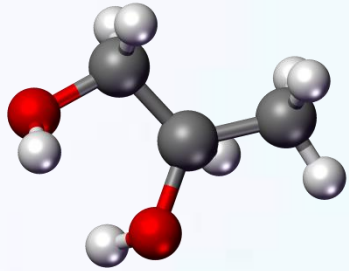


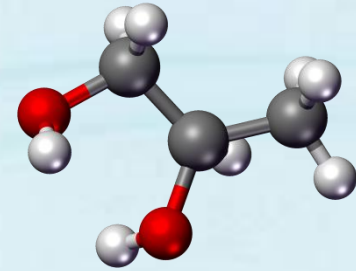
# ***Pourquoi et comment un grand groupe industriel s'implique dans PEAK<sup>®</sup> ?***

***Philippe HAUDEVILLE** - Directeur Achats - Sourcing and Suppliers Development - BLEDINA Groupe DANONE*





**Forum annuel PEAK**  
**30 mai 2011**



# Pourquoi PEAK ?



**We have a Vision ...**

Be a team creating **value**  
on **bottom & top lines**  
through **our suppliers & our stakeholders**

# We have Values ...

Danone Values reflect how we act as individuals in business, with each other, and the world around us.



## **Proximity**

- \* accessibility
- \* credibility
- \* empathy

## **Enthusiasm**

- \* boldness
- \* passion
- \* appetite

## **Humanism**

- \* sharing
- \* responsibility
- \* respect for others

## **Openness**

- \* curiosity
- \* agility
- \* dialogue

# We have our “Maslow Pyramide”



To complete with :

- RSE
- Carbon foot print
- Ecosystem contribution

# We have processes ...

## Productivity

**Brain  
Storming**

Brive

STV

VF

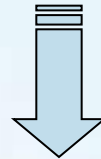
Supply  
Chain

Cap Horn  
2013

A&P

Overhead

May/June



**Evaluation  
&  
Prioritisation**

Stakes, Accessibility, mean ,required (Capex, FTE, IT...)

