



Creating The Intelligent Organization

Optimizing Intelligence Resources

Cintas Intelligence Overview

- Global Support
 - Integrated Infrastructure
 - Highly Transparent, Collaborative, Fluid
 - Three Components
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Intelligence Development Steps

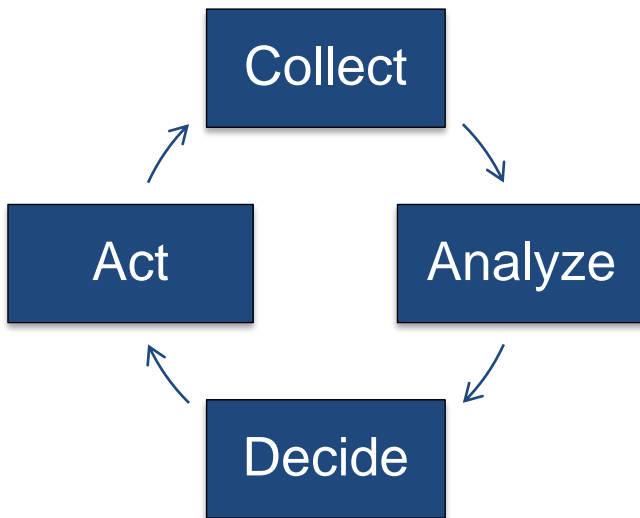
1. Establish Framework
 2. Develop Infrastructure
 3. Encourage Participation
 4. Generate Intelligence
 5. Shape Portfolio
 6. Drive Growth
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Establish An Intelligence Framework

- Focus
 - Capture
 - Establish
 - Kick-Start
-

Develop An Intelligence Infrastructure

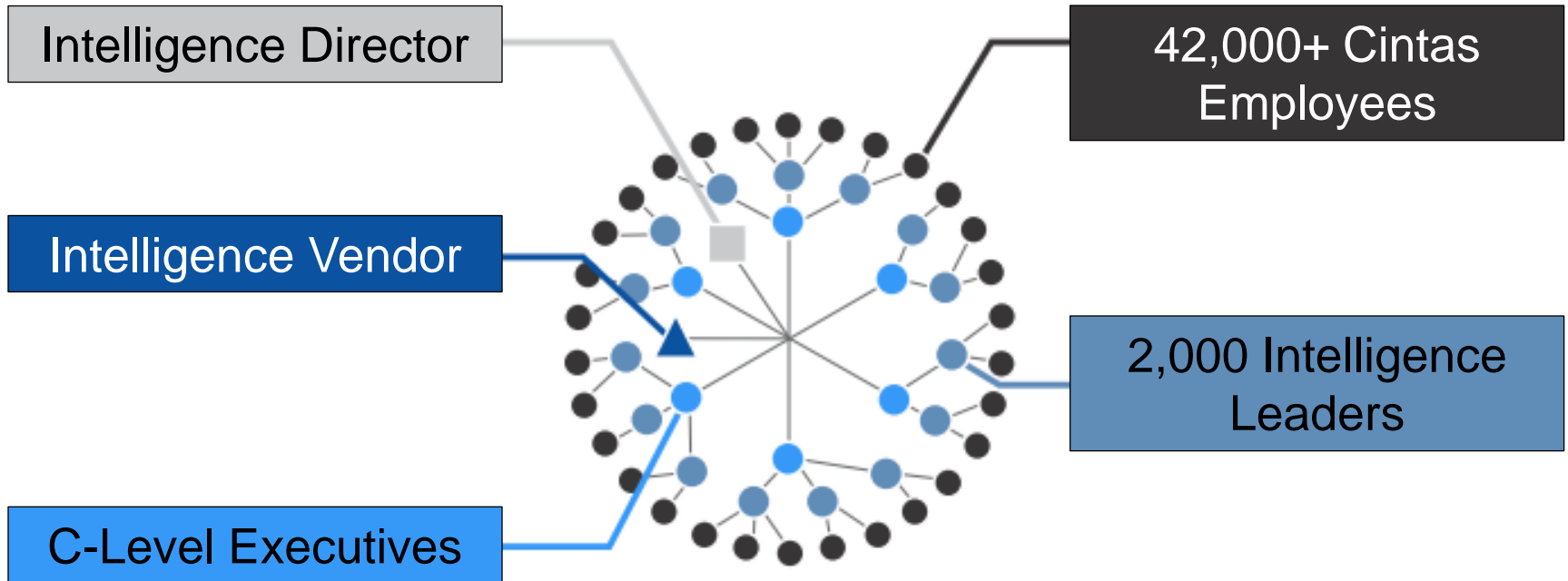
- Flexible **Process**
- Centralized **Platform**
- All-Encompassing **Network**



