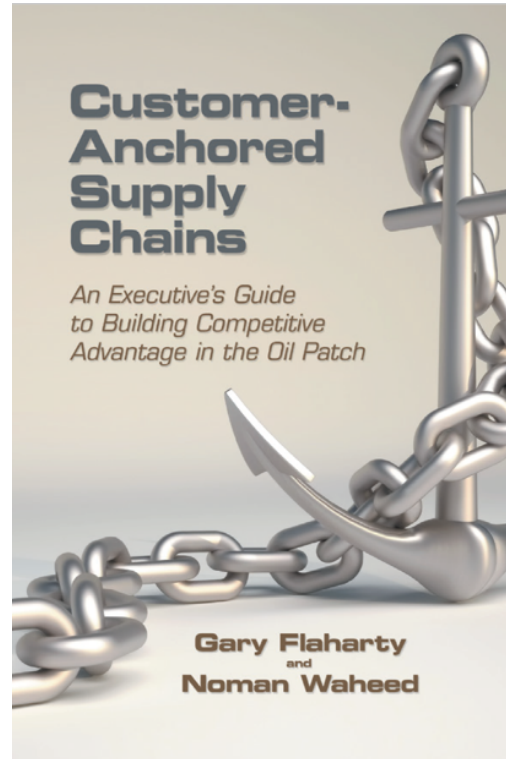


Customer-Anchored Supply Chains

- **New book is a practical guide for creating value through supply chain management**
- **Customer-Anchored Supply Chains brings a mix of proven and innovative concepts to the oilfield service industry**

Houston – August 13, 2015 - A new book, *Customer-Anchored Supply Chains*, presents innovative supply chain management concepts that can help oilfield companies improve profitability and build sustainable competitive advantage. The book is essential reading for executives responsible for the supply chain organization and for senior managers at companies that provide products and services to the oil and gas industry.

Authors Gary Flaharty and Noman Waheed, experienced supply chain executives, point out that the oilfield service sector, distracted by boom-to-bust business cycles, has been late in adopting advanced supply chain principles. *Customer-Anchored Supply Chains* presents leading practices for supply chain, proven in many other industries, and shares real-life examples that show how these concepts apply to the oilfield service industry. According to Flaharty and Waheed, implementing these new concepts in the current downturn can create fundamental improvements that will create competitive advantage throughout the business cycle.



The authors maintain that managers must expand their view of the supply chain beyond their immediate areas of responsibility to understand what drives success for their suppliers' suppliers and their customers' customers. The book also presents an improved method to segment a company's business by understanding critical success factors for groups of customers in specific applications, like deepwater and shale development. The authors also present a practical road map for implementing an efficient sales & operations planning process that engages the entire management team, reduces inventory and shortens delivery times.

Published by Archway Publishing, *Customer-Anchored Supply Chains* is available online and in book stores in hard cover, paperback and electronic editions. For more information visit, www.supplychainlinx.com or www.archwaypublishing.com.

About the Authors



Gary Flaharty

Gary Flaharty is a founder and managing partner of SCLinx Incorporated. Prior to starting SCLinx, he had a 33 year career at Baker Hughes Incorporated, which included three years as vice president of materials and 15 years as vice president of investor relations. Gary holds B.S. degrees in computer science and mathematics and an M.B.A. in operations management and management information systems, all from the University of Houston.



Noman Waheed

Noman Waheed is a founder and managing partner of SCLinx Incorporated. Previously, he worked for 20 years as a strategy consultant at Accenture, where he gained extensive experience transforming supply chains for Fortune 100 companies. He also served for two years as vice president of sales and operations planning at Baker Hughes, where he redesigned the planning organization with new processes and supporting technology. Noman earned a B.S. degree in electrical engineering and M.S. degrees in electrical engineering and computer science, all from the University of Illinois.

***SCLinx Incorporated** was formed in 2014 as a management consulting and executive coaching firm to help oilfield service companies implement customer-anchored supply chains.*