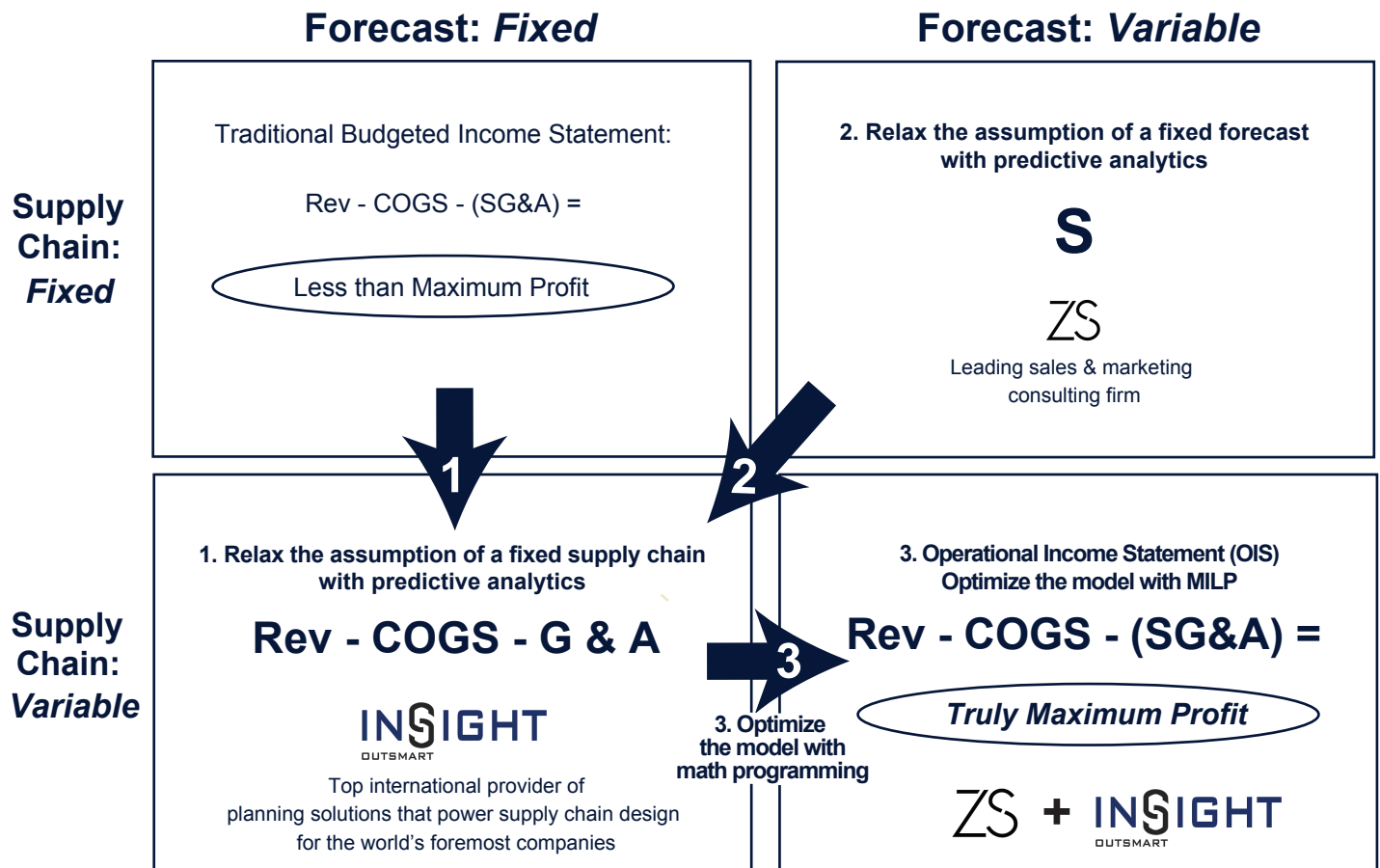


Q: HOW DOES OIS MAXIMIZE PROFIT?

A: BY INTEGRATING THE ADVANCED ANALYTICS OF TWO COMPANIES



The three 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, **relaxing the assumption of a fixed supply chain** with driver-based cost functions.
2. Integrate into this model marketing response functions which **relax the assumption of a fixed forecast**.
3. **Optimize** the model with mixed integer and linear math programming (MILP).