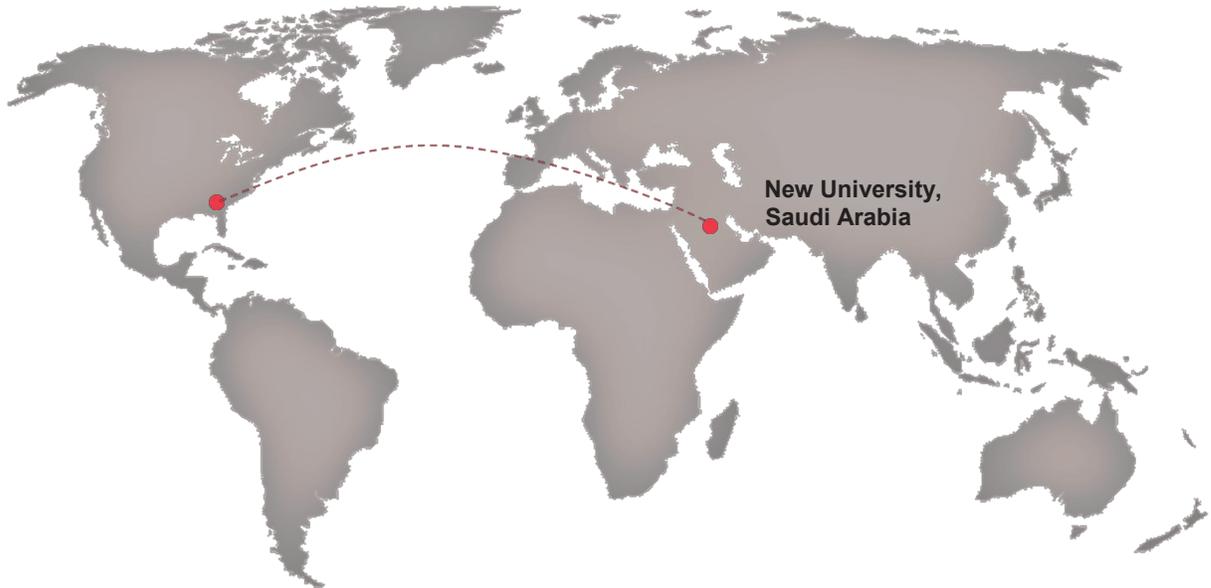


## Building a World-class R&D Center



### Situation Analysis

- **Decision:** Build new graduate-level research university
- **Goal:** Make the institution one of the top 20 R&D universities by 2020 and consist of 10 primary research centers with 1,000 faculty and 5,000 students
- **Challenge:** Develop a world-class supply chain in order to create an environment in which top researchers from around the world could be recruited and retained

### Partnership Approach

- Designed supply chain model to revolve around the end user
- Build infrastructure and develop operating procedures
- Worked with end users on product selection and provide expertise with on-site logistics and sales consultants
- Worked with local dealer with objective of transfer of knowledge to ensure a sustainable supply chain
- All aspects of the supply chain were developed including order and delivery management, IT systems, supplier development, recycling and waste management, regulatory compliance, etc.

### Customer Value Delivered

- University opened its doors 18 months after start of construction and is a fully functional entity
- 60,000 sq. ft. stocking warehouse on-site
- Supply chain is considered one of the best models in the in-Kingdom
- Continue to work closely with University and support local dealer and in-country sales staff