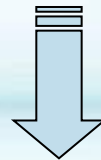
Pop / RDO in factories

A&P  
SSD Review

Supply Chain  
SSD Review

Industr Services  
SSD Review

July/August



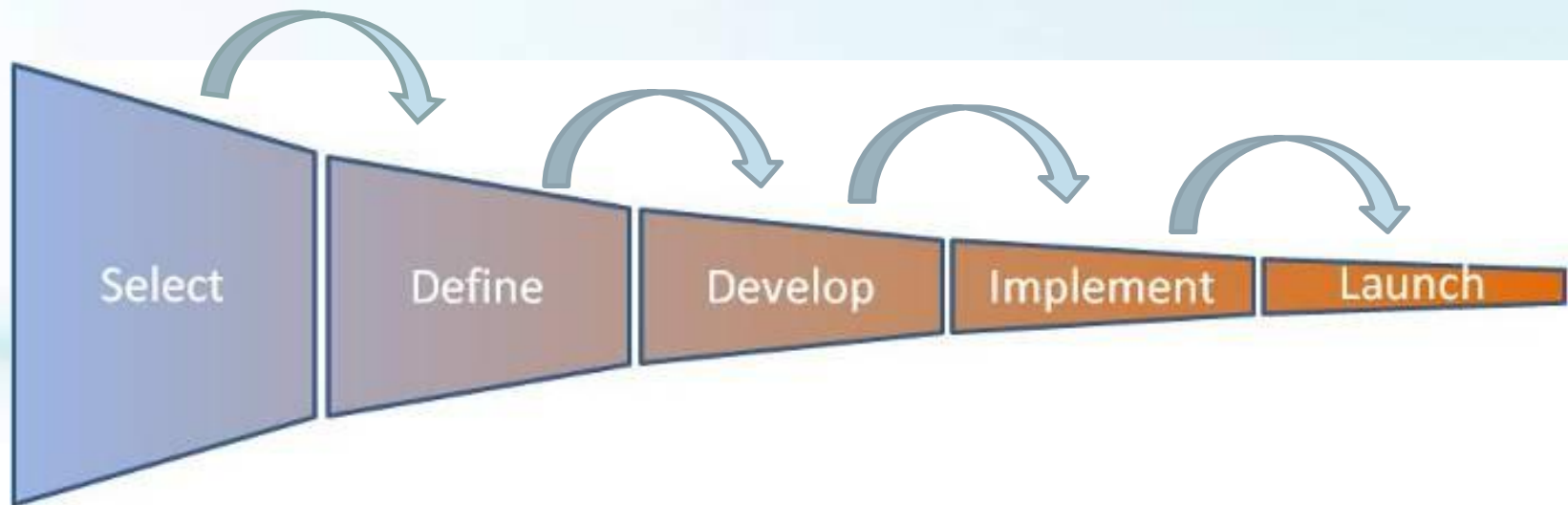
**Pipe  
for 2012**

**16 Millions euro**  
Consistent with resources allocation  
(FTE, Capex, IT...)

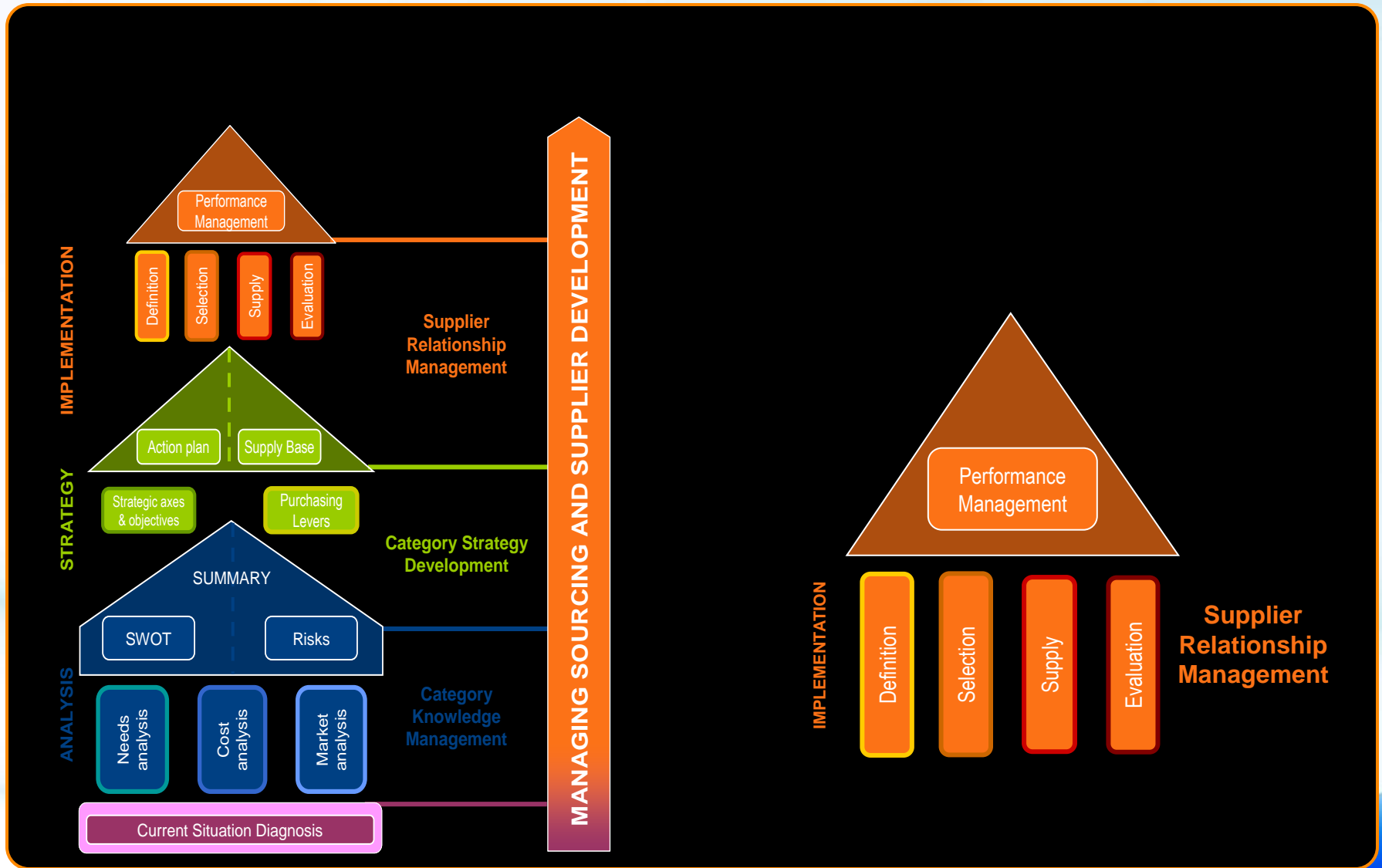
September

# We have processes ...

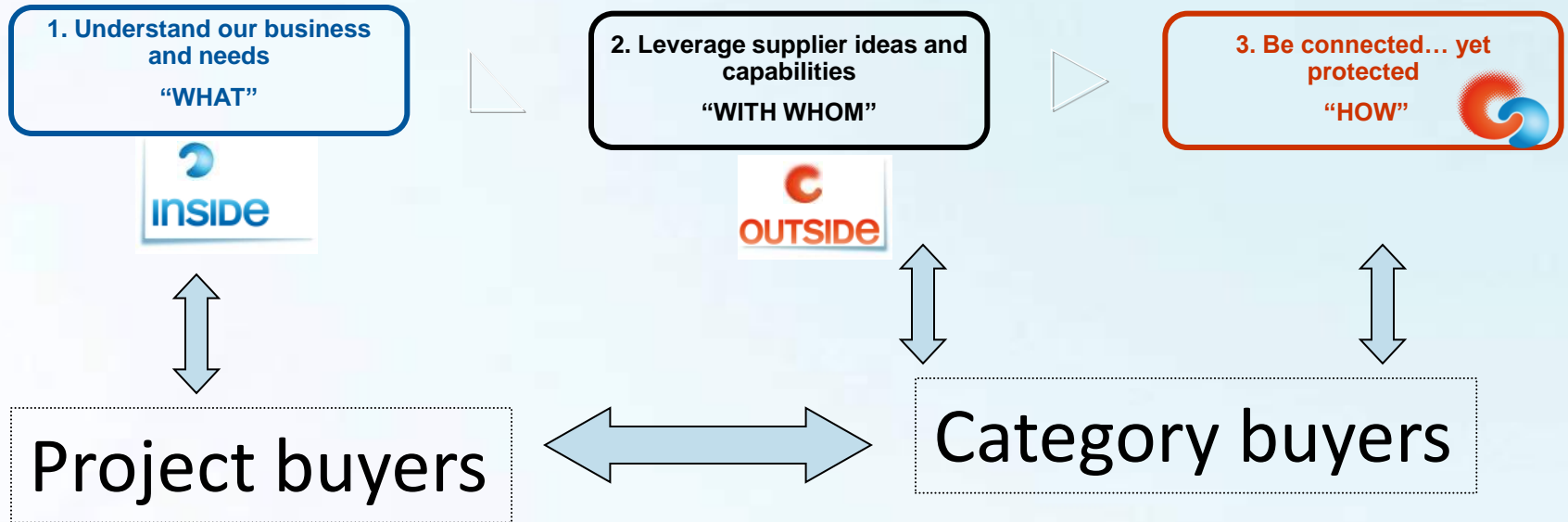
## Innovation



# We have tools ...



# We have organisation



**We reached our ambitions to :**

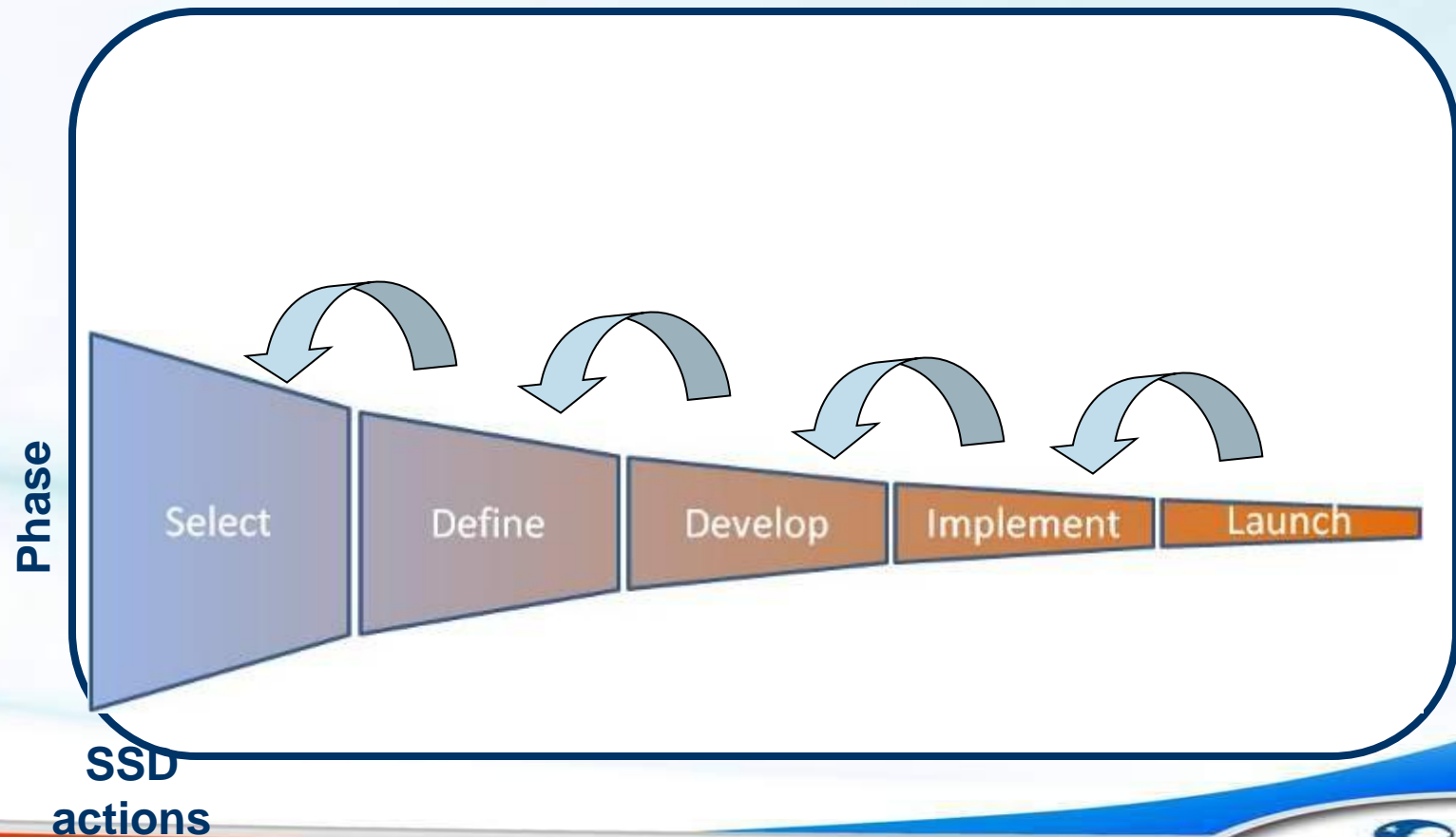
