

Zethcon®

The supply chain execution partner
for market leaders

Do You Have the Answers?

In today's business environment, customers ask tough questions, demand up-to-the-minute answers, expect flawless execution and seldom settle for less than 100% compliance. And today, customers select supply chain partners that can help them improve profitability by delivering the information they need to make timely decisions and better decisions about their business.



SYNAPSE
is the answer!

How do you anticipate customer needs and deliver them in a way that adds value to their bottom line...and yours? How do you position yourself to be a provider of choice in today's competitive marketplace?

Synapse, by Zethcon, is a real-time, RF-based warehouse management system (WMS) that helps drive superior performance in warehouse logistics. Synapse enables you to harness the power of information that can make you invaluable to your customers, a more agile competitor and a market leader.

- Synapse gives you the tools you need to respond to increasing customer demands, expectations and questions.
- Synapse provides information that improves accountability, responsiveness and innovation...and that's good for you AND your clients.
- Synapse enables you to become an indispensable player in the complex supply chain and compete more effectively for new business, more business and larger customers.
- Synapse allows you to track, capture and bill for every service-related aspect of your business...so you operate more efficiently, generate more revenue and deliver mission-critical information that your clients pay for.
- Synapse is scalable and accommodates multi-site facilities with more than 1800 users as easily as it can those running a single facility with a handful of employees...it's customized to your unique needs.
- Synapse is delivered as a "drop in solution" which Zethcon has customized to your requirements so that you can focus on your business, not technical issues.

**What happens
when customers
call with these
questions?**

*Can you tell me all the
serial numbers shipped to
zip codes 37013-37377 in
October of last year?*

*Can you show me all the C
of A's for this lot of product
received in March of last
year?*

**With Synapse™
you'll have a
complete report
within minutes.**

*We just landed Wal-Mart
and need to ship compliant
UCC128 labels to them in a
week. Can you do it?*

*We need a full-blown returns
management process. Can
you handle that?*

**With Synapse,
"of course!"
is your response.**

What Our Clients are Saying:

"The Synapse product is robust and bullet proof. The Zethcon folks understand our industry and our clients. This powerful combination of product and people has propelled our company to the next level."

— Arthur Barrett
Barrett Distribution



The most effective warehouse software system on the market

Synapse turns data into a value-added information asset. With Synapse, you have the answers to whatever questions your customers might ask because the system captures data that becomes meaningful information about your business and theirs and does so easily, quickly, and in a form that is billable. The result? You boost productivity and efficiency, improve inventory and shipping accuracy, and deliver superior customer service that your competitors can only hope to emulate. Your customers quickly realize that they can depend on you — not only for error-free operations, but also for information that will help them make better business decisions that ultimately save them time and money.

Information is a key differentiator. It can help you stand apart from others who are simply in the “pick and pack” business. Delivering high-level, meaningful information about operations, transactions and revenues gives you the competitive edge you need to acquire larger customers and keep up with changing market conditions.

Synapse positions you for today... and tomorrow...

How do you differentiate yourself from other warehouse logistics providers? How do you assure your customers that you have the capabilities to keep up with the growing demands of customers, regulators, and suppliers — now and in the future? The nature of warehouse management is changing and Synapse customers are well-prepared for the challenges as they occur, so you can:

- Conveniently run an improved warehouse operation, even on paper or in a mixed mode with RF, from the most basic business to the most complex
- Deliver service extensions that go way beyond picking and packing
- Customize deliverables to complex and ad-hoc requirements
- Meet the growing and all-important direct-to-consumer demands
- Accommodate trans-loading and cross-docking requirements
- Substantially enhance the customer experience
- Boost the bottom line: Do more with less and add capabilities
- Eliminate costly mistakes due to human error

The warehousing and 3PL business is being squeezed. Demands for information, compliance, error-free operations and value-add customized services make it imperative that you deliver more AND hold down expenses. Synapse enables you to fulfill diverse customer demands for customized services and reporting and deliver information quickly and easily. You run a report overnight and provide your customers with a timely informational report to read with their morning coffee! With Synapse, you can answer any question you're asked... no matter how detailed your customers want it. Bottom line? Synapse is great for customer service and for generating revenue. Synapse positions you for whatever the future may bring. It helps you grow and improve your business.

E-commerce continues to change customer expectations

Retailers, like consumer electronics companies, satellite TV providers, houseware vendors and online computer retailers, for example, want to deliver the ultimate direct-to-consumer experience...and handle returns quickly and efficiently. Synapse handles direct-to-consumer fulfillment, with customized packaging and handling, easily and cost-effectively. And because Synapse technology is system directed and track-able, it helps you free up resources. Synapse automates so many warehousing functions with accuracy and consistency that you can employ lower-skilled workers or reduce headcount. We help you save money without sacrificing service. That often frees up capacity for other profitable, revenue-generating activities.

Don't let opportunity — and profits — slip through your fingers

Use Synapse to help you reduce order cycle cost and execution time, drive value-added services, optimize warehouse and inventory systems; use our technology as a competitive weapon.

