



Focus: Corporate

The fourth quarter planning meeting is in one hour, and the VP Sales just walked into your office.

They're concerned about making the year, and wondered if you would sign off on a price promotion across an entire product line.

The product line is already high volume. Based on standard costs, you know you haven't got any room, but what if raw material costs could be renegotiated in the short term? At what raw material costs could profit targets be maintained? Can existing production lines handle the increased volume, and how many more margin dollars would be generated? And what impact will this have on next year's Q1?

The VP Sales wants to know. Can the price promotion be presented at the meeting?

Can you Simulate how changes across the Supply Chain affect Assets, Customers and Products?

In an environment of wildly fluctuating material or component costs, increased customer demands, and internal pressure to deliver results, there is tremendous value in real-time, actual cost data when performing financial analyses and projections.

Traditional business systems like ERP and BI can be effective at using standard costs in backwards-looking performance monitoring, but they present a challenge when modeling and predicting effects of cost changes across linked elements like materials and supply chain, assets and facilities, and products and customers.

Often contained in siloed systems and one-off spreadsheets, actual costs provide the basis for simulations that are credible, reliable, and actionable.

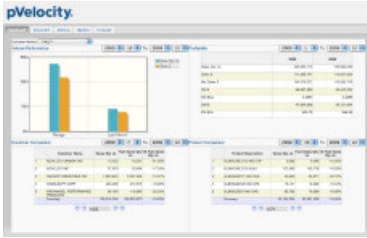
A pVelocity Price/Volume curve, highlighting a product whose price and volume went down simultaneously, indicating an opportunity to improve margin by maintaining or increasing prices in month 3.



Accurate, Up-to-Date Cost, Price, and Profit Analysis

pVelocity's Profitability & Cost Simulation Software is the only solution that uses *actual cost data* from enterprise systems and sources to achieve a rapid, consistent, and detailed profitability view of customer, product and asset performance.

- Get instant access to integrated cost and margin data throughout the supply chain
- Evaluate the impact of changing costs
- Simulate actions and outcomes of changes in pricing or other profit performance characteristics



A pVelocity Executive Dashboard showing Volume Performance, Customer Comparison, Product Comparison, and Profitability

Use pVelocity's Profit Analyzer on Customers and Products

- First, segment accounting information for a comprehensive view of client, product and asset performance
- Then, quickly analyze inter-company and external sales data to assess the impact of integrated costs and margins within the supply chain
- Finish by simulating actionable opportunities to improve the profit characteristics of poor performers

Increase the Value of Existing Systems

pVelocity integrates easily with existing systems to leverage ERP/ BI data and one-off spreadsheet information, delivering a solution that is a critical part of everyday decision making for managers across the enterprise.

Using open architecture, this collaborative application is quick to set up, easy to use, and delivers an immediate, granular view into the relationships between products, customers, markets and assets.

Use pVelocity Simulations to Quickly Analyze the Effects of a Changing Financial Picture

While it is impossible to accurately predict economic conditions, it is possible, using pVelocity simulations, to model and analyze outcomes from various scenarios relevant to your business.

Real-time financial simulations allow you to be both proactive in planning for longer term effects and reactive in tactical situations where quick decisions are required to survive and thrive.

Use Actual Cost Data to Optimize Current and Future Performance

On average, pVelocity customers improve margin contribution by 3-5% within six months of implementation

To learn more about how other companies have benefited from immediate, detailed insight into projected product and customer profitability, visit www.pVelocity.com for case studies and sample simulations.

	TACTICAL	STRATEGIC
PRICING AND PROFITABILITY	<ul style="list-style-type: none"> • Instantly analyze pricing decisions and the profit impact on a customer, product and market basis 	<ul style="list-style-type: none"> • Evaluate projected profits across entire markets based on changes in material or component prices
PLANNING	<ul style="list-style-type: none"> • Understand the impact of Payment Terms on margin by customer and product mix 	<ul style="list-style-type: none"> • Model changes in production or alternate sources of supply at an enterprise level
DRIVING CHANGE	<ul style="list-style-type: none"> • Quantify the profit improvement of reducing costs associated with energy, packaging or freight, right down to specific products and customers 	<ul style="list-style-type: none"> • Validate business cases for enterprise-wide strategic actions like make-vs.-buy, acquisitions, or expansions