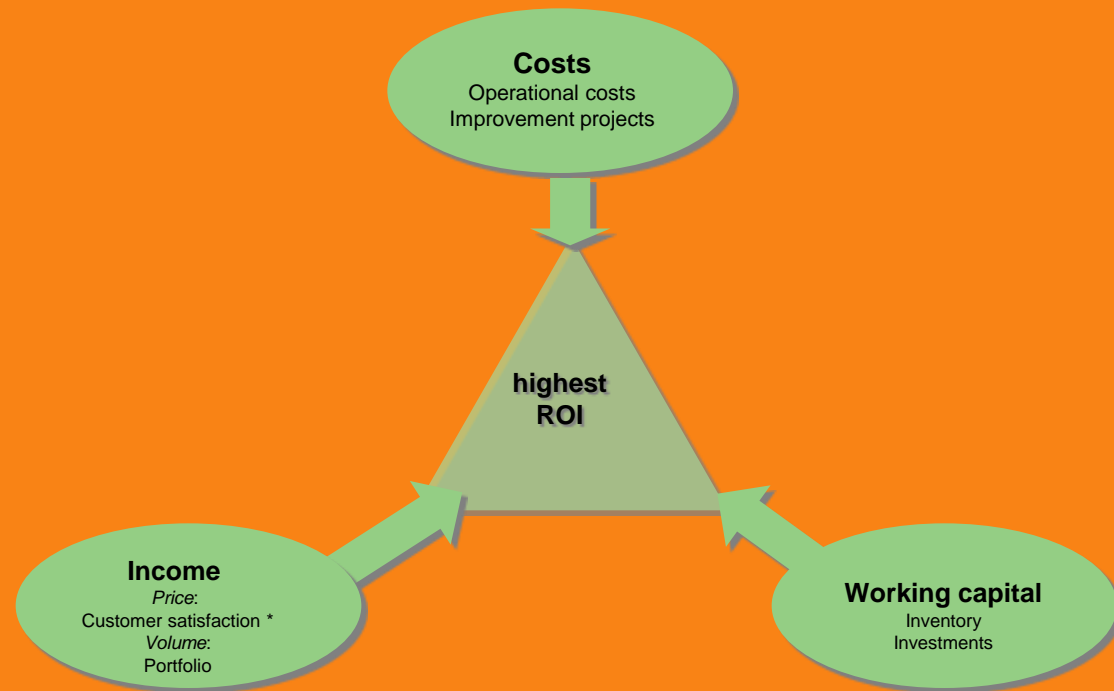
New business lines  
and competition

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## Highest ROI wins




- Customer satisfaction is calculated out of flexibility, reliability, moq's, leadtimes, offered shelf life, payment terms etc

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“The Fresh Connection” is configured as a compact learning program



Module	€ / team
The competition	€ 500
Final event	€ 1,000
Team evaluation-report	€ 500
Team Training (1/2 day)	€ 1,000
<b>Total</b>	<b>€ 3,000</b>

- Total package price: €2,800 per team, €700 per person

## Motivation to participate in the competition

- Creating groups, team spirit and positive energy
  - Intensive team work;
  - More mutual understanding;
- Learning on the job
  - Gain experience;
  - Learning from mistakes;
- Competition
  - Compete with others;



# International roll out

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- Creating value for consulting companies abroad
  - Marketing and branding
    - Positive atmosphere
    - With content
    - Intensive two way communication
  - Creating new relations
    - Leads and prospects
    - Business partners
  - Tool for workshops and training
    - Logical next step for participants
      - Incompany training
      - Part of educational program
- Business model:
  - Participating teams
  - Sponsoring of the competition

## The offer

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- 
- A stack of approximately 15 thin slices of orange, arranged in a slightly tapered column. The slices are bright orange with visible white pith and green segments. The stack is positioned on the left side of the slide, against a dark orange background.
- License for an exclusive relation per geographical area (country)
  - Complete solution for all modules in the package
  - Design of all marketing material needed like site, banners, brochures, business cards, presentations
  - Trailer and introduction movie
  - A short game variant (teaser)
  - Automated back office processes for registration and invoicing
  - Packages and contracts for sponsoring
  - Training packages for educational purposes
  - Project plan and lessons learned

