



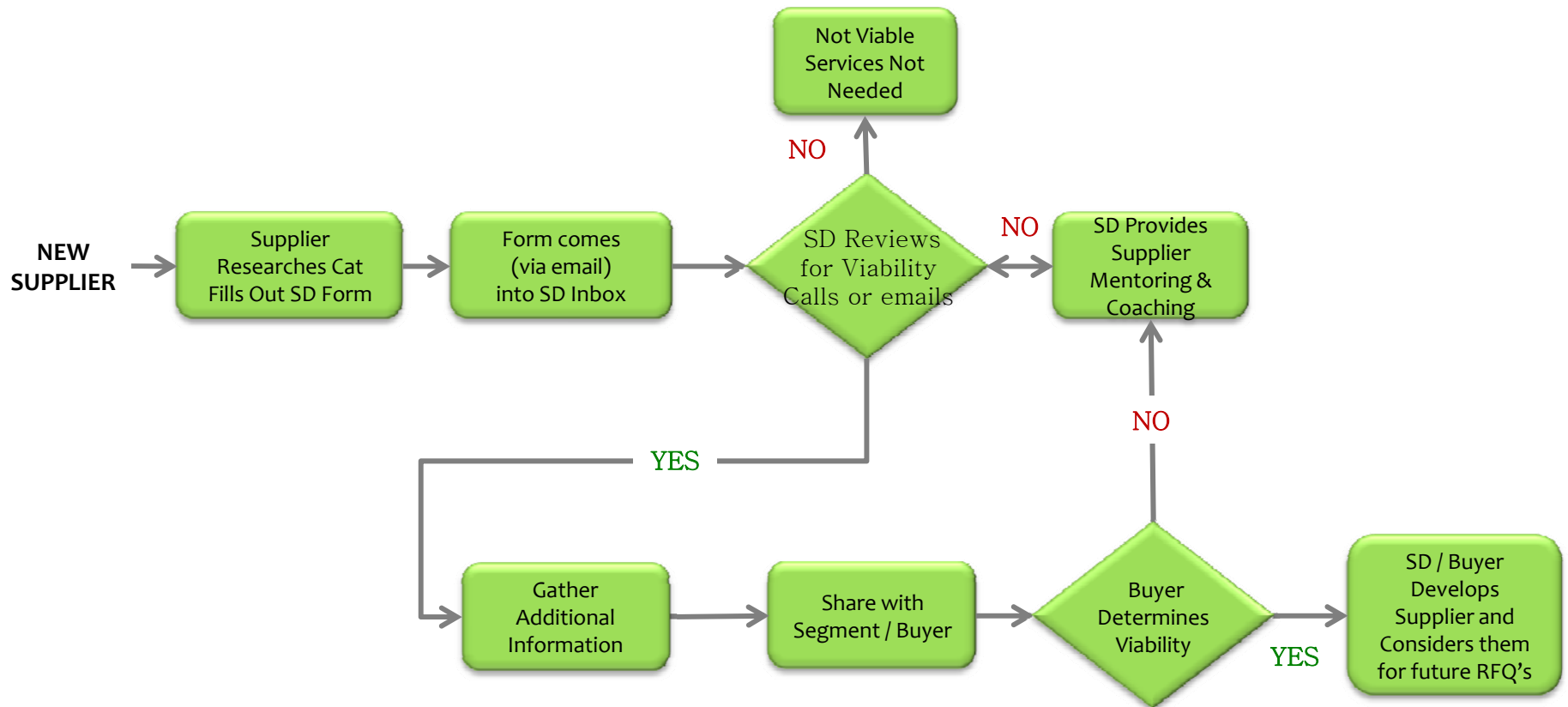
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SUPPLIER DIVERSITY – CATERPILLAR OVERVIEW

