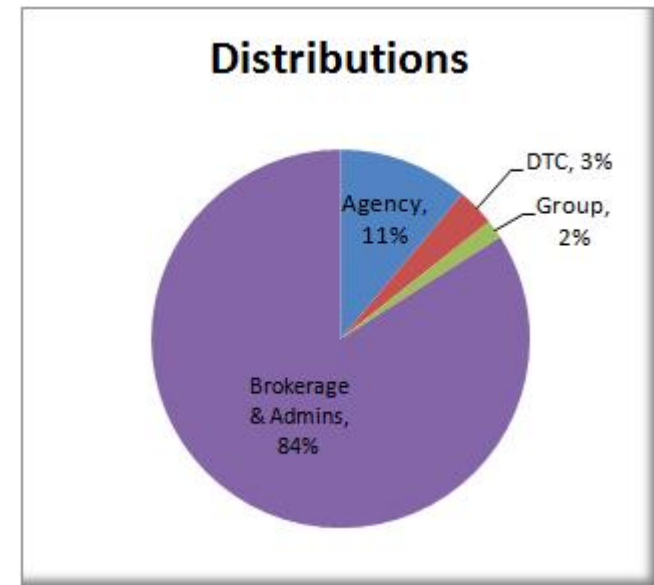


# Objective and Scope

- Objective: Reduce lead time by 50% by end of 2018
- In Scope: Brokerage
- Out of scope: Agency, DTC and Group



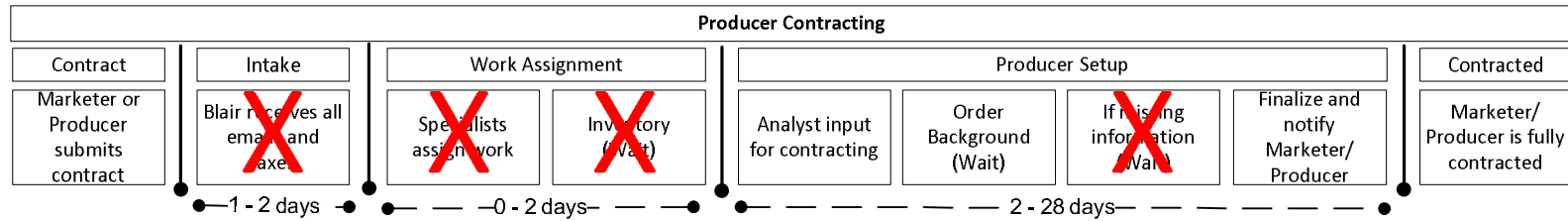
In pursuit of Operational Excellence

**Corporate Operations**

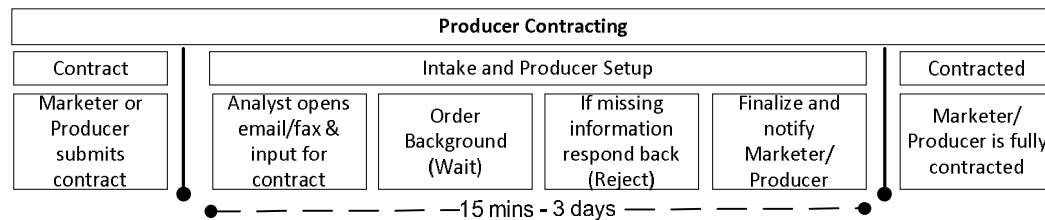
Imagine... Innovate... Improve

# Pilot Approach

## Before Pilot



## After Pilot



- Utilized team members in design of approach
- Not in Good Order rejected at start of process
- Eliminated inventory wait time
- Consolidated roles



# Pilot Accomplishments

- Overall lead time reduction of 50.3%
  - Average lead time = 4.43 (Baseline) and 2.2 (after pilot)
- Inventory reduction
  - Overall 52% reduction of inventory
  - 90% reduction of Marketer follow up for NIGO requests
- Role consolidation with unit cost reduction of 10%
- Key Marketers included in redesign of process

