

THE THOMAS & JOAN READ CENTER

FOR DISTRIBUTION RESEARCH & EDUCATION

ABOUT

The Thomas and Joan Read Center brings distributors, manufacturers, professional associations, trade publications, faculty and students together to solve problems in the distribution industry. The Read Center is the world's only distribution research center on a university campus (Texas A&M University), and the only center focused on wholesale distribution research and education in the nation.

The Read Center works with industry leaders to discover new pathways of productivity and profitability servicing the needs of the marketplace. The center also helps industry professionals recognize and implement best practices, and provides solutions and methodologies to facilitate a competitive advantage.

FUNCTIONS



Research

The Read Center has two research arms: the **Global Supply Chain Laboratory (GSCL)** and the **Talent Incubator Program (TIP)**.



Professional Development

The Read Center offers programs for specialists through our **professional programs**, built specifically for our industry partners based on assessment studies of their operations.



Industry Collaboration

The Read Center establishes and runs **industry consortia** to conduct research and develop research driven educational programs.

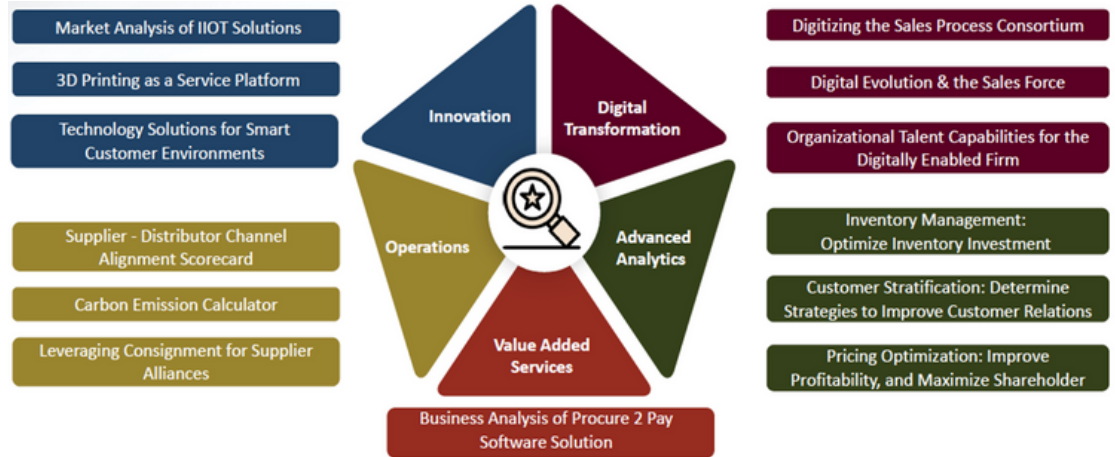
RESEARCH

READ CENTER PROJECTS

INNOVATION AND COMPETITIVE ADVANTAGE

A new innovative approach has been used to provide solutions using Artificial Intelligence and Machine Learning. Other innovative projects undertaken include vital areas such as smart environments, capabilities development, applications for value added services, business analytics, digital transformation, consultative selling, service platforms, and Industry 4.0 among others.

ADVANCING THE SCIENCE OF DISTRIBUTION



TRANSFORMING THE DISTRIBUTORS - BUSINESS ANALYTICS

GSCL Business Analytics - Customer Churn Predictions



Activities
→ Identify churn predictors to model the behaviour
→ Build model to estimate churn probability based on customer behavior
Impact
→ Help achieve better customer engagement and communication
→ Cost Saving equivalent to customer life-time value of potentially churned customers

GSCL Business Analytics - Product Recommendation Engine

KEY OBJECTIVES



Activities
→ Analyse customer t-log data to understand purchasing behaviour
→ Develop recommendation system
Impact
→ The companies using recommendation engine have reported almost 35% of their revenue coming from product recommendation

GSCL PROJECT AREAS

The **Global Supply Chain Laboratory's** (GSCL) role is to work with our industry partners, generating knowledge and conducting projects that codify new best practices and create competitive advantages.



Excellence • Leadership • Knowledge

TALENT INCUBATOR

The **Talent Incubator Program** is a prime research program located at Texas A&M University, focused on developing undergraduate student talent.



RECENT PROJECTS

- Cost-to-Serve Model
- Customer Managed Inventory
- Managing & Leveraging Customer Information
- Building And Effective Sales Planning Process
- Growth Initiative: Based Solution Selling
- Digitizing End-to End Sales Process
- Supplier Alliances: Moving Beyond the Gross Margin
- Customer Potential Identification

INDUSTRY CONSORTIA

"A collaborative research effort that brings multiple distribution and manufacturing firms and industry associations across diverse lines of trade together to solve an industry wide challenge."

DIGITIZING THE SALES PROCESS CONSORTIUM

- The Digitizing the Sales Process Consortium firms come from multiple channels and represent some of the key thought leaders in the digital distribution field.
- The DSP Consortium developed and documented enablers of digitization, digital best practices and tools associated with sales activities resulting with a compendium of applications and frameworks about digital competitive processes.

CONSORTIUM OVERVIEW



- 18+ Companies from multiple channels have participated so far.
- Developed and documented digital best practices.
- Ad hoc analysis of publications, interviews and process documentation with the consortium firms and industry trends analysis.
- Integration of the research findings into frameworks describing distributor digitization.



PROFESSIONAL DEVELOPMENT

The Read Center works with industry leaders and their projects to discover new ways of productively and profitably servicing the needs of the marketplace. We offer **customized** and **open enrollment** professional development programs so that personnel training fits the company's specific needs.

PUBLICATIONS FROM PAST CONSORTIA



PAST CONSORTIA

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	

PROFESSIONAL DEVELOPMENT PROGRAMS

Program Name	Custom	Fundamental	Intensive
Branch Planning/Management			
Building Competitive Distributor Capability			
Customer Stratification			
Digitizing the Sales Process			
Inventory Management			
Optimizing Business Analytics			
Optimizing Distributor Profitability			
Optimizing Supplier Alignment			
Optimizing Value Added Services			
Pricing Optimization			
Strategic Planning for Growth			

POPULAR PROGRAMS

**CERTIFICATE IN DISTRIBUTION
PROFESSIONAL MANAGEMENT:
SESSIONS 1-3**

Session 1:
**Optimizing
Distributor
Profitability**

Session 2:
**Generating &
Managing
Growth**

Session 3:
**Distributor
Capability
Development**