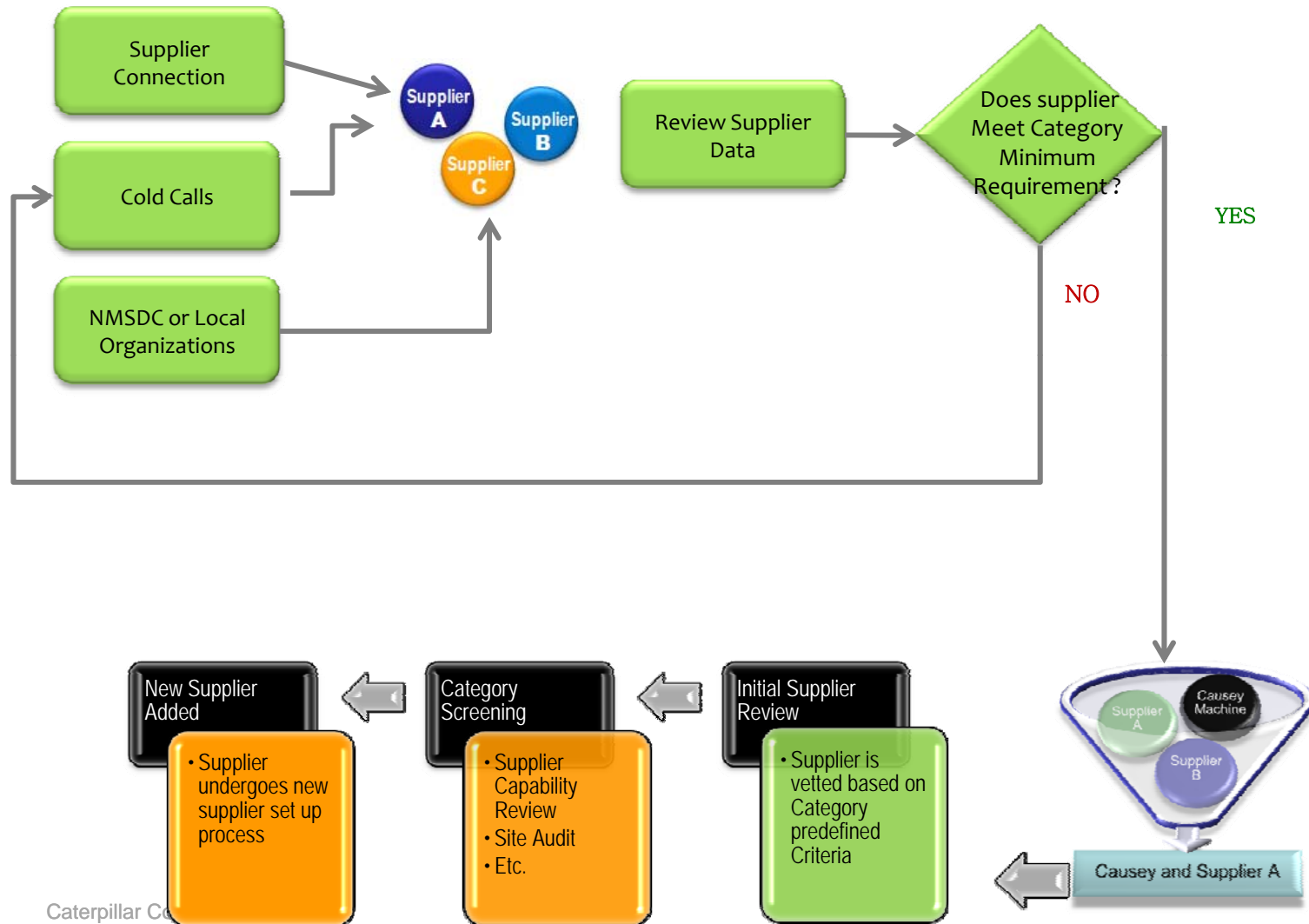
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Supplier Diversity & New Potential Supplier



