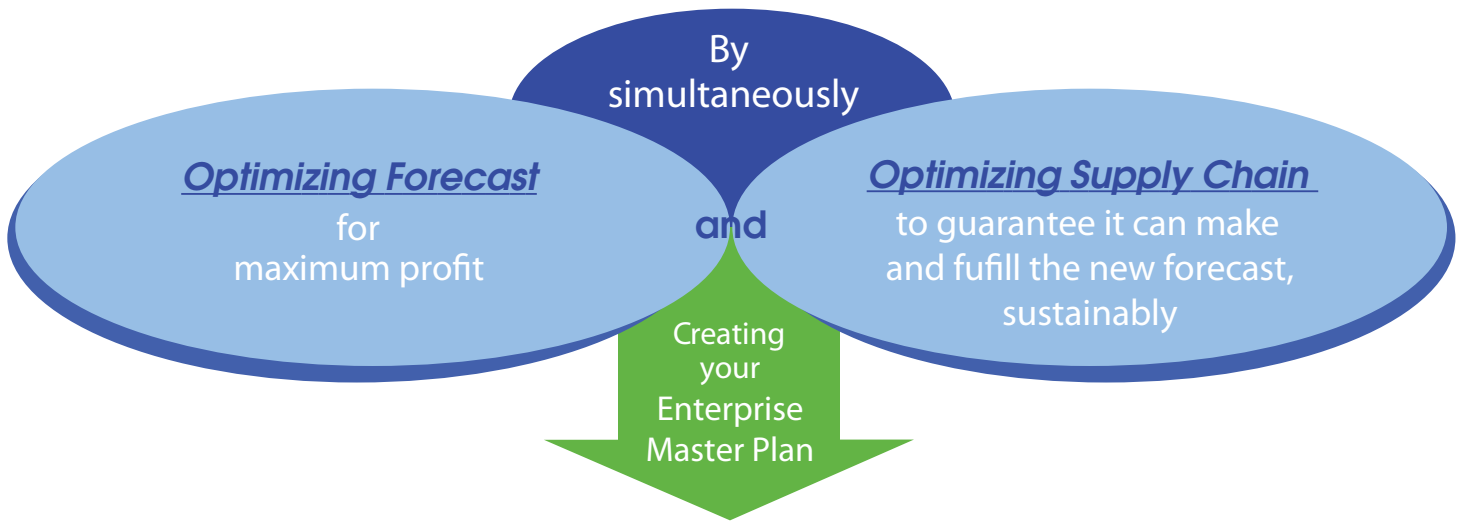


ENTERPRISE MASTER PLAN: Next Generation Planning

As a Visionary, Don't You Want to Know How Much Profit is Being Left on the Table This Year?

An *Enterprise Master Plan* (EMP) Can Tell You...and Assure it Never Happens Again



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 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 our forthcoming 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 profit re-maximized.

NEXT STEPS FOR 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.