

A silhouette of an oilfield rig against a dramatic, orange and red sunset sky. The rig is the central focus, with its lattice structure and derrick extending upwards.

## ***SCLinx and the Customer-Anchored Supply Chain***

**SCLinx is a management consulting firm specializing in executive supply chain coaching for oilfield services companies.**

Our clients are the executives to whom the supply chain reports, the top supply chain executives in a firm and their teams. We coach the client's team through the process of identifying customer-application segments, determining customer requirements, analyzing the gap between today's reality and the future state and plotting a course towards building competitive advantage, and tightening the links in the supply chain.

Our engagement begins with a weeklong in-depth analysis to learn about the company and its challenges. The results of this baseline survey are used to determine the path forward for the firm.

Coaching is provided in bi-weekly sessions with the executive and/or the team. The client is provided with full access to SCLinx managing partners.

**We believe oilfield supply chains can deliver competitive advantage to products and services companies only when their goals are anchored in the customer's requirements.**

True competitive advantage is achieved when a firm's performance significantly exceeds the best the customer expects. We believe the supply chain which understands and embraces its customer's requirements and sets its goals to deliver what the customer wants, and then exceeds their highest expectations, will deliver competitive advantage resulting in incremental price or share gain or both.

The "customer-application" segment is the foundation of our approach to understanding customer requirements and anchoring the supply chain in the customer.

Customer-application segments are groups of customers with similar buying behavior in specific applications (such as deep water, unconventional oil and gas, conventional oil and gas, mature fields, offshore deep stratigraphic drilling...) that share similar requirements. Most customers participate in more than one customer-application segment and, because buying behaviors vary, some applications map to more than one customer-application segment.

**Our approach is to coach supply chain leaders and their teams to create agile oilfield service supply chains that deliver products and services as promised to the customer.**

We coach supply chain teams on how to manage the supply chain along with the change management process. Our client's teams perform the work necessary to create and maintain customer-anchored supply chains. If a firm needs outside help, we assist in the process of engaging a traditional management-consulting firm or firms as required.

Our coaches provide valuable insight and a second set of knowledgeable and experienced eyes to help an executive diagnose problems, develop solutions, and lead their teams through implementation. The objective of our coaching is to develop the firm's management team, honing the skills necessary to deliver excellence in supply chain management.

**We believe competitive advantage is achieved by pursuing excellence in planning, repeatable execution, and by anchoring the supply chain in the customer's needs.**

Excellence in all three functions – anchoring, planning and execution – are necessary for success.

The anchor in the customer's requirements guides our every step. Improvement programs and supply chain goals are being tied back to the customer's needs. Any program that does not contribute to improving (1) the firm's ability to create a safe working environment or deliver quality products and services or (2) the firm's competitive positioning or (3) improving a firm's operational efficiency, must be questioned and justified. (The commitment to HS&E and Quality are non-negotiable priorities. No performance improvement can ever justify hurting an employee, their health or the environment. Similarly, if the product or service does not work it does not matter that the product was on time as promised or had a big profit margin.)

A firm must be committed to excellence in both planning and execution. Great execution cannot compensate for bad planning, and great planning cannot compensate for bad execution.

**Planning and execution improvement must focus on the links in the value chain. If the links are tightened, we can reduce inventory, lower costs and shrink lead times. If the links in the value chain are loose, we must compensate with wasteful inventory investment, higher costs, and extended lead times.**

The battle for competitive advantage is won or lost in the trenches where links in the value chain are joined. The links between steps in the value chain must be as tight as possible with well-documented inputs, processes and outputs (which are the inputs for the next step).

Standard work documentation captures this detail and is the driver of subsequent process improve-

ment, competency assessment and training, organizational design, master data requirements and information technology improvements.

We believe a firm must be passionate about eliminating excess inventory, reducing non-value adding spending, and shrinking wait time as all are symptoms of broken or loose value chain links.

**Our coaching helps companies implement Customer-Anchored Supply Chains.**

We coach the executive supply chain team through the process of developing customer-application segments and anchoring their supply chains in the customer's requirements. Customer-Anchored Supply Chains build on an understanding that HS&E and Quality are universal requirements and then seeks competitive advantage in lead time integrity, lead time performance, cost performance, and other factors identified by the customer as critical. Understanding the needs of customer-application segments helps us assign priorities to the change efforts providing the best returns.

**Capabilities**

- Supply Chain Executive and Team Coaching
- Enterprise Resource Planning Implementation
- Sales and Operations Planning
- Demand Planning
- Resource Planning
- Materials Requirements Planning
- Master Production Scheduling
- Spare Parts Planning
- Inventory Planning and Optimization
- Statistical Forecasting
- Supply Chain Operational Efficiency
- Competency Assessment and Training
- Operating Models and Organizational Designs

**SCLinx**  
PO Box 1491  
Bellaire TX 77402

**Gary Flaharty**  
832-993-7743  
gary.flaharty@supplychainlinx.com

**Noman Waheed**  
312-375-8708  
noman.waheed@supplychainlinx.com

**Gary Flaharty**  
**Managing Partner – Energy**

Gary Flaharty is a founder and a managing partner at SCLinx Incorporated. Prior to starting SCLinx, he worked at Baker Hughes Incorporated for thirty-three years including three years as vice president of materials and fifteen years as vice president of investor relations.

Gary has diverse executive experience both as an investor relations officer and as a supply-chain executive. He empowers diverse teams to collaborate to solve business challenges and deliver results and create value. His goal is to charter teams with the right mix of skilled professionals, clear objectives, and the right processes, tools, and data to succeed at simplifying the problem at hand and making the very complex comprehensible and manageable.

Gary holds bachelors' degrees in computer science and mathematics and an MBA in operations management and management information systems from the University of Houston. He lives in Houston with his wife, Kim. They have one son, Sean, a 2014 graduate of Auburn University. In his free time, Gary enjoys University of Houston football, basketball and baseball, serving at Bellaire United Methodist Church and photography. Gary is also a director of the Texas Southern University Wesley Foundation and former president of Westbury Little League.



**Noman Waheed**  
**Managing Partner – Energy**

Noman Waheed is a founder and a managing Partner at SCLinx Incorporated. Prior to starting SCLinx, he worked as a strategy consultant at Accenture for twenty years and notable is his two years as a Vice President of Sales and Operations Planning at Baker Hughes where he redesigned the planning organization with new processes, supporting technology and organization. Mr. Waheed has

extensive experience transforming Fortune 100 companies' supply chains. He has worked in multiple industry verticals but his passion has always been the Energy Sector.

Noman's greatest strengths are his knowledge of supply chain and it's application in the Oil Field Services (OFS). He is creative, driven and sought out for his thought leadership. He thrives on challenges, particularly those that expand the company's reach. His most recent accomplishment involved creating Sales & Operations strategy for Baker Hughes where demand

and supply was balanced across all product lines globally.

Noman holds a bachelors degree in Electrical Engineering and masters degree in Electrical Engineering and Computer Science from University of Illinois. He lives in Houston and in his free time, Noman likes climbing mountains, long distance bicycle riding and motorcycle touring.

**SCLinx**  
PO Box 1491  
Bellaire TX 77402

**Gary Flaharty**  
832-993-7743  
gary.flaharty@supplychainlinx.com

**Noman Waheed**  
312-375-8708  
noman.waheed@supplychainlinx.com