DIVERSITY IMPROVEMENT STRATEGY

[SUPPLIER IDENTIFICATION]



Connecting with Your Potential Client

- Master the message. You can have the greatest idea in the world, but if you can't communicate your ideas, it doesn't matter.
- Goal Alignment: Understand your customer or Target. They care about themselves, their hopes, their ambitions. If you help your customers reach their goals, you'll win them over.
- Focus on Differentiation: Most Suppliers provide similar services so why should a buyer be interested in swapping an existing supplier for yours.
- Highlight Performance: Measureable performance such as Quality, Cost , Service level, Delivery and are key factors in sourcing decisions.
- Patience and Persistence: Lonnie Johnson's invention (Super Soaker) waited several years before being picked up and went on to gross close to \$1Billion. Great Idea, Great Product and amazing patience.

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4

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Dickson's Supplier or Vendor Selection Criteria

- Each Criteria's Priority or Importance is dependent on the Commodity or Service provided
- Not all the Criteria listed are used in the selection process however this list gives a concise view of sourcing assessments
- Understanding your commodity helps you better highlight the Vital few which your organization excels in.

Table 1: Dickson's supplier or vendor selection criteria

Rank	Criteria	Main rating	Evaluation
1	Quality	3.508	Extreme importance
2	Delivery	3.147	
3	Performance history	2.998	
4	Warranties and claim policies	2.849	Considerable importance
5	Production facilities and capacity	2.775	
6	Price	2.758	
7	Technical capability	2.545	
8	Financial position	2.514	
9	Procedural compliance	2.488	
10	Communication system	2.426	Average importance
11	Reputation and position in industry	2.412	
12	Desire of business	2.256	
13	Management and organization	2.216	
14	Operating controls	2.211	
15	Repair service	2.187	
16	Attitude	2.120	
17	Impression	2.054	
18	Packaging ability	2.009	
19	Labor relations record	2.003	
20	Geographical location	1.872	Slight importance
21	Amount of past business	1.597	
22	Training aids	1.537	
23	Reciprocal arrangements	0.610	



AGENDA

1. Who Are We-company History
2. Management Structure
3. Where Are We-(geographical Footprint)
4. Industries Served
5. Current Customers
6. Sales-domestic/Foreign
7. Code Of Conduct
8. Why Should Caterpillar Choose You?
9. Services/Products Available (Capabilities)
10. Key Manufacturing Equipment
11. Key Services Equipment
12. Capacities
13. Quality Practices
14. Performance Metrics
15. Certifications Internal
16. Certifications External
17. On-Going Training
18. Safety Practices
19. Technology & Data Security
20. Insurance (Indirect)
21. Community Outreach
22. Diversity Classification(s)
23. Cost Collaboration
24. Measuring Success
25. Client Benefits
26. Account Management-contacts
27. Summary

NOT ALL ELEMENTS ARE RELEVANT TO
YOUR ORGANISATION

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6

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Supplier Connection Member Team Meeting September 22, 2011

Conference Call In Information:

Toll Free 888 426 6840 Passcode: 7402808

Web Conferencing Platform:

1. Go to the Lotus Live web site at:
<https://www.lotuslive.com/en/>
2. Click on "Join Meeting"
in the upper right hand corner of the screen
3. For the Meeting ID cell – Type in: 3762083
and then type in your name and click "Join Meeting"

The screenshot shows the Supplier Connection website homepage. At the top, there is a navigation bar with "Sign in or Register" and "POWERED BY IBM". The main header features the "Supplier Connection" logo. Below the header is a navigation menu with "Overview", "About the program", "FAQs", and "My Supplier Connection". The main content area includes a featured article titled "Major corporations join forces to launch small business supplier initiative" with a sub-image of people in a meeting. Below this are sections for "Perspectives" (with a video thumbnail), "Latest news" (with two news items), and "Contact us". The footer of the page reads "Supplier Connection Beta".

<http://www.supplier-connection.net/>

