

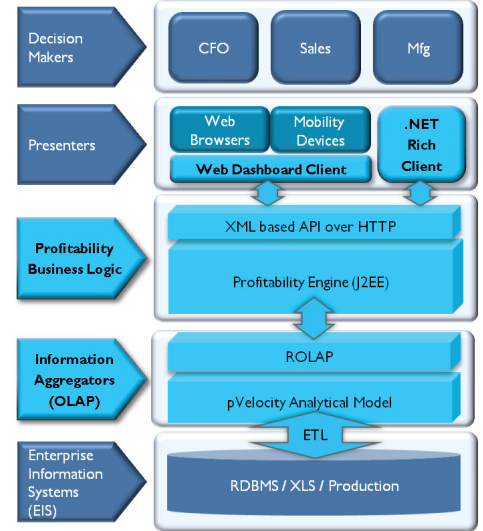
IT Information & Requirements

SOA-Based Architecture Enables Smooth Integration, Rapid Deployment and Collaborative Workflows

pVelocity's packaged Profitability & Cost Simulation Software leverages your existing enterprise systems to give frontline business managers immediate insight into product margins, customer profitability, and asset utilization, without the need for ongoing IT intervention and support.

pVelocity's use of open, standard System-Oriented Architecture (SOA) means that this solution drops easily into your existing infrastructure and works flawlessly to support multiple data sources, as if part of your original system design. Its flexible Application Programming Interface (API) also allows you to extend the software's core capabilities and configure your own front end, to match your business practices and objectives.

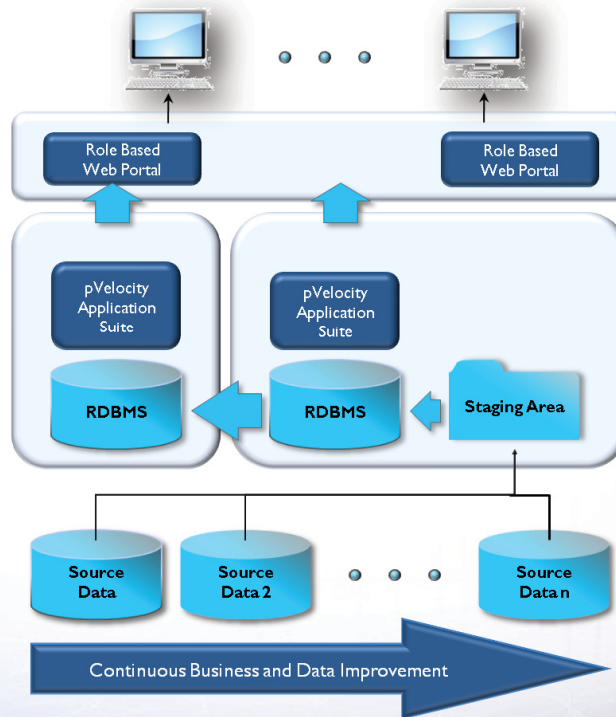
pVelocity makes it easy for users to connect with the information needed to make effective business decisions. With a typical deployment time of 45-60 days, the decision-making data will be in their hands before you know it.



Technology Platform

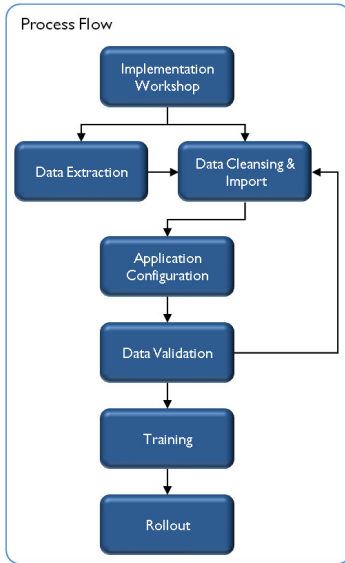
“Financial executives view their inability to measure customer and product profitability as their major technology constraint.”

