



## MEDIA KIT



**APPLIED LOGISTICS INTEGRATION**

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**STRATEGIC BUSINESS MANAGEMENT**



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**APPLIED LOGISTICS INTEGRATION**  
**STRATEGIC BUSINESS MANAGEMENT**

**DOES YOUR COMPANY HAVE  
VARIATION IN YOUR PROCESSES?**

**DOES YOUR COMPANY PRODUCE  
WASTE AT THE END OF  
PRODUCTION RUNS?**

**IS YOUR COMPANY FULLY  
UTILIZING YOUR RESOURCES?**

**COULD YOUR COMPANY BE MORE  
EFFICIENT AND EFFECTIVE?**



## ABOUT

If you answered **YES** to any of these questions, **Applied Logistics Integration Consulting** can help you become a more efficient and effective company, and make sure that your dollars are counting towards your bottom line, not against it.

**Applied Logistics Integration Consulting** is a premiere strategic business management firm with the knowledge, passion, and experience to execute lean six sigma, process improvement, data analysis and management, supply chain management, financial analysis projects, and much more. Whether it is analyzing a supply chain for a small business or developing and executing cost-benefit analyses for multi-billion dollar programs, we have the skills to customize our analytical methodologies to address your specific requirements. Along with continuously researching the latest advancements in the operations research and business management fields, we possess a breadth of knowledge that allows us to assess each client's needs and provide a tailored and holistic solution on an individual basis.

# WHAT MAKES US DIFFERENT?



*WHEN YOU WORK WITH ...*  
**Applied Logistics Integration Consulting,**  
your experience will be personified by the  
**"ALI Consulting Iron Triangle."**



## IRON TRIANGLE

**KNOWLEDGEABLE** – Applied Logistics Integration Consulting delivers high quality, customized services to our clients in an affordable and timely manner. You can be certain that your project will be treated as a top priority, we will assess your individual needs and develop an analytical methodology to solve your specific project requirements, and that we will work hard to provide you with the best recommendations.

**PASSIONATE** – Applied Logistics Integration Consulting is extremely passionate about the services we provide. We continuously publish independent research, review the latest publications for advancements, participate in conferences and symposiums, and further our education to refine our skill sets so we can continue to offer better services to our clients.

**EXPERIENCED** – Applied Logistics Integration Consulting has worked on projects across all spectrums. We have experience both in the private and public sectors. We have executed projects ranging from small business data analysis and management to redesigning multi-million dollar supply chains to developing and executing cost-benefit analyses and analyses of alternatives for multi-billion dollar programs. Whether your company is a start-up, or a well-established organization we have the skill sets and experience to assist your specific needs.



Applied Logistics Integration Consulting's top priority is to capture each client's wants and needs and develop individualized methodologies to make sure that those desires are at the forefront of each step of the project. Every customer has different goals, strategies, and visions for their company's future, which is why we do not try to fit your project parameters and analytical methodologies into a predefined format, but instead we customize the project parameters and analytical methodologies to correlate with the unique characteristics of your project.

We truly value the feedback of our customers, and below are some testimonials which highlight the quality of services we provide, the breadth and depth of skills we possess, and most importantly, the great relationships we have with our clients.

*“Having worked with David Mahalak and his company, Applied Logistics Integration Consulting, for some time now I can honestly say it has been a pleasure. Our relationship with David has not only been a benefit to our company, but also to myself as a person. David is well organized and has a knowledge and understanding of his offerings unparalleled to others we have worked with. His ability to see situations in a different light has helped bring us to the forefront in our industry. The old adage “People Influence People” is very true when working with David and his company.*

*– Brian Marcks*

*“David Mahalak is one of the most intelligent and capable people I've ever had the pleasure to work with. He is a talented Operations Research Analyst and clearly understands the complexity of Defense Logistics operations and the Defense Acquisition System. His contributions to the development of Automated Convoy Operations (ACO), the incorporation of robotics into tactical wheeled vehicles, and trade space analyses are invaluable. David is passionate about what he does; his work ethic and contributions are the proof!*

