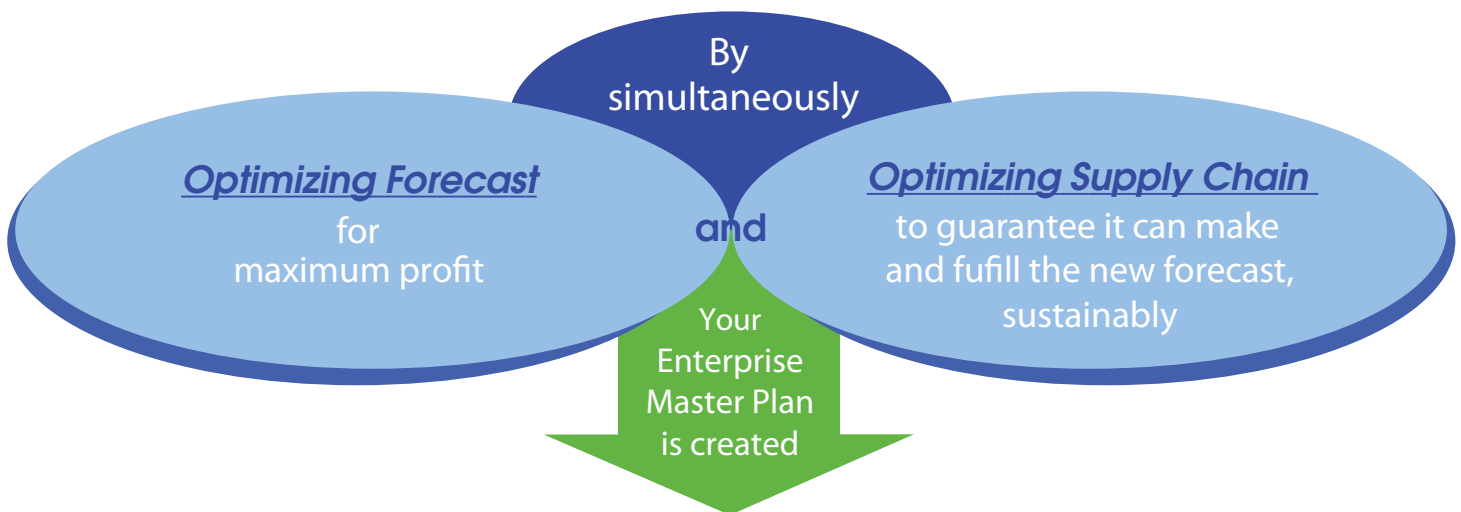


How much **Profit** is Your Current **Projected Income Statement** Leaving on the Table?

<ul style="list-style-type: none">o A table labeled: "Next Year's Enterprise Profit Opportunity"o Two smaller tables on either side of the big table<ul style="list-style-type: none">• Table on the left is labeled "Enterprise Traditional Planning" with a pair of glasses (better, if possible, binoculars)• Table on the right is labeled "Enterprise Master Planning" with a larger pair of glasses (better, if possible, binoculars)• Figure labeled CFO standing in front of big table between two little ones	<p>CFO has binoculars from left table to his eyes and sees some amount of profit as pile of silver dollars</p>	<p>Figure labeled CFO now has binoculars from right table looking at table and sees same amount of profit as pile of silver dollars as well as a pile of gold dollars</p> <p>There are three balloons saying: "WOW!"; "1) How does it work?"; 2) Where can I buy a pair of these binoculars?</p>
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How **Enterprise Master Plan (EMP)** Works



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 ROI of total sales and marketing expenditures were not 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.

THE EMP 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 EMP assures ALL your functional silos are harnessed to the maximally profitable forecast.

IT WORKS

- Simplified proof of concept (POC) EMP 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 EMP model. A more detailed White Paper is also available. It adds considerable detail on how an EMP 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.