**Secure Business**

**bring right Quality and Service**

**Realize every year significant savings**

**Increase cash flow**

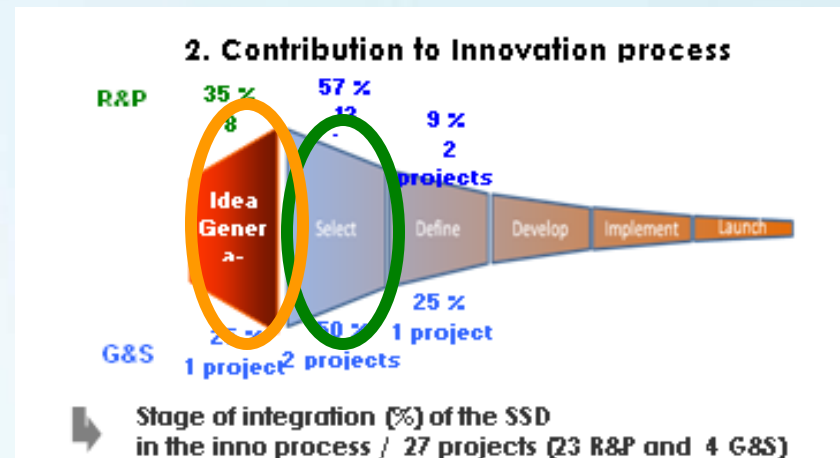
...we also reached some of our ambitions like being involved at first stage of projects



**But we are convinced that we  
just are at the beginning of the  
journey**

# Products Innovation :

How to go further and move from pull model to push model ...



Are we really recognized as key actors of innovation ? How to measure our contribution ?