*– Bruce Litaker*



## TESTIMONIALS

*“I have worked personally with David M. Mahalak at the Combined Arms Support Command, Fort Lee, VA, on highly technical Operations Research projects during which I observed his intellectual, technical and analytical skills in developing Analysis of Alternatives (AoA), Cost-Benefit Analysis, and Quality Function Deployment (QFD) Study Plans, methodologies, models, and analysis. David developed dynamic and revolutionary methodologies and computer models for assessing and prioritizing Joint Service robotic technological system attributes and for determining the adequacy of a number of AoA candidate robotic transportation systems. David's technical abilities were highly instrumental in the development of an integration methodology for the Department of Defense Joint Capabilities Integration Development System, the Joint Capability Technology Demonstration, and the Joint Service Acquisition Processes. David's work is of the highest quality and he attains and maintains the highest standards of performance from himself and others. Other excellent examples of David's work are very comprehensive systems analysis using Markov Chains and use of Linear Trend and Exponential Smoothing Models to forecast demand. David's acumen, inquisitiveness and intellectualism were consistently evidenced by his accurate value judgments that enabled effective, efficient, and timely completion of all aspects of his work.*

*– Dr. Fairly Vanover*

*“I was responsible for planning and analyzing cost, benefit, and performance metrics for acquiring Developmental robotic systems for the US Army tactical wheeled vehicle fleets, which gave me the opportunity to work with David Mahalak for nearly two years. In addition to providing superior service and products (information papers, briefings, spreadsheets), David always had a pleasant and positive attitude, even in the most stressful of times. David's engineering and logistical knowledge is quite broad, which he was able to apply to our projects. It would be beneficial to have David on your team.*

*– Joseph Bell*



## SERVICES

**Applied Logistics Integration Consulting** offers a wide variety of services that will be integrated in order to provide customers with the optimal product. Possessing expertise in multiple analytical fields provides us with the breadth and depth of knowledge needed to not only efficiently and effectively complete projects, but also highlight the second and third ordered effects that may result. Overall, we will provide a holistic viewpoint and understanding that allows our customers to make informed and educated decisions.

### LEAN SIX SIGMA CONSULTING:

Do your processes produce outputs with a significant amount of variation or waste?

Can your company become more efficient and effective in terms of resource utilization?

**Applied Logistics Integration Consulting** has Lean Six Sigma Master Black Belts with years of experience ready to assist your company in changing its culture and become passionate about reducing product and service failure rates, and eliminating waste. In addition to assisting your company with lean six sigma initiatives, ALI Consulting can also conduct conferences with your organization to provide overviews of lean six sigma concepts and what to expect when implementing a lean six sigma initiative. Furthermore, we can assist in training your personnel to become six sigma gurus and change agents.

### SUPPLY CHAIN MANAGEMENT:

Does your company need support or an improved logistical infrastructure?

Are you consistently delivering products to your customers on time, and at a satisfactory level that meets customer's expectations?

Do you have inventory when it's needed and where it needs to be?

**Applied Logistics Integration Consulting** uses a holistic viewpoint to analyze supply chains. The advantage of this supply chain management technique is that it focuses on optimizing the overall supply chain rather than optimizing individual, functional areas. Thus creating a more efficient and effective supply chain that meets and exceeds customer expectations. We specialize in developing and optimizing transportation networks, and making sure that you have a responsive system that has the right amount of inventory, in the right location, at the right time to satisfy your customer's needs.

### DATA ANALYSIS AND MANAGEMENT:

Does your company collect, analyze, and use data to improve operations and satisfy your customer's expectations?

**Applied Logistics Integration Consulting** uses data driven initiatives to assist your company in becoming more efficient and effective. We believe that "you can't fix what you can't see," and having the ability to collect the appropriate data, compile it, analyze it, and use it to improve your company is essential in order to meet your goals. ALI Consulting can assist you in turning your data into meaningful reports that will take your company to the next level. In addition, we have expertise in modeling and simulation, which can help show you what to expect in terms of outputs and benefits, when we use data to take your company to the next level.

