HOW MUCH PROFIT
is your current plan leaving
ON THE TABLE?



HOW *Optimized Demand-Driven Planning* (DDP) Works

By simultaneously

Optimizing Forecast for maximum profit

and

Optimizing Supply Chain to guarantee it can make and fufill the new forecast, sustainably

Your Optimized Demand-Driven Plan is created

NEXT STEPS: GET A FREE PROPOSAL

1. Call Jeff Karrenbauer, President, INSIGHT, 703.956.1423 or 703.999.2915 (cell)
   - Jeff will describe how an operational activity-based baseline model will be built using your last year's operational and financial results.
   - It will show how much revenue and profit was "left on the table" because your forecast and supply chain were not simultaneously maximized.
2. Jeff will schedule a meeting (web or with you) to describe the process in more detail.
3. In discussions with his partners, Jeff will develop a FREE proposal.

ACCEPT JEFF'S PROPOSAL and begin to maximize your enterprise's profit.

INSIGHT OUTSMART in partnership with dybvig CONSULTING

and collaboration with ZS Associates and Arkonas

THE DDP VALUE PROPOSITION is simple. It assures all the enterprise's annual planning applications are executing to the maximally profitable forecast with the optimally designed supply chain, including:

- Finance (Financial Planning & Analysis (FP&A))
- Operations (Sales & Operations Planning (S&OP))
- Sales and Marketing (Marketing-Mix Modeling or Sales Resource Optimization)

Finally, in so doing, the DDP

- assures ALL your functional silos are harnessed to the maximally profitable forecast
- maximizes the ROI of total sales and marketing expenditures

IT WORKS

- Simplified proof of concept (POC) DDP model demonstrated ROI improvements of 27-87% which drove 28-56% improvements in profit.
- An article was published in Wiley's *Journal of Corporate Finance and Accounting*, May/June 2014 issue, titled "Enterprise Master Plan (EMP) Next Generation Activity-Based Planning" describing the POC DDP model. A more detailed White Paper is also available. It adds considerable detail on how an DDP creates an optimized projected income statement, identifying the profit the current forecast is leaving on the table, (something never before possible).

IT KEEPS ON WORKING

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