The screenshot shows the Cintasintelligence web application. The top navigation bar includes 'ADD POST', 'ALERTS', 'COLLECTIONS', 'TOOLS', and a user profile 'Pfeffer, Troy (PfefferT@cintas.com)'. The left sidebar contains a navigation menu with categories like 'DASHBOARDS', 'BROWSE BY TOPICS', 'FIELD SIGNALS', 'NEWS INSIGHTS', 'REPORTS', 'BINDERS', 'LOCAL INTELLIGENCE', 'WHOLE STORIES & INVOICES', 'EXECUTIVE NEWS', 'EXECUTIVE REPORTS', 'SPREADSHEETS', 'SUPPLY CHAIN RISK', and 'SEGMENT INTELLIGENCE'. The main content area features a video player for 'Introducing Aramark FlexFit, The Official Uniform of the Working Athlete'. To the right, a 'MOST READ ARTICLES - PAST MONTH' section lists several articles with dates and titles. Below the video, there are sections for 'LATEST COMMENTS' and 'COMPETITOR LOCATIONS', which includes a map of the United States with numerous colored location markers.

Intelligence Network

Network Participants

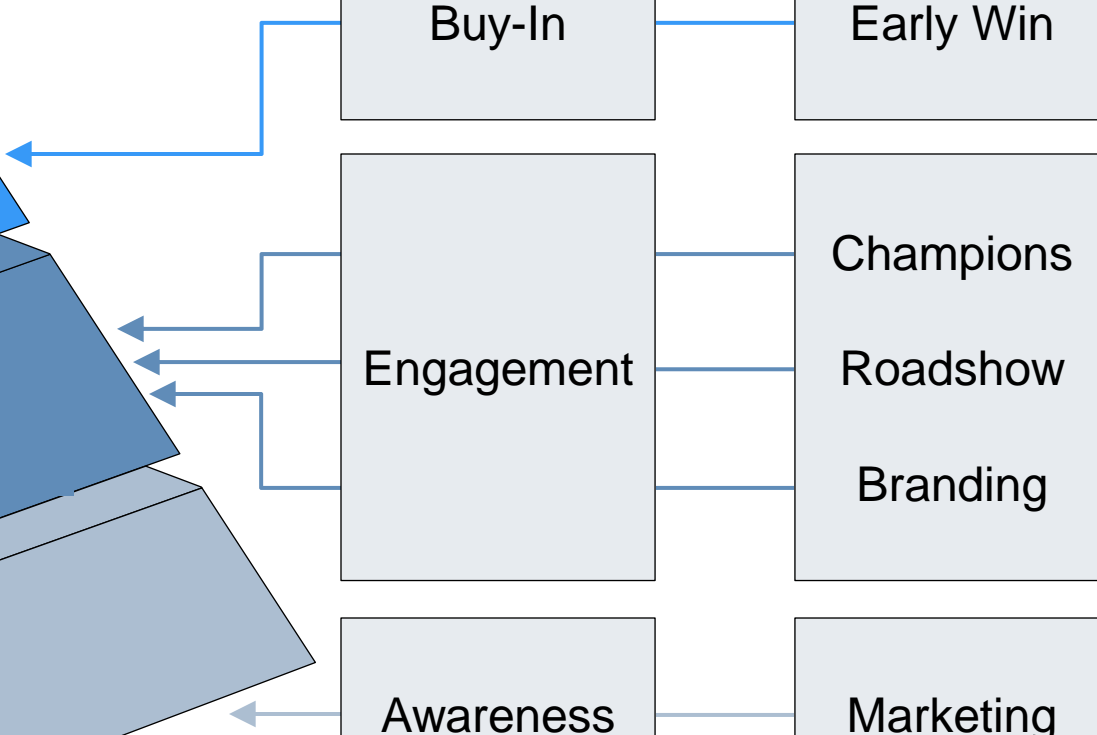
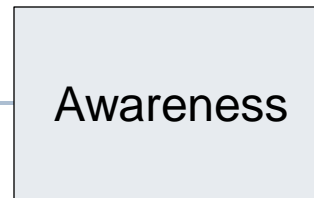
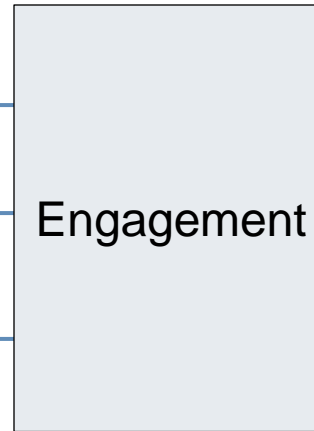
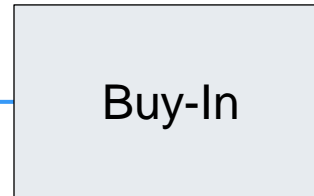
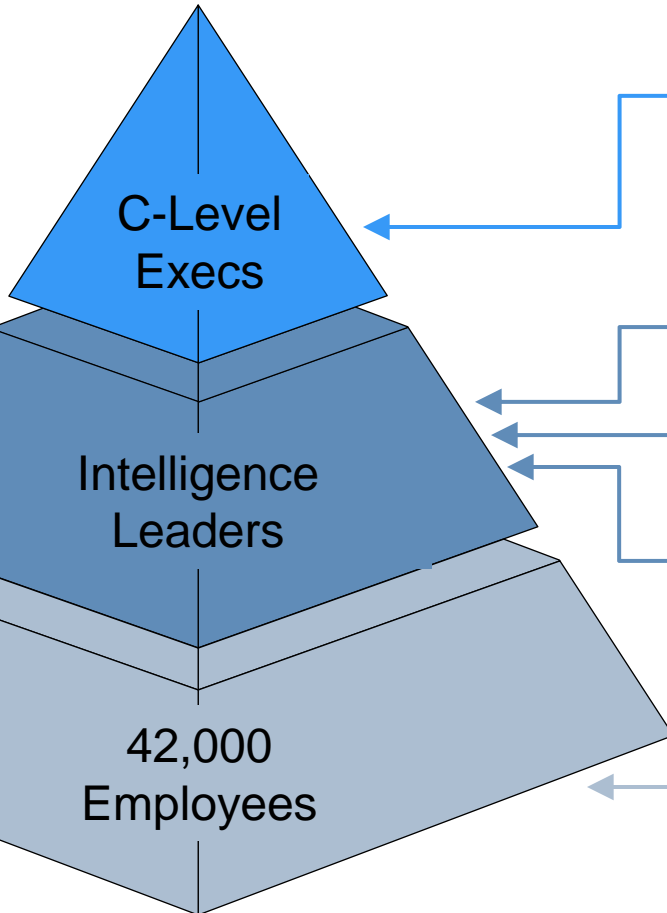


