Opening Panel Discussion:
Increasing Revenues Through Globalization

Robert Levine
CentriLogic

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SEKO Logistics

Lee Dame
CooperVision
Powering Cloud-Based Services
Growing Global Data Industry

- 2011-2020 = 30x Increase in Data
- Creates Complexities
- Global Data Requirements
- Global Hosting Requirements

Data Storage Growth Projections

30x Increase

Source: Info-Tech Research Group
About CentriLogic

CentriLogic is a global provider of managed hosting, cloud computing, and advanced IT outsourcing solutions.

CENTRILOGIC 2015 SNAPSHOT

- **Footprint:** 9 Data Centers, 4 Countries, 3 Continents
- **Capacity:** 115,000+ sq. ft
- **Support:** 100+ Employees
- **Credibility:** 350+ Enterprise-class Customers
- **Progression:** 5-year Revenue Growth of 1,217%
- **Portfolio:** 30+ Service & Solution Offerings
Local Presence, Global Reach

• We ensure each customer’s critical internet infrastructure, data and applications are always available
• Strategic Partner & Advisor
• Founded in 2007 in Rochester, NY
• Rochester is home to our first data center and our USA headquarters
• Raise Local Profile
Why Upstate New York?

- Reliable infrastructure and power
- Stable climate and geography
- Skilled and educated workforce
- Sustained leadership in the high-tech industry
- Close proximity to major trading centers and metropolitan areas – accessible via Land, Air, Rail
- Operating one of the most efficient data centers in New York state
International Approach

- 4 Countries; 3 Continents
- Regulatory Compliance
  - ISO 9001, 27001
  - SSAE 16 SOC 1 Type II
  - PCI DSS 3.0
  - US-EU Safe Harbor
  - HIPAA
- Customer Requirements
- Human Resource Management
- Cross-border Management
- Global Operational Efficiencies

Audit and Compliance Certifications
Background

2015: evolved into a sophisticated supply chain solutions provider offering a comprehensive suite of transportation and logistics services Globally

1976: established in a single Chicago office as a traditional freight forwarder

Now, with 120 offices in 40 countries and annual sales exceeding US$650 million
## Background / Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Year</th>
<th>Description</th>
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<tbody>
<tr>
<td>Inbound Logistics</td>
<td>Top 10 3PL Excellence Award</td>
<td>2014</td>
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<td>Quest for Quality Award</td>
<td>Highest in Customer Service</td>
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<td>Internet Retailer Profiled SEKO</td>
<td>Top 10 Shipping Provider</td>
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<td>Transport Intelligence</td>
<td>Top 15 Global eCommerce Logistics Providers</td>
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<td>Inc. 5000</td>
<td>Top 100 Logistics Provider Table</td>
<td>2012 - 2015...</td>
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**SEKO**

*Intelligence Delivered*

www.sekologistics.com
Core Business Solutions

- **AIR FREIGHT LOGISTICS**
  Domestic and International

- **OCEAN LOGISTICS**

- **CUSTOMS AND COMPLIANCE**

- **LOGISTICS AND ORDER FULFILLMENT**

- **WHITE GLOVE & HOME DELIVERY**

- **GROUND TRANSPORTATION**

- **TRANSBORDER**
Some of our Global Customers

Retail


Medical

Danaher, Carestream, GE, Siemens

Industrial

Xylem, ITT, MorphoTrak, Northrop Grumman

www.sekologistics.com
SEKO Operates 60 offices in the United States with revenues in excess of $450 million USD.

With the expansion of our Upstate NY Operations in 2015, we will have over 2.5 million square feet of warehouse space in the US.
SEKO’s Local Commitment

- SEKO Has Five Offices in New York State (Buffalo, Rochester, Syracuse, Albany & New York City)
- SEKO Rochester is one of the fastest growing markets in upstate NY.
- SEKO Syracuse Expanding to 100,000 Square Feet in June 2015
- Licensed Custom Brokers are local.
- Positioned within hours of one of the busiest borders (BUF), the largest international air freight gateway in the east coast (JFK) and seaports up the Atlantic.

