

## **Baxter Planning Systems' Mike Ross Selected as Supply Chain Pro-to-Know**

*Supply & Demand Chain Executive magazine recognizes service parts expert instrumental in the sustained success of Baxter's sophisticated inventory planning solutions*

Austin, TX – March 10, 2014 — Baxter Planning Systems, the pioneer and recognized leader in inventory planning and optimization solutions, announced today that Mike Ross, Director of Product Strategy, has been named to the 2014 *Supply & Demand Chain Executive* list of Provider Pros-to-Know. Ross is a 20-year veteran and pioneer in the development of service parts planning software and is highly sought for his expertise in improving aftermarket service levels and profitability.

“A company must dedicate itself to continually asking how it can be better,” said Ross, who has been integral in the design and development of Baxter’s software-as-a-service offering since 2000. “One of the best things about my current role is helping clients to measure, question, and improve their service organizations, then incorporating their insights into our solution’s roadmap to make it a continually stronger and more valuable product.”

Ross was recognized by *Supply & Demand Chain Executive* for his work to streamline metrics across the service delivery process. He identifies where contradictory objectives have been assigned to functional groups comprising the service organization and recommends a unified set of metrics that benefits the company as a whole.

“In addition to acknowledging the important contributions that Mike Ross has made to our company,’ said Greg Baxter, founder and President of Baxter Planning Systems, “I’m pleased that the Pro-to-Know awards also recognized one of our clients, Randy Hill at Carestream Health. Congratulations to all the practitioners and providers who made the list.”

Hill manages operations for the worldwide service parts supply chain at Carestream Health, a provider of medical imaging systems. He led the implementation of Baxter’s tools and metrics, which have demonstrated improvements in parts availability, field productivity, and inventory costs.

### **About Mike Ross**

Mike Ross has more than 20 years’ experience in developing and implementing service parts planning solutions. He regularly consults with high-tech manufacturers and third-party service providers to build more productive, efficient, and cost-effective service organizations. Service parts planning solutions designed by Ross are actively used by many of the world’s largest service organizations, and he is a frequent speaker at industry conferences in the US and Europe.

Ross joined Baxter Planning Systems in 2000 and currently serves as Director of Product Strategy. He has been instrumental in the sustained success of the company's solutions. Prior to joining Baxter, Ross was a lead software developer for LPA Software, one of the first productized service parts planning systems. Mike holds a degree in Computer Science from Rochester Institute of Technology.

#### **About Pros to Know**

The *Supply & Demand Chain Executive* Pros-to-Know program honors leaders whose initiatives prepare their companies' supply chains for times ahead. Complete awards coverage will appear in the March 2014 edition of *Supply & Demand Chain Executive* in print and online at [www.sdexec.com](http://www.sdexec.com).

#### **About Baxter Planning Systems**

Since 1993, Baxter has developed solutions that meet the specific demands of aftermarket service, repair, and spare parts. Baxter's suite of integrated forecasting and planning applications enables companies to achieve industry-leading customer service levels while significantly increasing profitability. Headquartered in Austin, Texas, Baxter is privately held, self-funded, and profitable. Global 2000 and Fortune 500 enterprises deploying Baxter solutions include Extreme Networks, Agilent Technologies, Riverbed Technology, Alcatel-Lucent, NetApp, Kawasaki and many others. For more information, visit [www.bybaxter.com](http://www.bybaxter.com).