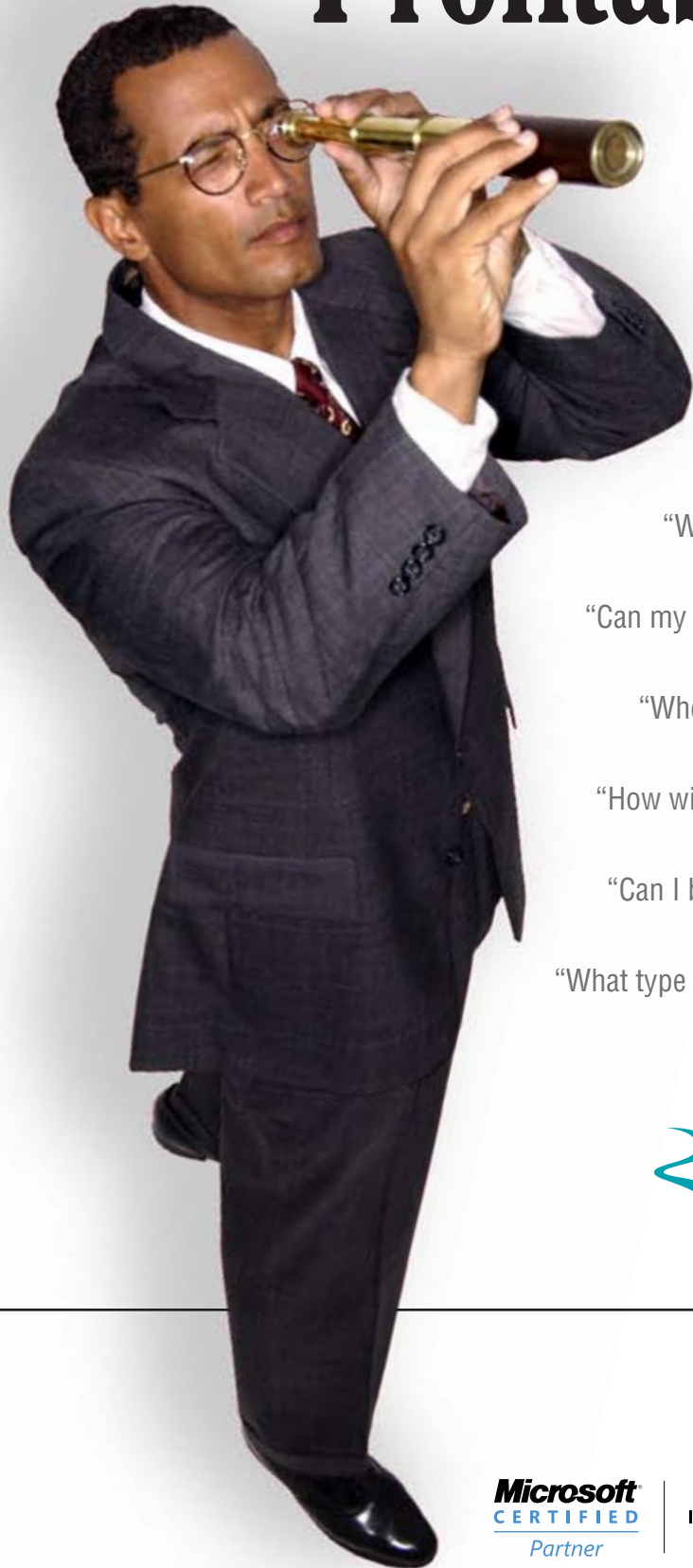


Looking Ahead to Profitable Growth.



“Which products will be my most profitable?”

“Can my current channels deliver my financial objectives?”

“Where are my greatest threats likely to surface?”

“How will I manage cash flow as my business changes?”

“Can I be better prepared to manage market volatility?”

“What type of innovation will I need to maximize performance?”



ISV/Software Solutions





Looking Ahead Turns “What Is” into “What Is Best”

Profitable growth is undoubtedly the CPG industry’s greatest, most elusive challenge. Volatile input prices and record transportation costs, combined with market maturation, channel convergence and SKU proliferation continue to distort reality and dilute performance. CPG companies attempting to increase profits and secure market share using yesterday’s approach will fail. The market has become too complex and volatile for strategies and tactics built on assumptive, “backward-looking” practices.

Minimize assumptions. Maximize facts.

In addition to historically-derived assumptions, companies can not continue to deliver “above-market” growth in shareholder value using segmented, or “siloeed” operations. Profits are the responsibility of the entire enterprise, therefore each department must understand its impact on corporate performance while simultaneously considering strategic, operational and financial outcomes.

Moving forward requires looking ahead

River Logic’s award-winning software suite, Enterprise Optimizer[®], is radically redefining planning and decision-making by enabling managers to **understand the true economic impact of their decisions in advance**. For the first time CPG manufacturers can create plans and strategies that simultaneously consider all aspects of their business. Specifically, EO’s Integrated Business Planning platform enables managers to model the entire value chain. EO simultaneously combines constraint-based modeling, activity-based costing, and full financial modeling in a single representation to determine the economic impact of inputs, production, distribution, sales channels, finance, and more. In other words, **EO goes beyond defining “what is,” by determining “what is best.”** This enterprise level integration, combined with EO’s revolutionary technology, answers the questions essential for creating and sustaining profitable growth.

