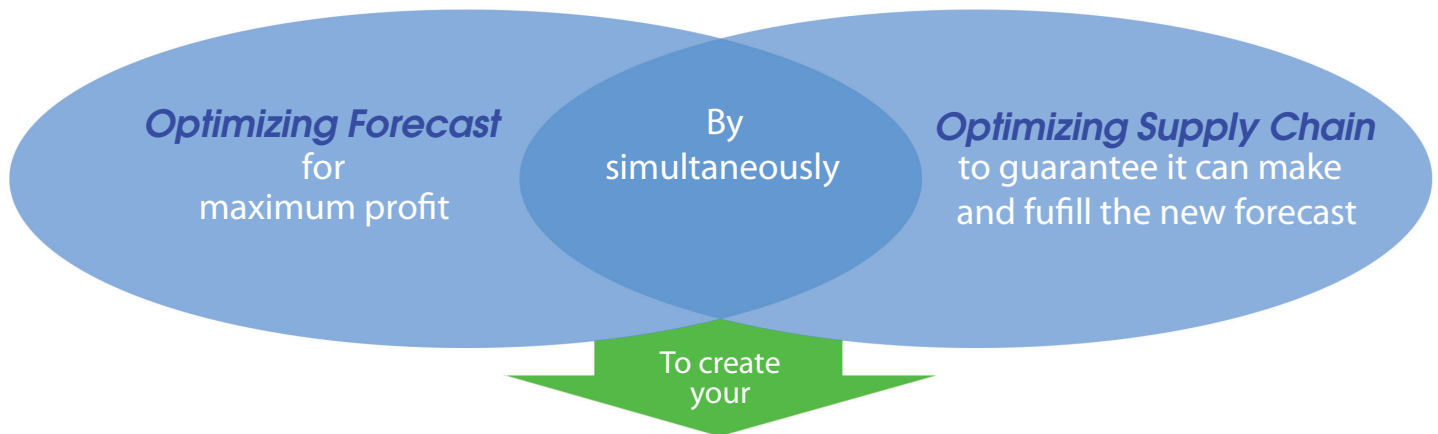


Maximize the ROI of Total Sales & Marketing Expenditures

INSIGHT in partnership with Dybvig Consulting and in collaboration with ZS Associates and Arkonas



Enterprise Master Plan (EMP)

- The resulting EMP is then passed to the financial (e.g. FP&A) and operational (e.g. S&OP) planning systems for near-term tactical planning and execution.
- The EMP value proposition is simple: guarantees the enterprise is always executing to the maximally profitable forecast with the optimally designed supply chain.

IT WORKS

- Simplified proof of concept model demonstrated ROI improvements of 27-87% which drove 28-56% improvements in profit. Call John Miller, President, Arkonas, 832.628.7630, for draft of the white paper.

IT KEEPS ON WORKING

- Sophisticated variance analysis techniques analyze the actuals as they accrue and, as required, key model parameters are modified and the ROI re-maximized.

NEXT STEPS FOR FREE PROPOSAL

1. Call Jeff Kurrenbauer, President, INSIGHT, 703.956.1423 or 703.999.1259 (cell)
 - Jeff will describe how an operational activity-based calibration model will be built of last year's income statement.
 - It will show how much revenue and profit was "left on the table" because total sales and marketing expenditures were not maximized.
2. He will schedule a meeting (web or on site) to describe the process in more detail.
 - He will also get a feeling for the complexities of your business.
3. In discussions with his partners, he will develop a FREE proposal.

FINALLY, ACCEPT JEFF'S PROPOSAL

- And, get to work implementing EMP's unique financial and operational modeling analytics to maximize both your sales and marketing ROI and your profit.