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pVelocity Suite 8.0 announces Predictive Profit Management with Profit Forecasting

Toronto, Canada – June 23, 2008 – pVelocity™ Inc., the leader in Manufacturing Profit Intelligence software, has released Version 8.0 of its pVelocity™ Suite. Version 8.0 enhances the existing profit management capability with forecast data. Forward looking profit projections based on forecasted revenue and material cost can now be imported into pVelocity. Actual performance when compared with forecasted performance, yields additional insights to forecast adjustments. Changes to forecasted revenue or costs at the customer, product, or process level can be immediately quantified to show how future profitability is impacted. Forecasted customer or product demand coupled with actual utilization adds a critical perspective in improving future customer and product mix. Combining actual and forecast profitability data at the customer, product, and recipe level will empower manufacturers to better gauge their performance, and assist them in building a more dependable, and prosperous forecast. This new functionality brings a whole new dimension to our customers that will further increase their competitive position.

AMR Research shares this view, stating “In the most successful S&OP processes, team members shared common metrics with a shared vision of success. The meetings were focused on improving performance against five commonly held metrics: forecast accuracy, perfect orders, revenue, profitability and inventory. The most successful teams also placed emphasis on these metrics in the order stated: forecast accuracy had the strongest weighting and inventory the least.”

“pVelocity is offering an unparalleled forecast assessment capability that helps enterprises weather through raw material, capacity, and demand fluctuations, and ensure enterprises stay on their profitability track.” Said Kang Lu, pVelocity CTO, “We have been working closely with our customers to deliver this offering and fill the void that exists in their ERP and Business Intelligence systems.”

About pVelocity

pVelocity's Manufacturing Profit Intelligence™ software provides manufacturers with essential intelligence about their products, customers and processes to enable better business decisions that improve profit. By bridging the gap between production and financial systems, pVelocity rapidly identifies true drivers of profitability at unprecedented levels of detail. The company has a growing list of prestigious manufacturing customers with multi-plant installations in various industry segments, including chemicals and extruded metals. With headquarters in Toronto, Canada and offices in the US and Europe, privately-held pVelocity was founded in 2001.

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