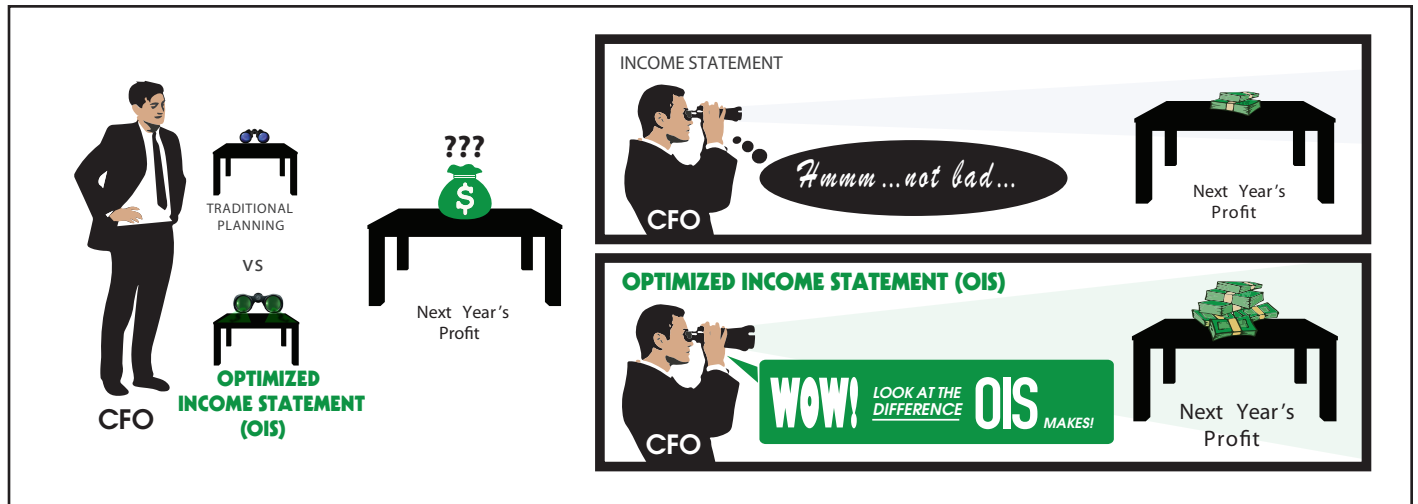
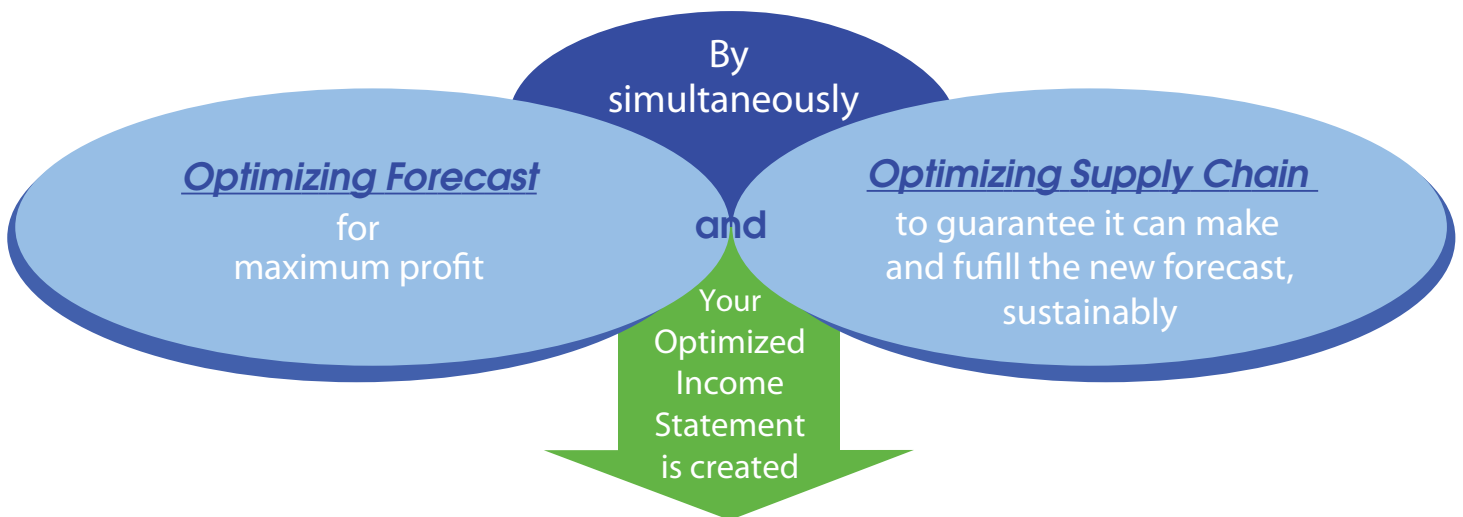


HOW MUCH PROFIT is your current plan leaving ON THE TABLE?



HOW *Optimized Income Statement (OIS)* Works



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.
 - Further, if in addition to more revenue and/or profit, you are also concerned about other planning challenges (e.g., a more sustainable supply chain, sku reduction, multiple channel rationalization, supply chain simulation, sell to (B to B) vs. sell thru (B to B to C)), he will describe how a demand-driven plan can also, simultaneously, address one or more of these problems.
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 OIS 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 OIS

- 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) OIS 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 OIS 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.