Synapse's value-added services give you a competitive edge

How do you attract new customers, grow those you have and generate more revenue and profit? The answer is simple but not easy: Deliver more value to your customers. Synapse, with its robust features, provides the tools you need to expand your business and attract new and higher margin business from companies that will value what you can deliver.

What Our Clients Are Saying

“Zethcon really understands the 3PL business, and they consistently demonstrate their experience in ways that help us add value to our business. They are resourceful and responsive and we know we can count on them.”

— Scott Hothem
Sr. Vice President of Operations
Pacific American Services

Drive innovation.

Outperform competitors

Accelerate results

...and do it all with
the right partner



In addition to standard WMS capabilities, Synapse has versatile features that can set you apart from other 3PLs. They can help you compete more effectively for new business and demonstrate to your existing customers that you are there to provide added value as they grow. Some of the very strong features that our clients depend on include:

Internet Enabled

Synapse provides rich functionality via standard web browsers. Users can enter orders, view inventory, and even run reports online. This allows both employees and customers to have immediate access to critical information.

Real-time RF

While Synapse can be configured to support label-based and paper-based activities, true real-time information can be maintained by using RF-enabled transactions. RF hardware and software products have been integrated with Synapse to enable real-time processing.

Pick and Pack...Plus

Synapse supports flexible pick & pack options that accommodate both direct-to-customer and business-to-business customers. The system can suggest appropriate containers, display order-specific packing instructions, print carton and order-specific documents and labels, force confirmation of carton picking accuracy and route cartons/orders to weighing and manifesting stations for consolidation and shipping.

Handles Returns with Speed and Agility

Synapse provides customizable "return to vendor" status codes that can be captured during the returned goods receiving process. Returned products can be routed for inspection, quality control, rework, repackaging, re-inventorying, salvage, destruction or "return to vendor."

Salvageable returned goods can be segregated into inventory classes including regular, rework, returned merchandise—sellable and returned merchandise—scrap.

Custom Kitting and Assembly to Meet Different Clients' Demands

Synapse automates the process of creating "new" items from multiple individual items and handles the inventory management associated with these kitting processes. Synapse provides both made-to-stock and made-to-order kitting capabilities.

Custom Label and Document Generation

Customized labels (bar-coded and non-bar-coded) and packing/shipping documents can be printed during pre-defined business events to meet customer and consignee requirements. Avoiding time delays in product labeling can result in significant inventory carrying and warehousing cost reduction.

Customized Reporting and Electronic Distribution

While Synapse provides a variety of standard reports, custom reports can easily be created and saved for future use. Standard inventory reports can be generated by product, consignee, date and/or location. Synapse can automatically generate and transmit (via fax and/or email) customized reports to multiple supply chain partners when certain pre-defined business events occur.

"We've worked with Zethcon since 1998 to make sure we're on the cutting edge of WMS technology."

— Bob Spieth,
Executive Vice President
Ozburn-Hessey Logistics

SYNAPSE

Synapse™ is just the beginning of a long, beautiful relationship.

At Zethcon, we know that software is only as good as the people using it - and the people standing behind it. That's why, when you select Synapse™ as your WMS, you get the power of our technology plus the expertise and dedication of Zethcon's people. Many were "born and bred" in the 3PL business and have years of proven experience. Synapse™ is designed for 3PL owners by 3PL experts—ones with exceptional real-world experience. We have had clients say that great customer service and 3PL knowledge must be "in our bones" because we do it well. You can count on getting our time, attention and know-how whenever you become a Synapse™ user. We rely on the long-term relationships with our clients to help ensure that we make the most valuable improvements to our products and services on a continuous basis. And frankly, we've been told we're doing a good job.

Besides being there for you with helpful, expert assistance, we can help you prepare to sell and service the major retailers like Wal-Mart, Target, Walgreen's, Kmart and others. Zethcon expertise and Synapse™ capabilities can streamline your operation so that you never have to experience a "charge-back."

Some of our clients know little or nothing about technology and they chose us as their partner because we have a solid reputation for "being there" when you need us. We make sure that Synapse™ is a painless installation and aligns with each client's unique operation. We are the partner who makes sure that you're not left with newly installed software and wondering "now what?" So, whether you are tech-phobic, low-tech or tech-wizards, we'll be with you every step of the way...helping, guiding, teaching, and streamlining the technology for your operation. We will make sure that you reap the benefits of your investment right from the start. We're so committed to your satisfaction that we won't leave until we're both satisfied that you are completely comfortable with your Synapse™ investment. And we're accessible any time you have a question about how to use Synapse™ to take your business to the next level.

Make the right choice...choose the right partner.

Choose Synapse™ from Zethcon and partner with the best.

About Zethcon

Zethcon Corporation is a world-class provider of supply chain execution software and services. Over 30 years of technology innovation and operational experience distinguish Zethcon in its primary market: serving third-party logistics providers. The company's flagship product, Synapse™, is a market-leader in Warehouse Management Systems. Zethcon is well recognized for its deep commitment to highly responsive service and building long-term partnerships that make their customers' business better.

Contact Zethcon:

Phone: 847-318-0800

Fax: 847-318-0807

Zethcon Corporation
512 Higgins Road
Park Ridge, IL 60068-5712

www.zethcon.com

Zethcon®