Looking ahead with Integrated Business Planning

EO, using advanced modeling techniques, rules engines and knowledge bases, delivers optimal decision-making and profitable growth through Integrated Business Planning. Benefits include:

- Generating a holistic understanding of key drivers of profitability, cash flow, and Return on Assets (ROA)
- Quantifying the financial impact and interdependencies across strategic options to maximize the effectiveness of investments in products, customers/channels, and operations
- Balancing and optimizing the S&OP process to maximize profitability and ROA
- Automatically aligning budgets and financial targets with the outputs of strategic decisions and the S&OP process
- Supporting detailed profitability analyses by product, customer, channel, and asset
- Increasing organizational agility to quickly and effectively respond to changes in the marketplace
- Enabling proper financial quantification of the impact of alternative sustainability strategies and business risk scenarios

Production planning improved to the tune of one million dollars per month.

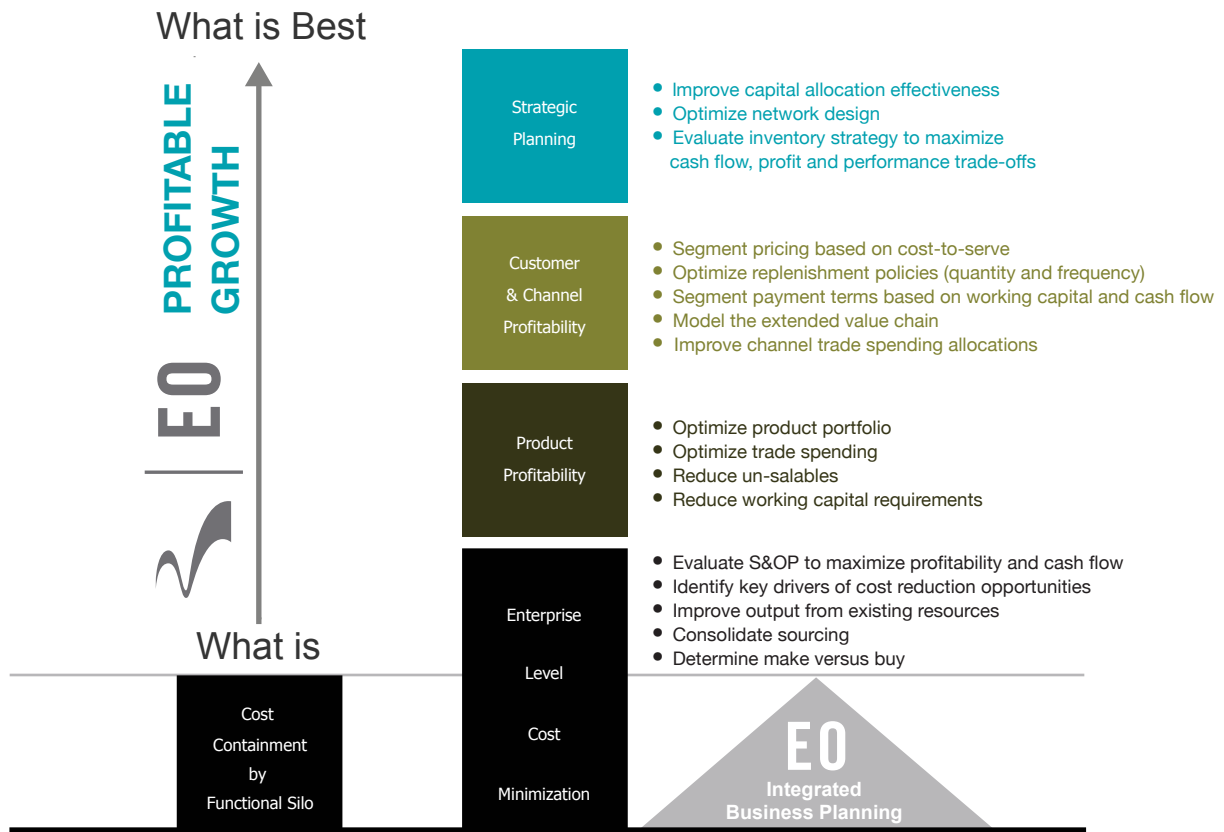
EO helped us increase our profits by 400%.

EO represents the future of supply chain software.

Improvements in the neighborhood of ten million dollars [annualized].

Perhaps most importantly, are the bad decisions that EO helped us to avoid.

Maximize Profit, Cash Flow, and Return on Assets



Customers using EO increase financial performance by significantly improving decision-making. EO automatically builds a holistic representation of the enterprise, integrating all relevant constraints and their interactions, including operational processes, finance, and market dynamics.

