

Operational Planning, Analysis & Reporting For The Manufacturing Enterprise



Globalization, increased competition and savvier customers with growing demands have changed the face of business for manufacturers, who must now react quicker to changing market conditions, squeeze out costs with greater focus, launch new products faster, and ensure that no prevailing opportunities go unmissed.

To address challenges like these, the Silvon Stratum suite of operational planning, analysis and reporting applications has evolved over the past 15 years to provide manufacturers with greater visibility into all operational areas of the business, decreased variability across the supply chain, and more accurate planning capabilities.

We invite you to learn more about Stratum and look forward to having the opportunity to discuss how it can help solve *YOUR* business issues specifically.

Stratum[™]

Silvon's Value Proposition

Effective manufacturers realize that the performance of their supply chains and customers cannot be analyzed as separate measures. We need to understand, predict and influence customer behavior, which lays the groundwork for us to plan, evaluate and monitor our supply networks. In addition, we must continually address variances that may occur based on actual buying patterns, demand requirements and supply variations.

Stratum allows manufacturers to accomplish these goals with quickly deployable and easy-to-use planning, analysis and reporting tools that support both the customer-centric and supply chain-focused areas of the business.

Financial Analysis & Reporting

Customer-Centric Applications

- Detailed Sales Analysis
- POS Sell-Thru
- Promotional Planning & Analysis
- Customer Scorecarding Segmentation & Profitability
- Category Management

Supply Chain-Centric Applications

- Sales & Ops Planning Support
- Inventory Visibility
- Manufacturing Analysis
- Supplier Analysis
- Product Profitability

ANALYZE VIEW PUBLISH MANAGE ALERT PLAN ANALYZE

Data Repository

- Enterprise-Focused
- Granular
- Real-Time
- ERP, point-of-sale, other data

Consulting & Education

Customer-Centric Analysis

UNDERSTAND Customer Behavior & Profitability

Stratum offers numerous analyses and reports that are packaged and easily configured to fit your business. With them, you can measure customer profitability, rank and scorecard customers across a number of areas, and manage fulfillment through the measurement of fill rates, on-time delivery and returns. These analyses and reports are designed to help you ensure that your most profitable customers remain satisfied and that your sales and marketing efforts are aimed at retaining and optimizing the right customers and attracting the right prospects.

PREDICT Customer Demand

Stratum also helps you better predict current and future customer demand at the micro-segment level and align your demand generation, sales operations, and supply chain strategies to maximize revenue. This is accomplished through collaborative forecasting and demand planning applications, open order analysis, and sales performance measurements.

INFLUENCE Customer Behavior

The customer-focused analyses and reports offered by Stratum can additionally help you segment your customer base more accurately for cross-selling and up-selling opportunities. If your products are sold through retailers, Stratum's marketing-focused analytics can further assist you in better allocating and managing your trade funds and promotions in order to influence retailer participation and ultimate end-consumer purchases.

Stratum features hundreds of pre-defined, best-practice Customer-Centric analyses and reports that are used by more than 1,500 companies today. In addition, it offers numerous metrics for tracking customer-related Key Performance Indicators, including:

Cash-to-Cash Cycle Time
Forecast Accuracy
Warranty & Returns
Orders Delivered Incomplete
Delivery Performance vs. Customer Request Date

Delivery Performance vs. Scheduled Commit Date
Fill Rates
Customer RFM
Customer Net Profit
Product Net Profit

Trade Accruals
Order Entry Costs
Order Fulfillment Costs

Supply Chain-Centric Analysis

PLAN

What the Supply Chain Should Do

On the supply chain side of the business, Stratum offers accurate forecasting down to the product SKU level to allow your organization to more accurately determine safety stock and re-order points by optimizing customer service levels and measuring supplier variability with inventory optimization as the bottom-line result. Stratum's planning process is based on the analysis of current and historical customer behavior, and is designed to support collaboration both within the enterprise and with supply chain partners.

EVALUATE

Supply Chain Performance

By leveraging Stratum's supply chain analyses and reports, performance can be evaluated in a number of areas such as inventory, purchasing

and manufacturing. Based on industry research conducted by AMR, reductions in inventory, alone, can range from 2% to 25% with a more comprehensive and accurate view of operational dynamics.

