



**Welcome to the  
2009 Polk Inventory  
Efficiency Awards**

**POLK.**  
INVENTORY EFFICIENCY  
AWARD

**POLK.**

Stephen Polk

Chairman, President & CEO  
R. L. Polk & Co.



Mark Seng

Vice President,  
Sales & Client Services, Aftermarket  
R. L. Polk & Co.



# Submission Review Process

1. Selection committee of aftermarket industry leaders
2. Submissions are anonymous
3. Rated by a set of agreed-upon criteria
4. Debate and discussion





# Manufacturer Category

- Demand Flow—electronic kanban system:
  - Reduced inventory 43% on average
  - Improved quality of inventory
  - Improved supply chain speed
  - Dock to dock time reduced from 27 to 11 days





Jeff Brekke  
President  
Automotive Aftermarket

Dave Miller  
Director, Marketing & Product Mgt.  
Gates Corporation





# Retailer/Distributor Category

E-Modeling—online inventory management tool:

- Identified \$7.8M in new products to add
- Uncovered \$13M worth of returns
- 7,800 line updates across 45 product categories





Richard Roy  
CEO President

James Buzzard  
Executive Vice President

Brent Windom  
VP North American Marketing & Product Management  
Uni-Select USA



Thank You  
and  
Congratulations to the Winners