A Case in Point

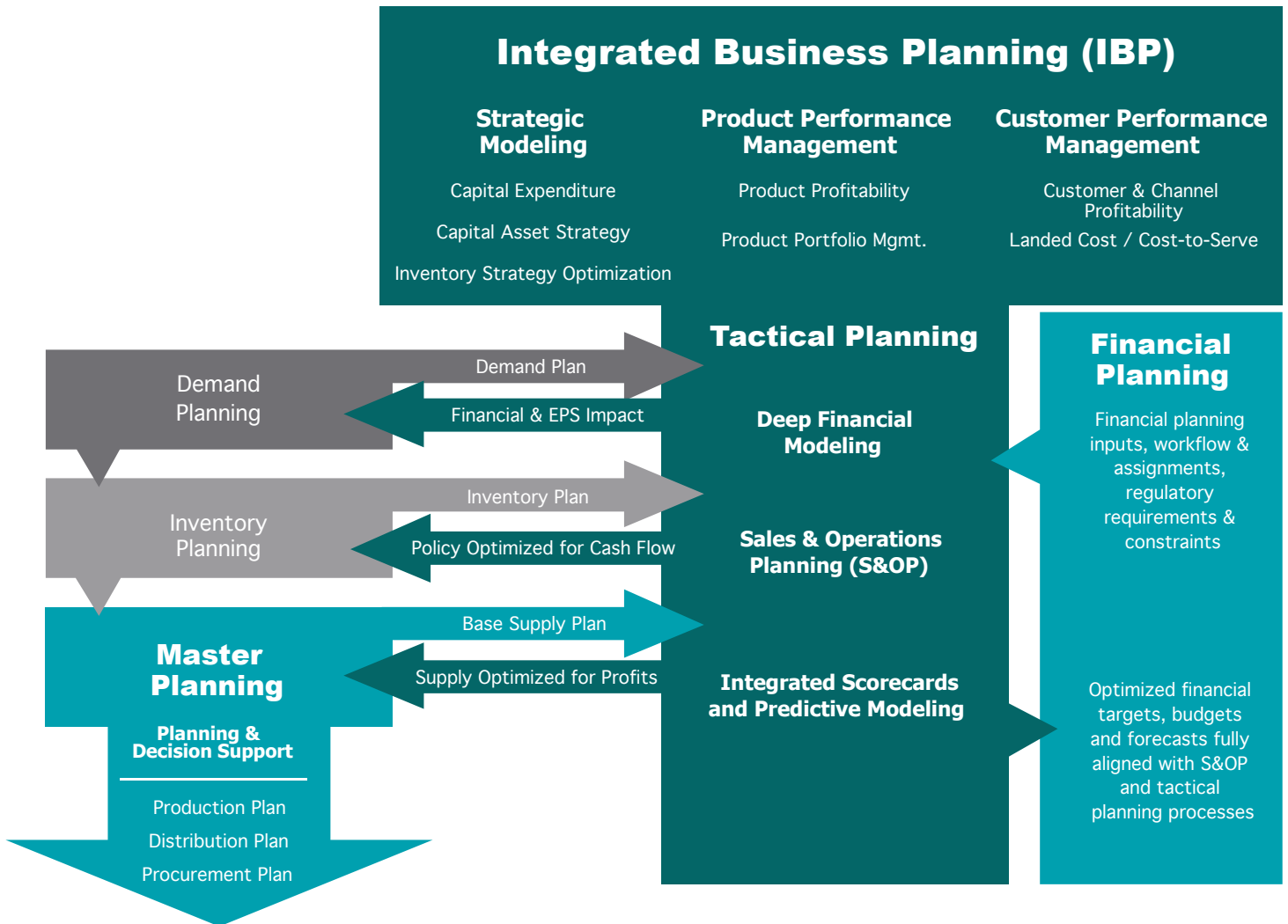
A well known, Fortune 1000 consumer packaged goods manufacturer had experienced significant growth over the past last 10 years. In addition to exponential sales increases, the company's accelerated growth had increased the firm's operational complexities. While the company was proud of its continued growth, **many senior executives had become frustrated by their inability to make informed and timely decisions.** To address this issue and improve operational agility, the company deployed a fully integrated business planning capability that enabled corporate executives, business unit heads, and operational planning managers to conduct "what-if" analyses and identify the strategies and tactical plans that delivered the maximum economic impact.

Since deployment of the IBP solution, the company has improved its competitive position and **realized a multi-million dollar improvement in profits.** Additionally, several high-value strategic moves were discovered during the planning process. These insights, which were not possible with the company's legacy system, also strengthened the company's performance and delivered significant stakeholder value. The company's vice president of planning indicated that his **deployment of Integrated Business Planning has already delivered millions to his bottom line.**

For more information,
 please contact Ron Wilson at 214.393.4659
 or via email at rwilson@riverlogic.com

Integrated Business Planning Enables Managers to Quickly Transform Insight into Financial Impact

The Enterprise Optimizer product line enables managers to improve their decision-making by quantifying the impact of their actions in financial terms. The graphic below illustrates the power of Integrated Business Planning as it connects cross-functional decision-making throughout the enterprise. Specifically, EO connects strategic activities such as strategic modeling, product performance management, and customer performance management to the tactical functions of financial modeling, S&OP, and master planning – All while supporting execution through integrated scorecards and increased visibility.



Output to Operational Systems



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