



TEXAS A&M
UNIVERSITY



THOMAS & JOAN READ CENTER FOR
DISTRIBUTION RESEARCH & EDUCATION
TEXAS A&M ENGINEERING EXPERIMENT STATION

Advancing the Science of Distribution



GLOBAL SUPPLY CHAIN
LABORATORY
TEXAS A&M ENGINEERING EXPERIMENT STATION



TALENT INCUBATOR
TEXAS A & M UNIVERSITY



Advancing the Science of Distribution

Leader in Distribution Research, the Thomas and Joan Read Center for Distribution Research and Education is the only university distribution research center in the world.

As a partner of the Texas A&M Industrial Distribution Program, the Read Center through its two main research pillars the Global Supply Chain Laboratory (GSCL) and the Talent Incubator Program (TIP) is responsible for creating and codifying knowledge for our undergraduate, graduate, and professional development students and industry partners seeking solutions that drive competitive advantage.

	Year	Consortium Topics
	2000	Information Systems Consortium
	2005	Pricing Optimization
	2007	Optimizing Distributor Profitability
	2008	Texas Mexico Trade Corridor
	2009	Sales and Marketing Optimization
	2011	Optimizing Growth and Market Share
	2011	Optimizing Customer Service
	2012	Optimization Channel Compensation
	2014	Optimizing Human Capital Development
	2015	Optimizing Value Add Services
	2015	Optimizing Data Analytics
	2018	Small Distributor Consortium
	2020	Digitizing the Sales Process



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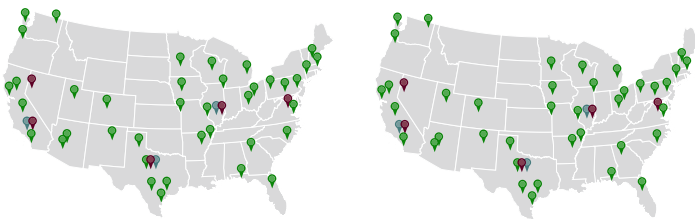
Global Supply Chain Lab

The Global Supply Chain Lab team at the Thomas and Joan Read Center has been conducting research projects for more than 20 years with industry partners. The Lab has created some of the most significant and broadly implemented distribution focused best practices such as Customer Stratification, Inventory Stratification, Pricing Optimization, and Network Optimization, along with many specialized, highly tailored projects.

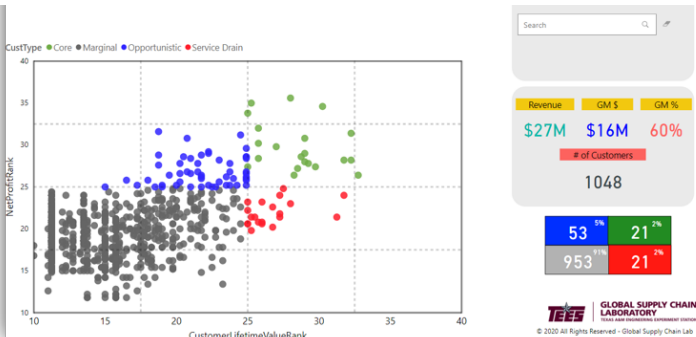
Network Optimization

Before Consolidation

After Consolidation



Customer Stratification



Project Areas



Customer Stratification



Inventory Stratification



Network Optimization



Optimizing Distributor Profitability



Pricing Optimization



Supplier Stratification



Our Capabilities

- Applied Research and Proven Methods
- Actionable Results
- Industry-focused Education
- Better Value for Investment



Your Benefits

- Gain Competitive Advantage
- Improve Profitability
- Maximize Asset Efficiency
- Develop New Capabilities

Projects include business process optimization and profitability analysis and other customized applications. The research team applies and documents best practices specific to the firm.

As the project matures, the team designs an educational program that explains and trains company specialists on findings and new processes in a business workshop that facilitates change management and teaches teams how to leverage the new practices.

Talent Incubator Program

The Talent Incubator's mission is to act as a prime research program focused on developing undergraduate student talent.

The students at the Talent Incubator directly apply the skills and concepts they learn in their Industrial Distribution courses to their research projects. The projects then provide the students with the ability to apply those skills and leverage them through learning how to conduct valuable research, leadership and communication, and through project driven industry experience.

The students conduct regular virtual and in-person meetings with their sponsors. They acquire first hand knowledge about the challenges, opportunities, and landscape of industrial distribution.



