

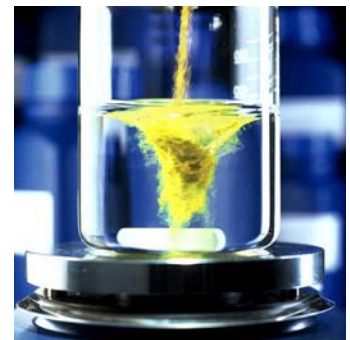
BASF CORPORATION



Replenishment Solution Implementation

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From modest beginnings to *The Chemical Company to the world*



1865

Badische Anilin & Soda Fabrik begins manufacturing textile dyes and other chemicals in a modest plant in Ludwigshafen, then part of the kingdom of Bavaria.

2009

Based in Ludwigshafen, Germany, BASF SE is the world's leading chemical company, doing business on six continents and serving a wide and varied range of industries throughout the world.



BASF – The Chemical Company

2008 Snapshot



- The world's leading chemical company
- Serving virtually all industries
- Production facilities on five continents
- World-class, innovative, high-value products
- Intelligent, sustainable system solutions
- 2008 Sales: €62.3 billion
- Employees: 95,000+



BASF's business segments

Products as diverse and varied as chemistry itself



Chemicals

Performance
Products



Oil and Gas

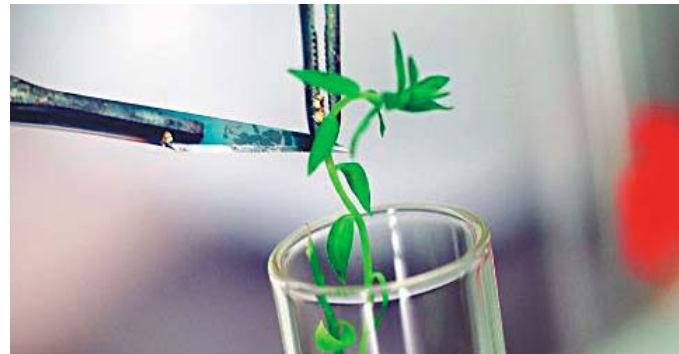


Plastics

Functional
Solutions



Agricultural
Solutions



BASF eSolutions Strategy

- **Provide world class eSolution offerings second to none within the Chemical Industry**
- **Offer customers value over and above product**
- **Minimize IT spend needed to meet customer requirements**
- **Extends value of other supply chain investments such as SAP**
- **Consistency of business processes**
- **Develops tighter customer relationships**
- **Defense against proprietary customer developed solutions**

Why BASF Uses Elemica Solutions

- **Provide world class eSolution offerings second to none within the Chemical Industry**
- **Can offer customers value over and above product**
- **Minimize IT spend needed to meet customer requirements**
- **Extends value of other supply chain investments such as SAP**
- **Consistency of business processes**
- **Develops tighter customer relationships**
- **Defense against proprietary customer developed solutions**

BASF Replenishment Solution Implementations

- Traditional reorder point VMI/VOMI/SMI/SOMI
- Repetitive Order Processing
- Rail Car Replenishment - Kanban
- Pipeline Reconciliation*
- Consignment Reconciliation *

***The Elemica Replenishment Solution
provides flexibility
Services diverse customers
Supports multiple business process
using a single tool***



Implementation Scope

- **Order Create/Order Ack/Ship Notice Integrated with SAP**
- **Used across multiple BASF business units**
- **Implemented within Customer Care and Planning functions**
- **Multiple business processes supported within single business**

- **Simplifies training**
- **Extends supply chain visibility**
- **Supports customer collaboration**
- **Exception Management - Alerts extend value beyond order entry**
- **Extends the value of Connected Solution connection**
- **Internal Onboarding is same as Connected Solution**