GARTNER, FINANCIAL EXECUTIVES INTERNATIONAL (FEI) TECHNOLOGY SURVEY



Deployment Architecture

With its distributed, multi-instance architecture, pVelocity's profitability engine has the capability to handle any number of users, using both actual cost data and forecasts for each decision-making role



Scoping

- **Determine Scope**
 1. Target Business
 - Number of Facilities
 - Included Product Lines
 2. P&L Definition
 - Degree of Depth
 - Cost Driver Considerations
 3. Define Objectives; Examples:
 - Transparent Profit Visibility to Different Levels of the Business
 - Top and Bottom Segments of Profitable Products & Customers
 - Identify Causes of Profit or Margin Erosion
 - Actionable Decisions to Improve Profitability
- Approximately **2 to 3 months in duration**
- Typical internal IT effort approx **15 man days**
 - Part-time resource primarily on extraction and system setup
- Reduced Time to Implement Results in **Faster Time to Benefit**

Implementation Workshop

Objective: Kick-off and define a project framework that can be reused from plant to plant

Data Extraction, Cleansing & Import

Objective: Identify the process, schema, allocations, and filters required for populating the pVelocity application suite meeting the agreed upon project framework

Application Configuration

Objective: Ensure the proper formulas and views are defined

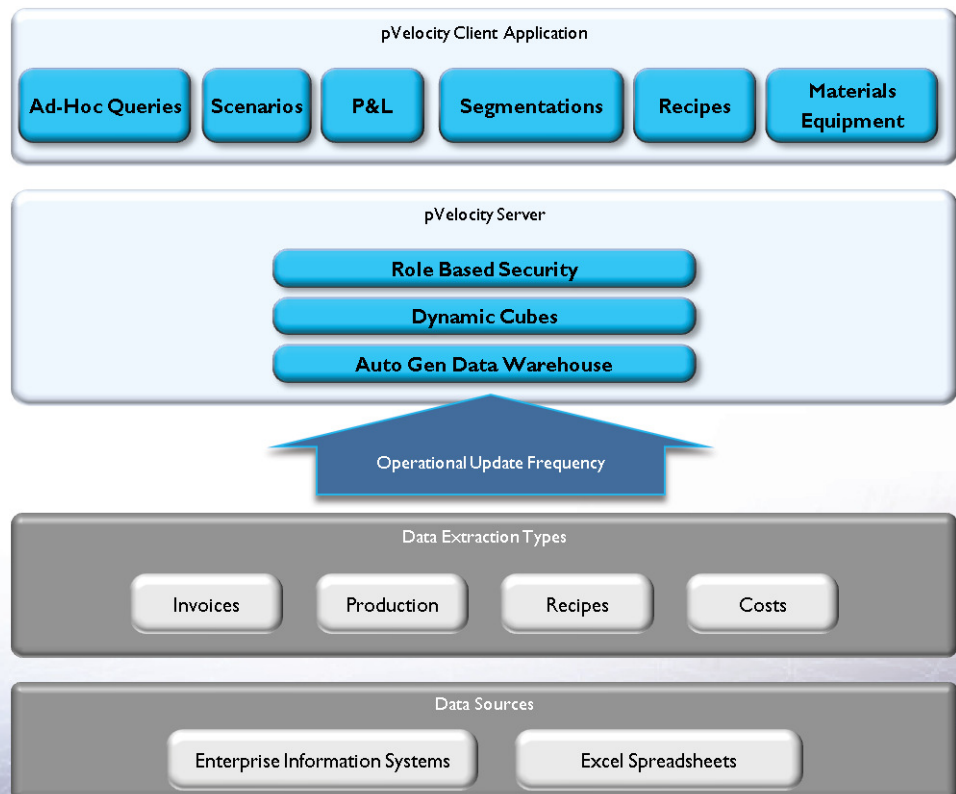
Data Validation

Objective: Cost and profitability alignment, with possible additional cleansing and augmentation of the framework

Training & Rollout

Objective: Stabilize production environment, harden production processes, and provide training to users

Conceptual Data Extraction



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