### OPTIMIZATION:

Is your company minimizing expenses and maximizing revenue?

Could you be saving money by better utilizing the resources you already have, or becoming more efficient?

**Applied Logistics Integration Consulting** specializes in optimizing processes, transportation networks, inventory management, and much more. We develop mathematical programs that will find optimal solutions with the objective of minimizing your company's expenses and maximizing your bottom line. Multi criteria decision making and developing a transportation network that minimizes the costs of transporting products between suppliers, warehouses, retailers, and customers are examples of when optimization programs are invaluable.

### ANALYSIS AND CONTROL OF PRODUCTION SYSTEMS:

Do you have product in the right place, at the right time?

Are you using the right inventory system to meet your reorder needs?

Are you accurately projecting future demands?

Have you developed production plans and schedules to make sure that jobs are completed on time and you do not have bottlenecks slowing down your production rate?

**Applied Logistics Integration Consulting** utilizes a variety of forecasting, aggregate production planning, job sequencing and operations scheduling, inventory theory, and material requirements planning techniques to make sure that your company has high level visibility of demand expectations and low level control over processes to make sure that you will be able to meet the demand. Nothing is worse than missing out on potential revenue because you underestimated demand, or do not have the resources needed to meet the demand. Conversely, it is not optimal for your company to incur countless holding costs because you over-ordered, then you have to liquidate your excess inventory at a significantly reduced price. ALI Consulting can assist your company in balancing your expectations and operations to make sure that you do not experience these problems.

### FINANCIAL ANALYSIS AND DECISION MAKING:

Are you considering adding resources to a process, but are not certain if the benefits will outweigh the costs?

Are you considering buying a new asset, but are not certain which alternative is the best to meet your company's criteria?

**Applied Logistics Integration Consulting** uses advanced statistical algorithms to assist you in the decision making process. We assist you in identifying criteria that is important to your company's success, rank order your criteria, evaluate the qualitative and quantitative performance of various alternatives against your criteria, and rank order the alternatives to provide a recommended solution. Do not make strategic decisions about the success of your company's future based on a feeling, use data, structured decision making procedures, and educated judgments to make an informed decision that propels your company into success.

# MEET THE FOUNDER



## FOUNDER & CEO



**DAVID MAHALAK** *of*  
**Applied Logistics Integration Consulting**

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**David Mahalak** is the Founder and Chief Executive Officer of **Applied Logistics Integration Consulting**, a consulting firm specializing in continuous improvement through lean six sigma, analysis and control of production systems, optimization, financial analysis and decision making, data analysis and management, product development, and modeling and simulation. Mr. Mahalak believes in analyzing projects from a fully integrated or holistic point of view in order to provide a thorough analysis for our clients. Not only is it essential to recognize the main effects of a decision, but one must also be aware of the second and third ordered effects that may occur.

In 2008, he worked as an operations analysis consultant where he led and executed a wide variety of supply chain management and process improvement projects, ranging from demand forecasting to delivery route optimization to pricing strategy. In 2013, he worked as a lead logistics analyst supporting several Joint Department of Defense programs. His primary responsibilities were to develop and execute Cost-Benefit Analyses and Analyses of Alternatives, which are used to determine if a materiel solution is financially feasible for procurement and then analyze the vendors' alternatives to determine which solution best meets the identified requirements.

Education and continuous improvement are a passion of his, which is why ALI Consulting continuously publishes independent research, reviews the latest publications to be cognizant of advances in the analytical fields, and participates in numerous forums and conferences. Mr. Mahalak received his B.A. in Mathematics from Wilkes University, M.S. in Operations Research with a supply chain management and optimization concentration from Northeastern University, and is pursuing his PhD in Systems Engineering from The George Washington University. He also received his Lean Six Sigma Master Black Belt from Villanova University and a Master Certificate in Supply Chain Management and Operations from Michigan State University. In 2011 and 2015, Mr. Mahalak was inducted into the National Society of Leadership and Success and the Worldwide Who's Who organization, respectively.





## CONTACT



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