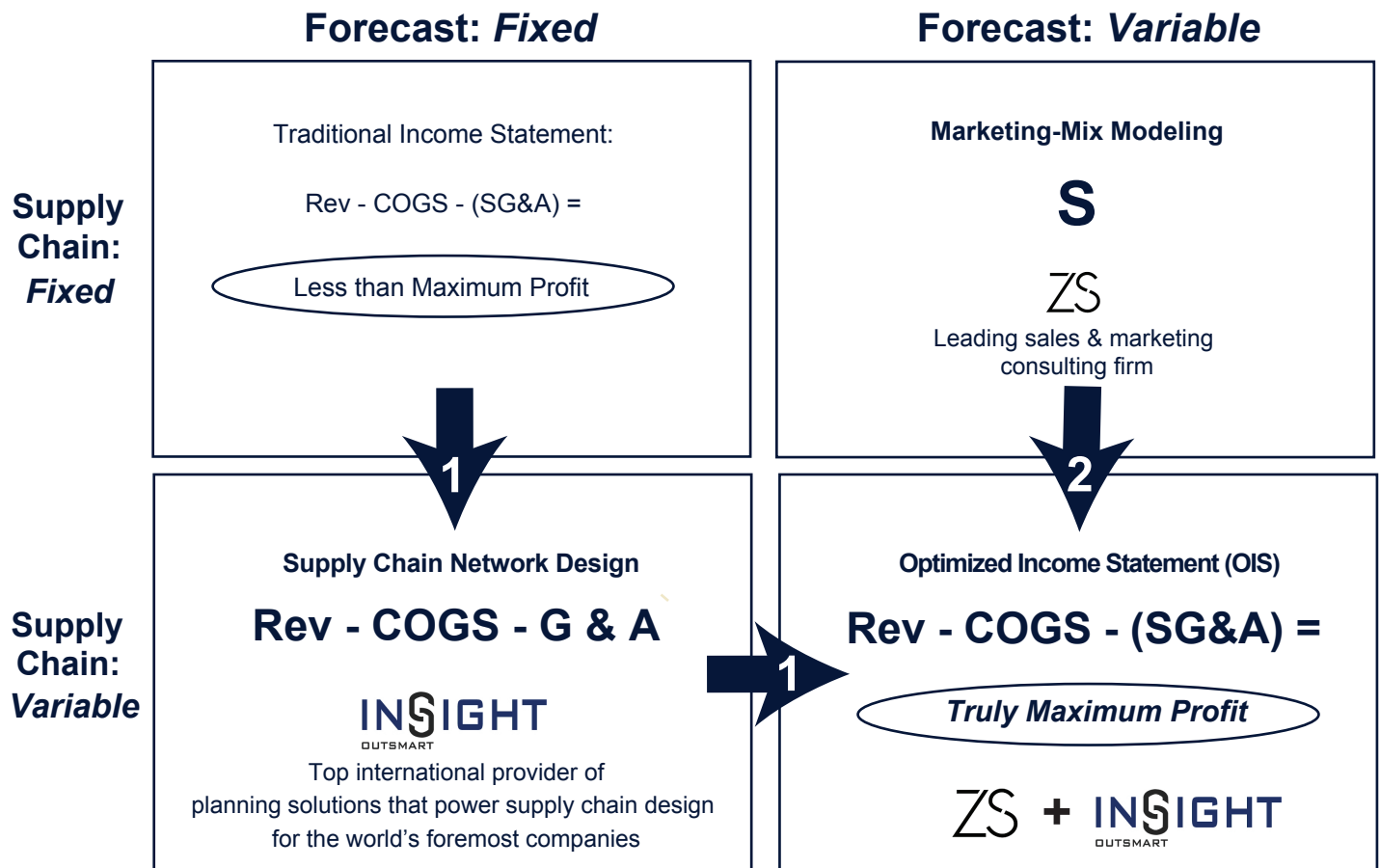


Q: HOW DOES OIS MAXIMIZE PROFIT?

A: BY INTEGRATING THE ADVANCED ANALYTICS OF TWO COMPANIES



The two steps required to create an Optimized Income Statement (*OIS*) are:

1. Build a model of the income statement as traditionally developed in supply chain network design software.

This model **relaxes the assumption of a fixed supply chain** but not of a fixed forecast. The advanced analytics of this model is mixed integer and linear **math programming (MILP)**.

2. Integrate into this model enterprise response functions which **relax the assumption of a fixed forecast**.

The advanced analytics which accomplish this are **predictive analytics**.

An OIS Critical Success Factor: CFO Cross-functional Leadership

"...CFOs' position as the steward of value and impartial guardian of truth across the organization gives them the credibility and trust that is needed."

Frank Friedman, CEO and former CFO, Deloitte LLP;
 "Why CFOs Should 'Own' Analytics," *CFO Magazine*, October 29, 2014.