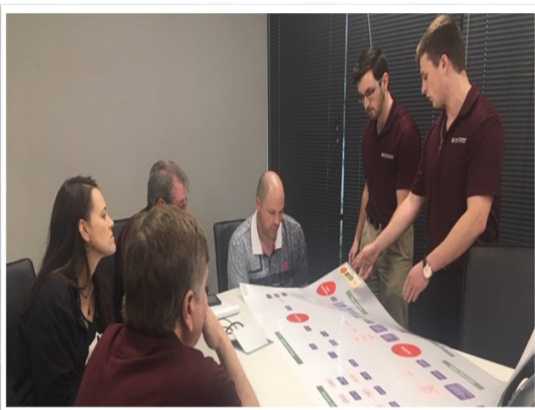
Benefits For Students

- Perform research in an area of your interest
- Develop critical project and time management skills
- Apply concepts and theory just learned in class to a practical project environment
- Gain an edge over competition on the job market
- Secure foundation for future success



Benefits For Sponsors

- Employ teams composed of top students, faculty, and researchers to gain access to new and innovative ideas
- Discover and share best practices
- Cultivate a team that is familiar and comfortable with your company's practices
- Access a pipeline of skilled, motivated potential employees
- Gain exposure to the famous Aggie Network



Focus Areas



Customer Experience



Digital Strategies and E-Platform



Disruptive Innovation



Market Intelligence and Growth



Operations and Supply Chain



Pricing and Finance



Sales



Business Development



Strategy



Supplier and Channel Management

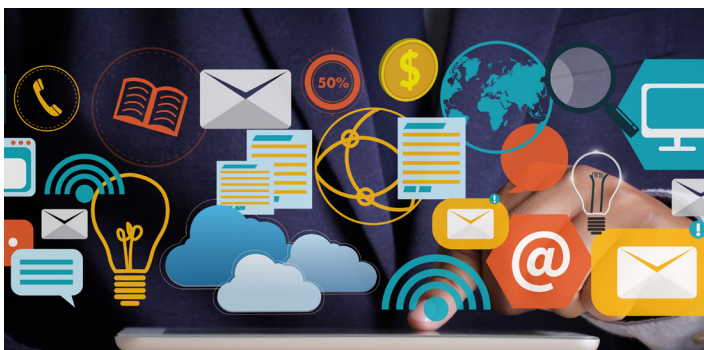


Digitizing the Sales Process Consortium: Update

A team consisting of faculty and professional researchers from the **Thomas and Joan Read Center for Distribution Research and Education** analyzed growth opportunities with Industry Consortium members to determine how to optimize the sales process through digitization. Best practices in this area were included in the analysis. The Consortium meetings provided an opportunity to discuss initial findings from a variety of sources and to share their expertise on the key benefits obtained by **digitizing each step of the sales process**. The Consortium also explored the implications of applying new technologies, such as artificial intelligence, analytics and digital tools.

Ultimately, the Consortium created a community of leading firms creating shared knowledge that will facilitate the advancement of digitally enhanced distributor models. Consortium members first met at Texas A&M on the kick off dates, October 10, 2019 and January 23, 2020 to define research to be conducted, determine processes and priorities, and to direct the research team to topics of interest and desired outcomes.

The two Consortium cohorts each met to discuss preliminary results on June 12, 2020 and August 20, 2020 to present **digital frameworks, codified best practices and critical factors that impact digital transformation**. Between these two sets of meetings, each company also had an individual workshop meeting with researchers for process mapping and to conduct an assessment of each firm's digital strategy. The resulting body of knowledge can now be applied in individual company assessments as part of a **new Custom Program: Digitizing the Sales Process**.



1. Sales Process Mapping

- » Questionnaires, interviews and Visits/Webinars
- » Mapping current practices of the firm



2. Evaluate the Impact of Digitization

- » Benchmarking digital organizational capability, sales structure, e-solutions and digital tools



3. Assessment Process

- » Consolidate the initial research
- » Assessment based on documented best practices



4. Final Workshop

- » Consortium findings and frameworks
- » Feedback and recommendations

Custom Programs

NEW! Digitizing the Sales Process: Digitization involves standardization of business process to create operational excellence. Digital involves the transformation firms undergo through leveraging technology to create new value propositions that focus on the customer experience and enables the sales force effectiveness.

Target Audience: Sales and Marketing, Business Development, IT, Digital and Ecommerce Teams.

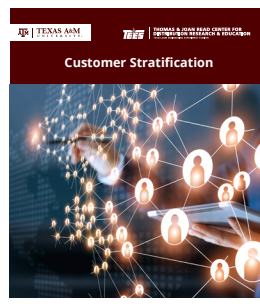
Deliverables: Digitized Sales Process Assessment, Best Practices Roadmap, Digital Process Frameworks.