How to split role and responsibilities with R&D ?

# Innovation in or thanks to Services :

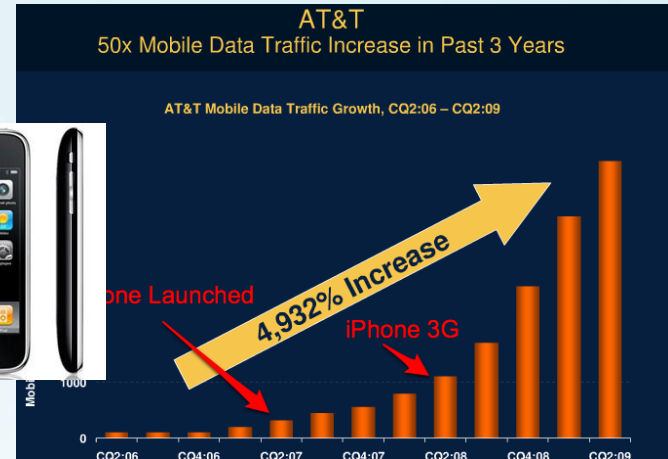
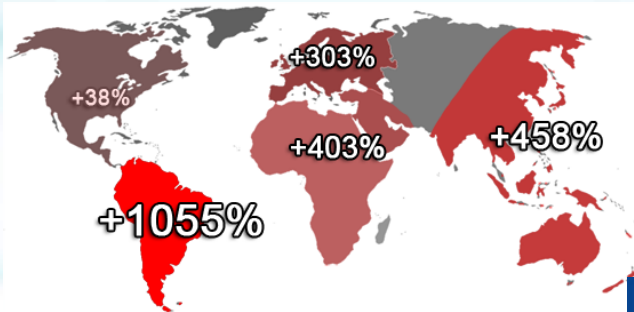
Processes ? Tools ? Lead time ?

Drive



Géolocalisation

Géolocalisation



e-business

facebook

# **New responsibilities:**

**Carbon foot print**

**Social responsibilities**

**Lean approach**

# Suppliers management :

**What is our role in SRM : functional or operational?**

**The long way to collaborative management is not only a buyer matter .**

# **SSD function has taken a key position but :**

**Not always recognized at right level**

**Sometime a fragile position (Turn over)**

**Between operational and functional role**

**Without tools to measure it's global contribution**

# PEAK concrete expectations :

Provide formalized benchmarks

Translate together concept & knowhow in concrete tools, KPI's ...

Integrate in Schools and learning programs

Edit publication

# More widely help us to :

Improve external resources management

Be positive actors of our Ecosystem

Be Responsible ( RSE )