



Press Release

*Media Contact:
Denise Klarquist
+1 415 830 6098
dklarquist@gmail.com*

Supply Risk Solutions Accelerates Supply Chain Crisis Response

New enhancements added to supply chain crisis alerts

REDWOOD CITY, Calif., May 23, 2011 – Supply Risk Solutions, the cloud-based supply chain risk management service, has announced important enhancements to its one-of-a-kind manufacturing supply chain crisis alerts. Supply Risk Solutions has added to its crisis alerts to cover disease outbreaks and cyber threats and to include a crisis news monitor in addition to its existing natural disaster alerts. These alerts list the customer's specific supply chain factories in the crisis area along with emergency contact information. Customers also have continuous access to an interactive online map showing current global crisis events along with the customer's supply chain factory locations.

Supply Risk Solutions revolutionizes crisis awareness with the only service to combine supply chain factory location awareness with global crisis monitoring. Supply chain crisis monitoring is an essential element of Supply Risk Solutions' unique cloud-based supply chain risk management service. Supply Risk Solutions' service costs a fraction of a typical "Do It Yourself" approach and is far more effective.

"Crises can strike a global supply chain at any time. When they do, it is essential that supply chain managers immediately zero in on affected sources of supply and communicate directly with supplier emergency contacts. Rapid crisis response increases a manufacturer's options for mitigating production sourcing shortages that can impact revenue," explains Patrick Brennan, CEO of Supply Risk Solutions.

Mr. Brennan continues, "The current problem for large manufacturers is that they cannot quickly determine all of the suppliers that may be affected by a crisis event. Weeks can pass before they can obtain a complete picture. Supply Risk Solutions gives that picture within minutes of a crisis. Rapid crisis response is essential to ensuring supply chain continuity."

How Supply Risk Solutions Crisis Service Works

- Before a crisis hits, Supply Risk Solutions collects factory location and risk information on its customer's behalf for the customer's supply chain.
- Within minutes of a crisis, customers are alerted via email and RSS about supplier plants in the vicinity along with supplier emergency contact information.
- Manufacturers have immediate online access to a global map showing their supplier factory locations and all current crisis events including natural disasters, disease outbreaks and cyber threats, and crisis news.
- Interactive features allow manufacturers to select all supplier factories within any distance of any crisis location and to produce reports including site emergency contacts and factory risk reports.



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Supply Risk Solutions Alerts Speed Manufacturer Response

Typical supply chain crisis services provide global alerts without relation to a manufacturer's supply chain factory sites. Such alerts require manufacturers to match their own supplier database with crisis locations. Not only is this time intensive, it can also overlook critical factory locations such as small single or sole source suppliers for which the manufacturer may have only have invoicing or sales office addresses.

The Supply Risk Solutions solution dramatically speeds manufacturers' crisis response by real-time matching of their supply chain factory locations with current crisis events.

About Supply Risk Solutions

Supply Risk Solutions is a cloud-based service that protects manufacturing revenue through a comprehensive risk measurement and reduction regimen for large manufacturers including leading electronics and aerospace companies.

Costing a fraction of a "Do It Yourself" approach and far more effective, the comprehensive service includes supplier financial risks, disaster preparedness, social responsibility, security, quality/delivery incident notification, supplier factory visibility and crisis management.

Supply Risk Solutions was founded in 2005 and is headquartered in Redwood City, CA. To learn more, please visit www.supplyrisk.com

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