# Conditions

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- Consulting company within supply chain management area
- Enough commitment and power to bring this successfully to the market
- Possible extension of partnership on other area's
  - Match in culture and philosophy
  - Match in services
- Licensefee:
  - Fixed fee per year
  - Variable fee per module sold



# Results questionnaire competition 2008/2009

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- 
- A stack of approximately 15 orange slices, arranged in a slightly tapered column. The slices are cut horizontally, showing the white pith and the orange flesh. The stack is positioned on the left side of the slide, against a dark orange background.
- 86% of the participants learned a lot by playing the game
  - 94% of the participants had a lot of fun by playing the game.
  - 89% believes that the game is a very good way to create a positive group spirit.
  - 80% of the participants is willing to play the competition again next year.

*Source: questionnaire participants TFC competition 2008 /2009( ca 35% response).*

## Some testimonials

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- A stack of approximately 15 orange slices, arranged in a slightly curved, spiral-like pattern. The slices are cut into thin rounds, showing the bright orange pulp and the white pith. The stack is positioned on the left side of the slide, against a dark background.
- Edwin van den Meerendonk (VP European Operations Walt Disney)
    - "The Fresh Connection stimulates active partnership throughout the chain. Every week the consequences of suboptimization become visible. Imagine the insight if every supply chain manager would have this in real life...!"
  - Prof Hugo Roos (Chair VLM)
    - "Every self-respecting supply chain professional should grasp this opportunity to test his insights."
  - Hans Roelofs (CEO Refresco)
    - "With The Fresh Connection we let people experience the conditions for a stronger supply chain in a realistic context."
  - Peter Ernsting (CEO Unilever Supply Chain Company)
    - "The underlying technology of the internet game is impressive; the result realistic. If anything like a 'supply chain branch' exists, then this is the platform."
  - Mieke Damen (VP Operations Mexx Europe)
    - "The Fresh Connection is the fastest way to experience the power of teamwork and to discover that diversity within a team really leads to the best results. Already within a few weeks the game provides the insights to think from customer perspective, but to operate as a business owner."
  - Andries de Groen (Director Supply Chain Grolsch Brewery)
    - "In the game you'll see the most creative/innovative side of the Supply Chain manager"

# Some reactions of participants

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- Jan-Ton Prinsze (European SCM Director Canon)
  - “Very nice, well presented, good helpdesk with quick response.”
- Job van Driesten (Supply Chain Planner FrieslandCampina)
  - “Keep up the good work!! This is really a great initiative! High learning curve and fun to do. Also very good for development of logistics/supply chain knowledge.”
- Henk Moorman (Logistic engineer at DAF trucks)
  - “Fantastic, enjoyed it tremendously!”
- Ad Belder (Consultant Corporate Distribution & Logistics at Heineken – Group Supply Chain)
  - “A very well organized and challenging game.”
- Wendy Kanters (Inventory manager Mediq)
  - “The game is really very well constructed ... really a lot of fun and instructive!”
- René Moors (Supply chain manager Philips Healthcare)
  - “The game was very well and professionally set up and executed. My compliments!”

# Summary

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- Involvation is a Dutch supply chain management consulting company
- Developed a web-based supply chain game: The Fresh Connection
  - Rich content
  - To be played in teams (operations, purchasing, sales, supply chain mgt)
  - Serious gaming
  - Part of an optional mini learning program
- 2008: successful Dutch competition with more than 1,000 professionals and a very intensive media coverage
- Resulting in a very powerful marketing and salestool, which pays for itself
- Looking to export this concept to other countries
  - Licensed to local scm consulting companies
  - Marketing and sales instrument; the competition
  - Training instrument; workshops
- More information: [www.thefreshconnection.eu](http://www.thefreshconnection.eu)

