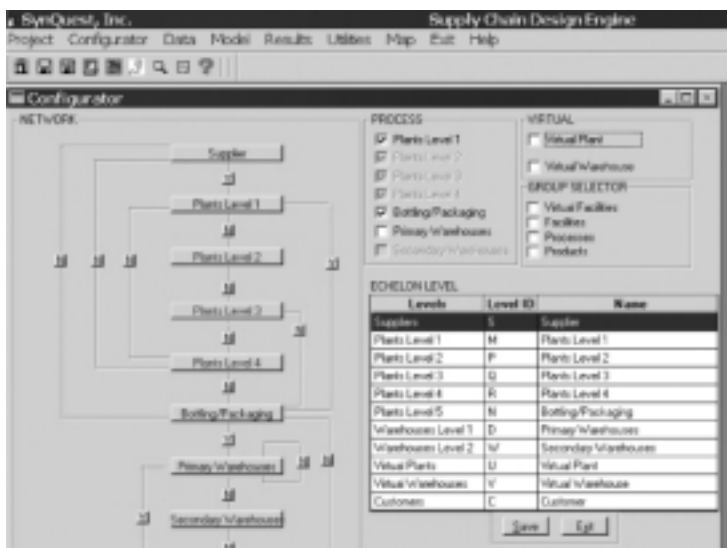


business strategy

Business Strategy Planning

Maximize profits by accurately modeling all operations



Ordinary strategic planning leaves millions on the table (or gives you unworkable remedies that defy implementation). of the problem is that it relies on approximations – like allocations of fixed costs – that actually hide the real opportunities.

SynQuest's software for business strategy planning, on the other hand, gives you solid strategies that actually work in the real world. It helps you maximize profit by modeling the true relationship between your supply chain operations and income and expense statement.

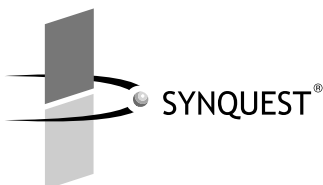
Supports nine levels of eschelons for detailed planning

Uncover real savings in all operations

Our software captures a complete revenue picture by modeling all of your operations (transportation, manufacturing, warehousing) and their associated costs as they actually occur across the supply chain. We consider all costs – variable, fixed, inventory, start up, shut down, and more – and uncover the real, substantial, savings opportunities.

Fast track to a real P&L picture

Using only a few people and your existing data, our software helps you create an accurate picture of your P&L. Its superb modeling technology allows you to optimize your supply chain's operations for maximum profit and customer service.



SynQuest, Inc.

3500 Parkway Lane

Suite 555

Norcross, GA 30092

tel: 770.325.2000

fax: 770.447.4995

1.800.844.3228

The Coach House

163 Burwood Road

Walton on Thames,

Surrey KT124AT

United Kingdom

tel: +44.1932.260340

fax: +44.1932.260341

www.synquest.com

Evaluate product line profitability

Product line profitability analysis lets you evaluate individual brands and products by channel or geography to see which regions are most profitable—or actually costing you money. This powerful way of analyzing data permits you to explore how changes to pricing and demand, service policy, customer status, delivery surcharges, and promotions affect the bottom line.

In fact, SynQuest is the only company that provides this level of profit profiling of customers based on your actual supply chain network.

Solve the challenge of network rationalization

For overall network rationalization, our software solves your most complex shut down, relocation, and consolidation issues. We help you to decide if the current cost infrastructure for your supply chain network is too high for anticipated revenues or if there is duplication because of past mergers or acquisitions. Our approach provides a more effective strategy for determining how supply chain network resources should be managed or repurposed.

Analyze supply chain resource investments

Most companies struggle to determine which potential capital investments in supply chain resources will yield the greatest overall return.

Our software's unique supply chain investment analysis offers a proven framework for investing scarce capital resources. It enables you to evaluate very large capital changes, like a new plant. Just as important, it lets you assess the impact of more granular changes, such as the location of a new production line inside the plant walls.

Uncover hidden costs through strategic sourcing

Many strategic components have an attractive price but high logistics costs. These "hidden" costs can eat into anticipated saving and seriously undermine profits.

Through a strategic sourcing approach to business planning, our software shows you how to model complex pricing structures and associated logistics costs to determine the true lowest total delivered cost. It's a powerful new option for evaluating potential vendors that delivers a truer picture of your costs—and profits.

