

## Press Release

### mSE Solutions and Kinaxis form strategic partnership

**The management consulting firm mSE Solutions is now cooperating with the Canadian software company Kinaxis. The partners will work together to expand their worldwide customer network.**

mSE Solutions, a pioneer in consulting and implementing end-to-end optimized supply chains, is continuing to expand its business through the strategic partnership with the Canadian software company Kinaxis. mSE brings decades of experience and innovativeness in designing and implementing global process chains to the table. The Canadian software company Kinaxis is contributing RapidResponse®, which is revolutionary in the design of supply chain processes through simultaneous planning. RapidResponse® brings data, processes and people together in a single environment.

Klaus Imping, Chief Operating Officer of mSE Solutions, sees the cooperation between Kinaxis and mSE Solutions as a "symbiosis that offers our customers new competitive advantages." In order to generate added value with end-to-end supply chain planning, a comprehensive solution comprising tools, processes, organization and the people as actors is indispensable. The SC software RapidResponse is an "extremely powerful technical enabler" for this purpose.

Kinaxis' cloud-based software "RapidResponse" has established itself in recent years as a market-leading tool for Sales & Operations Planning and Supply Chain Planning. Thanks to its consistent, simultaneous planning capabilities, the software offers several advantages for large and complex organizations:

- Transition from cyclical to continuous planning
- Consistency through cross-location supply chains
- Capacity to overcome functional limitations
- Ability to respond rapidly to market and customer requirements

For mSE Solutions, the partnership with Kinaxis is an ideal expansion of its range of services. RapidResponses focuses on large global players with complex supply chains. "Our own portfolio consists of customer- and concept-specific process solutions, mid-sized-business-oriented SC solutions and SAP-related services," explains mSE Solutions COO Imping: "Now we are adding e2e planning for global organizations and can bring the full range of our experience into play."

Christian Zott, founder, owner and CEO of mSE Solutions explains: "Since founding mSE Solutions more than 30 years ago, we have pursued the idea of cross-location and cross-functional process integration. The realization of the supply chain end-to-end vision in global

organizations, as a strategic partner of Kinaxis and RapidResponse, opens up new potential for us to grow."

John Sicard, Chief Executive Officer of Kinaxis is confident about the long-standing consulting quality of mSE Solutions for this cooperation: "Strategic partnerships with leading companies such as mSE Solutions strengthen our position as a global player and fuel our global growth! RapidResponse's concurrent planning capabilities coupled with mSE's vision, expertise, and experience in 'End-to-End Supply Chain Design' will help global organizations unlock RapidResponse's full potential and gain significant competitive advantage. mSE's headquarters in Munich and their global presence will also provide the partnership with a geographical advantage to help further drive our expansion in Europe."

### **About mSE Solutions**

mSE Solutions stands for supply chain process optimization end-to-end. Our claim: "We Innovate. We Transform. We Integrate." We partner with our customers from strategy to process and from innovative idea to implementation. Our strong, investigative consulting method precisely reveals potential for innovation in our customers' supply chains. Our experience spans from innovative ideas to the implementation of changes in processes. With our expertise on the SC process and system side, these innovative ideas become operational reality. Our promise: no recommendation without commitment to implement! mSE Solutions was founded by Christian Zott in 1987. Today, with more than 100 employees in Munich, Lübeck, Singapore, Pittsburgh and Chicago, the company optimizes supply chains for clients worldwide.

### **About Kinaxis Inc.**

Offering the industry's only concurrent planning solution, Kinaxis helps organizations around the world revolutionize their supply chain planning. Kinaxis RapidResponse, our cloud-based supply chain management software, connects your data, processes and people into a single harmonious environment. With a consolidated view of the entire supply chain, you can plan expected performance, monitor progress and respond to disconnects when reality hits. RapidResponse lets you know sooner and act faster, leading to reduced decision latency, and improved operational and financial performance. We can prove it. From implementation to expansion, we help our customers with every step of their supply chain journey.

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