



For immediate release

Qualifirst gets surprising result with JustEnough's Demand Management solutions

DURHAM, NC- October 15, 2008- Just six months after successfully implementing JustEnough's Demand Planning and Inventory Planning solutions, gourmet foods company Qualifirst Group is generating measureable results that improve service levels, save time, reduce transportation costs and even make their employees happier.

The success of Canadian-based Qualifirst pivoted on an ability to sustain high service levels. Gourmet food outlets expected products they ordered would be delivered from two widely-dispersed distribution centers precisely on schedule. But an outmoded product purchasing procedure couldn't ensure satisfied customers, especially when aggravating stock-outs resulted in unfilled orders. Hiring a full-time purchasing director wasn't the answer either.

As Qualifirst President Ray Martin declared, his company "wanted to increase our service levels but we also wanted to spend less time doing it."

Qualifirst achieved just that. In only six months, on-time product delivery improved by 12 percent to 95 percent. In addition, the time needed to finish the ordering process was slashed from three days to an hour and a half, roughly a 90 percent time savings.

Before the JustEnough deployment, all products regardless of supplier or country of origin were shipped to their Toronto distribution center first. Now, all products purchased from suppliers in the western U.S. get shipped to Vancouver on Canada's west coast. By sharing JustEnough's AgainstWaste philosophy, Qualifirst has been able to slash wasteful fuel and equipment costs for both the Vancouver and Toronto distribution centers.

Through implementing JustEnough's solutions, the company also experienced a surprising result: happier salespeople.

"Higher service levels create happier salespeople," Martin said. "They are happy when they are making money on faster returns from food products ordered through our distribution channel. Their commissions grow larger because they are able to sell more in less time and see our products delivered to their own customers in timely fashion. Otherwise they'd just lose a sale. And we might lose a customer later. This makes a big difference."

To download a complete case study on Qualifirst's success or to learn more about JustEnough, visit www.justenough.com/customersuccess.

About JustEnough

Founded in 1994, JustEnough is a global leader in Demand Forecasting and Demand Planning solutions.

Available OnDemand, OnSite and OnMobile, JustEnough's Demand Management solutions help retailers, manufacturers and wholesale distributors of every size, across a breadth of

industries, to forecast their customer demand, plan their inventory, sales and operations and then execute on those plans.

*JustEnough services more than 200 of the world's leading brands including Replenishment of **Levi Strauss's** North American stores, Inventory Planning at **Philips Lighting**, Demand Planning at **Seventh Generation**, Merchandise Planning at **Strandbags**, Master Production Scheduling at **John West Salmon**, Mobile Sales Force Automation at **Heineken** and Mobile Sales & Trade Marketing at **Cadbury**. Each year JustEnough calculates over 1.5 billion forecasts and recommends over 826 million orders to more than 8 million suppliers.*

JustEnough is headquartered in the United States with offices in the United Kingdom, Netherlands, Italy, South Africa and Malaysia.

For more information visit www.JustEnough.com, email info@justenough.com or call +1 (919) 956-7372