**The Opportunity**

An IBM friend from my Airborne years, Alan Dybvig, in partnership with one of the foremost advanced analytics planning firms in the world, INSIGHT, has developed a very innovative, one-of-a-kind [planning and forecasting software product.](http://www.insight-mss.com/index.php/solutions/marketing-strategy)  A simple proof-of-concept model they built with this software using actual activity-based costing data from an iconic manufacturing company demonstrated unequivocally the firm had left an additional [profit upside of 25%-50% or more on the table](http://enterprisemasterplan.com/roi/results/)!

It accomplishes this by building a model of the projected income statement, as traditionally developed.  The software then relaxes the assumptions of both a fixed forecast and a fixed supply chain.  The model is then, optimized creating [a revised income statement](http://enterprisemasterplan.com/roi/wp-content/uploads/2014/09/Cartoon-2-pager-EMP-5-29-urls1.pdf) that defines both 1) the maximally profitable forecast and 2) the optimally feasible supply chain required to make and fulfill the new forecast. Alan and Jeff Karrenbauer, President of Insight, are looking for a few early adopters - de facto outside-the-box thinkers - to confirm their proof-of-concept model is the real deal

For the first few inquiries, if you have ABC data, they will charge only travel expenses, to build your model and demonstrate how you can significantly improve your bottom-line profit. (If you have no ABC data, they will keep the expenses to a minimum.)

I thought it might be of interest so I’m sharing this opportunity.  Alan’s contact info is cell: 609 947 2565 and email: [alan@enterprisemasterplan.com](mailto:alan@enterprisemasterplan.com) and Jeff’s cell is: 703 999 2925 and email:[jkarrenbauer@insightoutsmart.com](mailto:jkarrenbauer@insightoutsmart.com).  Really, you have nothing to lose to give it a shot.