Local Execution
Facility located in Rochester, NY
40,000 Sq. Ft.
5 Dock doors
1 Ramp door

• Centrally Located
• Easy access to all major Freeways
Secure, gated, TSA regulated facility to handle any warehouse and distribution needs
Surveillance with 24 hour monitoring
Versatile storage capabilities...
ITV (In Transit Visibility)
• MySEKO Harmony self service portal
• Manage expectations, track, report and merge in one customized web-based portal

Supply Chain and TMS
• MySEKO – Carrier integrated PO Management from ex factory to destination DC. Exception alerting, user inspired event management
• TMS – Manage all carriers from one portal as a lead logistics provider

Fulfillment, Warehouse and Integration
• Multi location warehouse management systems
• Decision made on best size and best fit
• Integrated into MySEKO portal for peer visibility
MySEKO Technology

- Seamless Visibility
- Virtual Calendar
- Reporting & KPIs
- Dashboards
- Track & Trace
- Exception Management
- Online Booking
- Shipment Templates
- Saved Parts/Addresses
- Online Claims Reporting

Easy Implementation. And SEKO owns the code to customize!
Case Studies

iDirect partners with SEKO to provide distribution to locations around the world

- Streamlined warehousing and export processes
- Facilitated clearances in each country of destination
- Reduced days by customs
- Consolidated export shipments at origin in North Carolina
- Leveraged SEKO’s multi-use facilities for outsourced logistics

“Thanks to SEKO, we have come a long ways over the past 12 months and many thanks for your support. You have helped us to provide improved documentation that has made a major difference in the way we service our customers, and helped us streamline processes to continuous improvement. iDirect had their best quarter ever”

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Implementing a multi-country supply chain management solution

- Implemented a Global hub and spoke logistics solution to hold stock in the UK, Hong Kong, the US and Dubai
- Powered by a web-based customized technology platform for Global visibility to warehoused inventory and products in transit
- Delivered consistent service levels worldwide
- Enabled smooth international expansion

“Working with the international team at SEKO has really helped our business to serve Global client requirements. We needed warehousing in multiple territories including the UK, US, Hong Kong and Dubai, and SEKO delivered - steering us smoothly through the potential pitfalls and growing pains.”

George Allan – CEO
Thank You for your time.
2015 Upstate NY Trade Conference

Lee Dame
Vice President, Americas Distribution and Global Sourcing
CooperVision, Inc.
Who are we and why are we here?

Who are we?
- We are a subsidiary of The Cooper Companies ($1.7B FY14 revenue with close to 10,000 employees), headquartered in Pleasanton, CA
- We are the 3rd largest manufacturer of contact lenses
- We have 4 corporate values (and we live them!):
  - Dedicated, Inventive, Partners, and Friendly
- Our revised branding has helped define who we are

Why are we here?
- We have 1,200 employees in the Rochester area
- We distribute roughly 1/3 of the annual volume from our facility in West Henrietta – we are a global company
- We are one of the larger participants in the small parcel freight market in Western New York
What does our supply chain look like?

**Materials Flow**

We source mfg. components from 3 major areas:
- Japan
- Europe
- US

We manufacture in 4 major areas:
- Hungary
- Southern UK
- Western NY
- Puerto Rico

We are starting another site currently
- Costa Rica (start-up phase)

We ship from mfg. to one of 3 Tier I distribution centers that package product. We then distribute to all other distribution centers:
- West Henrietta, NY, USA
- Delta Park, Fareham, UK
- Juana Diaz, Puerto Rico
What are the benefits/challenges with being here?

Benefits

• Access to talent at a reasonable cost
• We are a major player in the local small parcel market
• Good access to East Coast population centers for both US and Canada

Challenges

• We use a lot of air freight so we are a day away from most direct flights to Europe, Latin America and Asia (for both imports and exports)
• Attracting talent from outside the area (may be an internal perception issue)
• Access to Southern and West Coast population centers
Current successes

What areas have helped us?

As we grew in size and volume, we grew in sophistication

- Formalized processes to manage and track order flows
- Followed by formalized processes to manage and track material flows
- Look for ways to automate (ASNs, CI, etc.)

We typically ship to about 50 countries each month

- Automation really helps (WMS/WCS, EDI, etc.)
- Dedicated Import/Export resources, leadership, and support
- Documented policies and procedures (including training)

Continuous Improvement

- Engage other departments within facility
- Engage employees
- Partner with our customers to understand their business needs
- Partner with our suppliers to understand their business capabilities
Future opportunities

*What areas do we want to improve?*

- While we have formal processes, we have too many of them – standardize if possible
- Supply chain visibility is becoming even more important
  - Greater granularity is required
  - Automation of alerts, established workflows for exceptions, etc.
- Engaging our technology and service providers in the optimization process
- Investigation of establishing an FTZ