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[kcorcoran@articulatepr.com](mailto:kcorcoran@articulatepr.com)**New 99+ Percent Standard in Customer-Service Levels Set  
in 2007**

*ToolsGroup Enabled Industry Leaders to Break Through Customer-Service  
Barrier*

**Cambridge, Mass.** — Dec. 17, 2007 — 2007 was a breakthrough year for companies looking to obtain the highest levels of customer service. For the first time, industry leaders are now breaking through the 99 percent barrier and achieving previously unattainable service levels.

The business drivers are clear; customer service-level excellence means fewer lost sales, increased top-line revenues and improved customer service.

ToolsGroup has identified nine companies that have achieved 99+ percent service levels utilizing ToolsGroup's *Service Optimizer 99+* (SO 99+) technology. The most recent addition to the list is Pastas Gallo, Spain's leading manufacturer and distributor of pasta products, and the first mid-market company to achieve these outstanding results. Within five months of the implementation of SO 99+, Pastas Gallo raised its global customer service level to 99 percent and reduced inventory by approximately 10 days coverage. Other benefits the company saw included:

- More efficient logistics: Reduced need for external storage resources for finished goods, increased flexibility and adaptability of models when confronted with change
- More stable manufacturing: Drastically reduced requests for changes to the production schedule
- Better short-term forecasting: Increased sales involvement and coordination in the planning process and improved forecasting quality

In the past, a combination of poor demand forecast accuracy and incorrect safety stock calculations has prevented companies from achieving 99+ percent service levels, which led to frequent stock-outs and excess inventory. Then this year

ToolsGroup introduced SO 99+ to address these problems head-on through improved demand variability modeling and optimizing the inventory mix.

“Being able to achieve 99+ percent is an important thing for companies because it allows them to run at a higher level of profitability, improve customer service and have a more efficient and stable supply chain,” said Joe Shamir, CEO of ToolsGroup. “We are pleased to be able to provide a product that allows our customers to achieve this significant goal.”

In addition, ToolsGroup added many new customers to its roster this year in a variety of vertical markets. A few examples of new customers include:

- ITT Industries Friction Products (automotive parts)
- Alcampo (retail)
- BBS (household, baby and party supplies)
- Effebi (industrial)
- Feyc (industrial and automotive)
- Icro Coatings (chemical)

ToolsGroup has also been recognized by several leading publications in 2007 for its technology to help companies achieve superior customer service levels. Mostly recently, the company was named to *Food Logistics*' top 100 list, which recognizes technology solutions and service providers that are helping food, beverage and consumer packaged goods companies to transform their supply chains. Additionally, ToolsGroup was also recognized as a “Top 40 Emerging Vendor” by *Manufacturing Business Technology* and “Great Supply Chain Partner” by *Global Logistics and Supply Chain Strategies*.

### **About ToolsGroup**

ToolsGroup is an innovation partner for companies who want to achieve outstanding customer-service levels, top-line growth and improved forecast accuracy with less global inventory. Our customers improve daily forecast accuracy and correctly set safety stocks to achieve up to 99+ percent customer-service levels. ToolsGroup's flagship *Service Optimizer 99* platform with Forecast MicroAllocation™, transforming demand plans into highly detailed and accurate daily forecasts, allocated by Stock Keeping Unit (SKU) and account-location. For more information on ToolsGroup and its solutions, please visit [www.ToolsGroup.com](http://www.ToolsGroup.com).

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