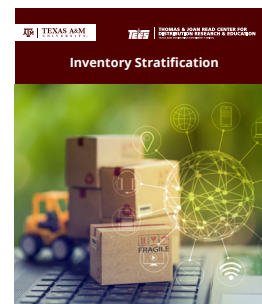
Other Programs from the Read Center's Body of Knowledge:



**Branch Management
Planning**



**Customer
Stratification**



**Inventory
Stratification**



**Building Capability for
Distributor Competitive
Advantage**



**Optimizing Distributor
Profitability**



**Optimizing Value-
Added Services**



**Optimizing Supplier
Alignment**



**Optimizing Business
Analytics**



Pricing Optimization

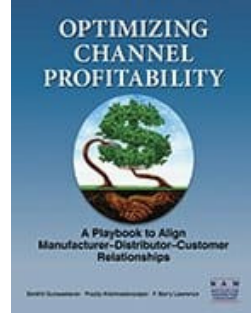
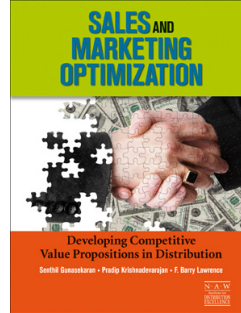
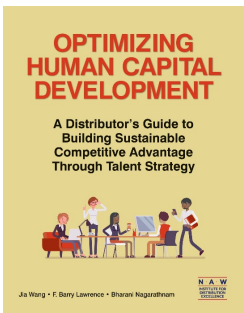
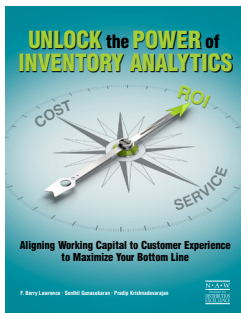
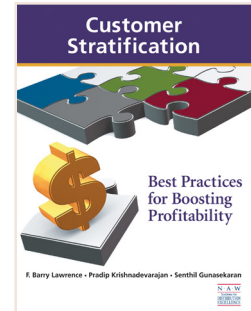
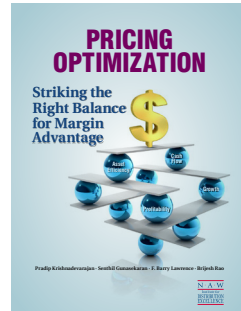
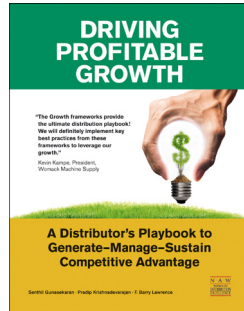
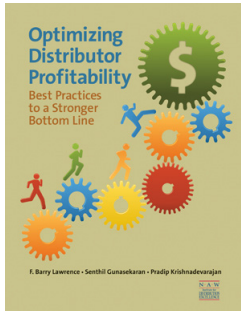


**Strategic Planning for
Growth**

Current Publications



All publications are published through Texas A&M University's partnership with the NAW Institute for Distribution Excellence.



WHY WORK WITH US?

Number 1

Industrial Distribution program in the world.



Proven methods driven by cutting edge research for over
60 years

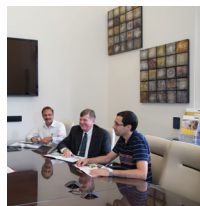
Program duration is

1-5 Days



10+

unique topics that will boost your firm's bottom line.



Learn secrets to implement key best practices in

3-6 Months



Help more than **265** companies each year to create competitive advantage

Over 1,000

business professionals attend our workshops every year

24 Instructors

Average teaching experience of at least 16 years



For more information, please contact Patrick Dolan at readcenterinfo@tamu.edu.

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PROGRAMS, PLEASE CONTACT:
readcenterinfo@tamu.edu

For More Information Contact:

Dr. F. Barry Lawrence, PhD
Leonard and Valerie Bruce Chair in Industrial Distribution
Program Coordinator of Industrial Distribution
Director of Thomas and Joan Read Center for
Distribution Research and Education

Industrial Distribution Program | Texas A&M University
3367 TAMU, College Station, Texas 77843-3367
P: 979 845 1463 | M: 979 571 5513
barry.lawrence@tamu.edu

Dr. Esther Rodriguez Silva, PhD
Talent Incubator Program, Director
Global Supply Chain Laboratory, Director
TEES Assistant Research Professor

3367 TAMU, Texas A&M University
118F Sbisa, College Station, TX 77843-3367
Direct: 979 845 3146
estherrsilva@tamu.edu