Encourage Network Participation

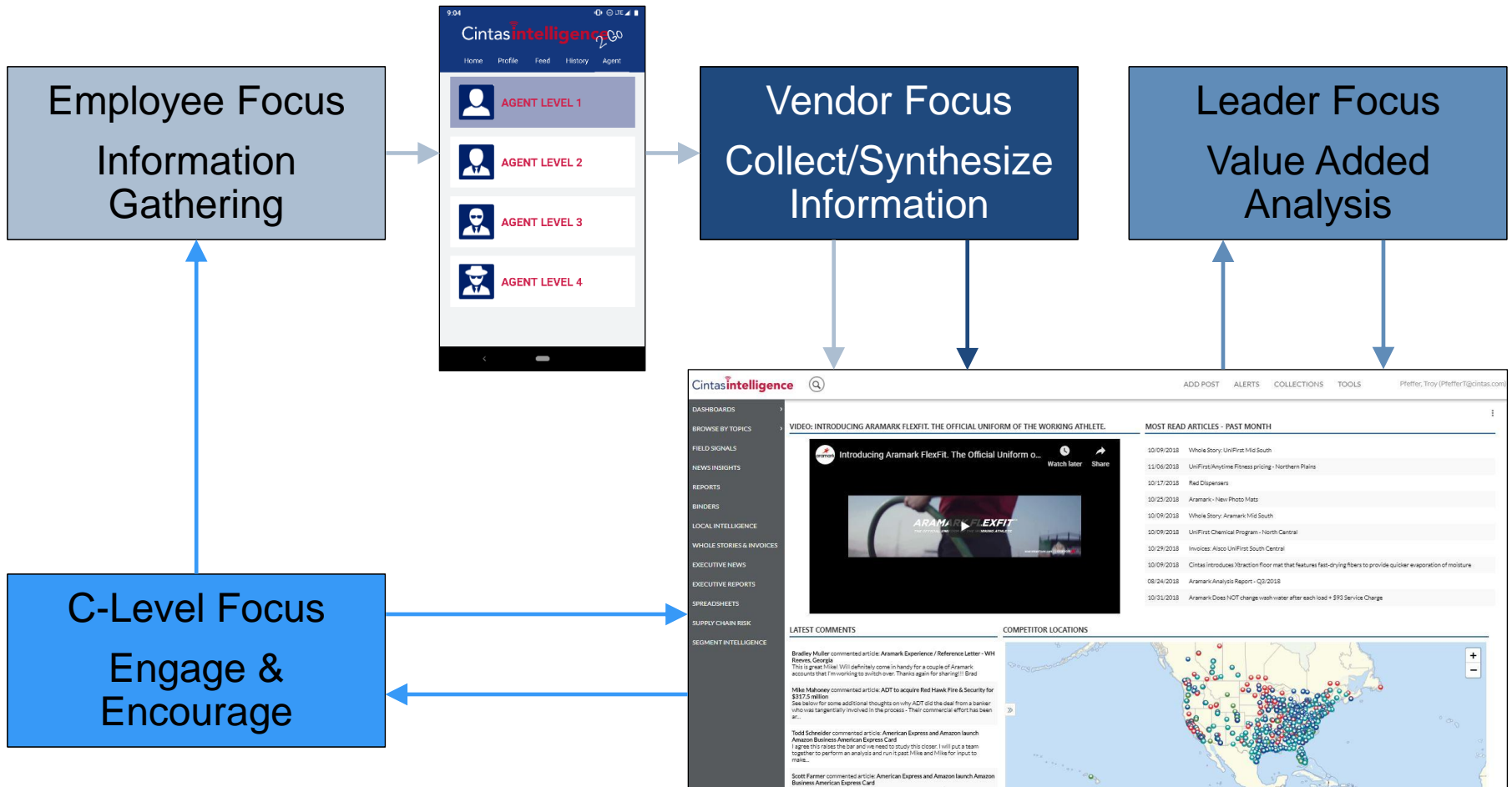
Audience

Outcome

Tactics



Generate Intelligence

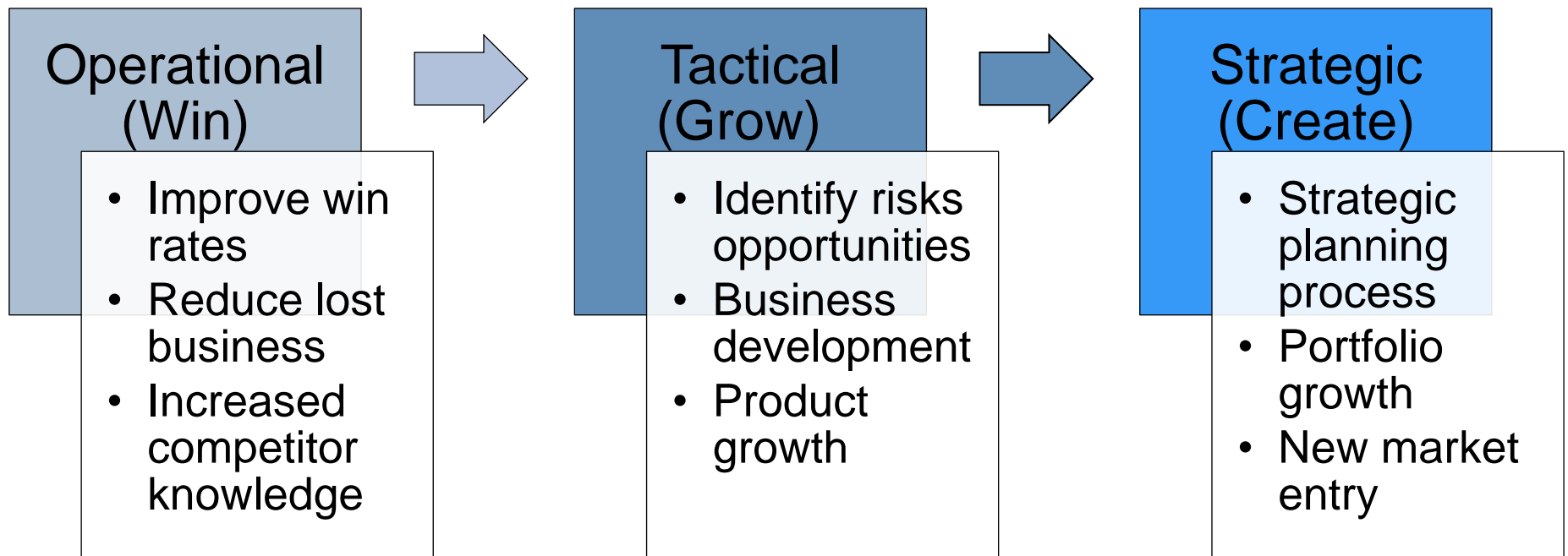


Shape an Intelligence Portfolio

Stakeholder Needs	Deliverable Frequency	Deliverables
Marketplace Activity 'What'	Daily/Weekly	<ul style="list-style-type: none"> • Daily Activity Summary • Customer Monitoring • Prospect Identification
Competitor Understanding 'So What'	Monthly	<ul style="list-style-type: none"> • Pricing/Financial Analysis • Segment Trends • Win/Loss
Trend Monitoring 'Now What'	Quarterly/Semi-Annually	<ul style="list-style-type: none"> • Scenario Planning • Macro-Economic Analysis • Early Warning
Customized Intelligence	As Needed	<ul style="list-style-type: none"> • Strategic Planning • New Market Entry • Primary Research

Drive Intelligence Growth

- Exclusivity
- Ownership
- Accountability
- Customization



The Role Of The Intelligence Person

- Nurture
 - Monitor
 - Strategy
 - Innovate
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Key Learnings

- Start Small & Focused
 - WIIFM
 - Nurture The Network
 - Network Inclusion A Privilege
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