In the purchasing area, Stratum allows manufacturers to drive cost reductions, decrease sourcing cycle time and reduce assets on the balance sheet by providing the technology, analyses and reports required to cross-functionally manage spending, aggregate all spending initiatives, and rationalize and manage the supplier network. According to industry research by the Aberdeen Group and Center for Advanced Purchasing Studies, applications like Stratum can contribute to supplier spend reductions of 5% to 15%.

The operational analyses and reports offered by Stratum additionally enable

you to optimize your organization's assets in the areas of cash, inventory and both warehousing and manufacturing capacity. Plus, you can leverage it to measure and manage equipment and warehouse utilization, as well as work-in-process vs. plan.

MONITOR

Supply Chain Variances

Since variability occurs within the supply chain network, Stratum's exception management capabilities ensure that operational performance is monitored in real-time and that any variances that may arise are proactively identified and addressed. This can be key to helping you ensure that the right products are produced and delivered to your customers at the right time.

Stratum features hundreds of industry-proven Supply Chain-Centric analyses and reports, along with numerous metrics for tracking supply-related Key Performance Indicators. Some of these indicators include:

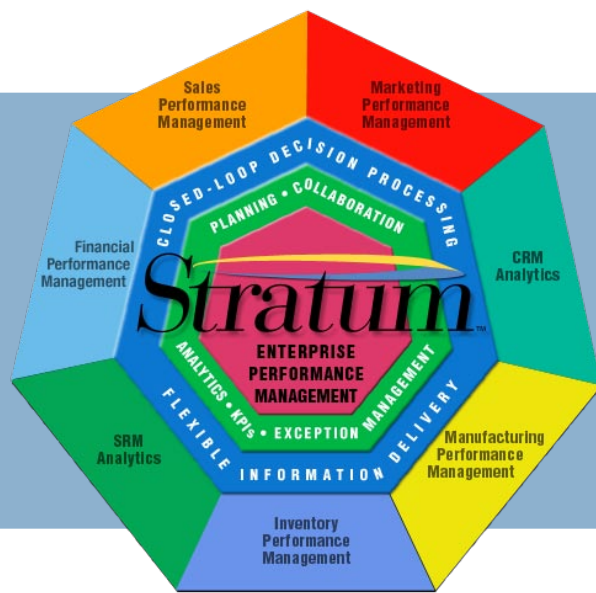
Inventory Accuracy	Capacity Utilization	Machine Efficiency	Percent Defective
Inventory Mix	Yield	Supply Chain Finance Costs	Supplier On-Time Delivery
Inventory Days of Supply	Production Plan Adherence	Maintenance Costs	Transportation Costs
End of Life Inventory	Overhead Cost	Supplier Fill Rate	Purchase Price Variance

Financial Analysis & Reporting

Stratum also links your corporate financials with operational analytics, giving anyone in the company complete visibility to your financial performance using a single user interface.

Your financial data is available for review at any time, without having to wait for end-of-month processing. It can be displayed in any number of financial report formats such as Income Statements, Balance Sheets and P&L's, with capabilities for easily drilling into the data for in-depth analysis.

Plus, Stratum's financial analysis and reporting provides the ability for you to gain a comprehensive understanding of costs tied to all activities within your organization, including product manufacturing, distribution, customer service, marketing and sales. Each activity can be linked to one or more products or customers, enabling you to determine true net profitability by specific product or even by customer. This information can be leveraged into strategic decisions that improve business performance and profitability, such as pricing strategy or resource allocation.



The Silvon Stratum Advantage

Stratum lets you keep your eye on the big picture and the bottom line through leading-edge technology and proven applications for operational planning, analysis and reporting that are second to none in the market.

With Stratum, your executives and other key decision makers can solve real business challenges immediately instead of wading through scores of spreadsheets to get the answers they need. And for those folks who still like to manipulate data in Excel, Stratum offers the capability for them to do so with ease through its special exporting capabilities!

Multiple Planning, Analysis & Reporting Options

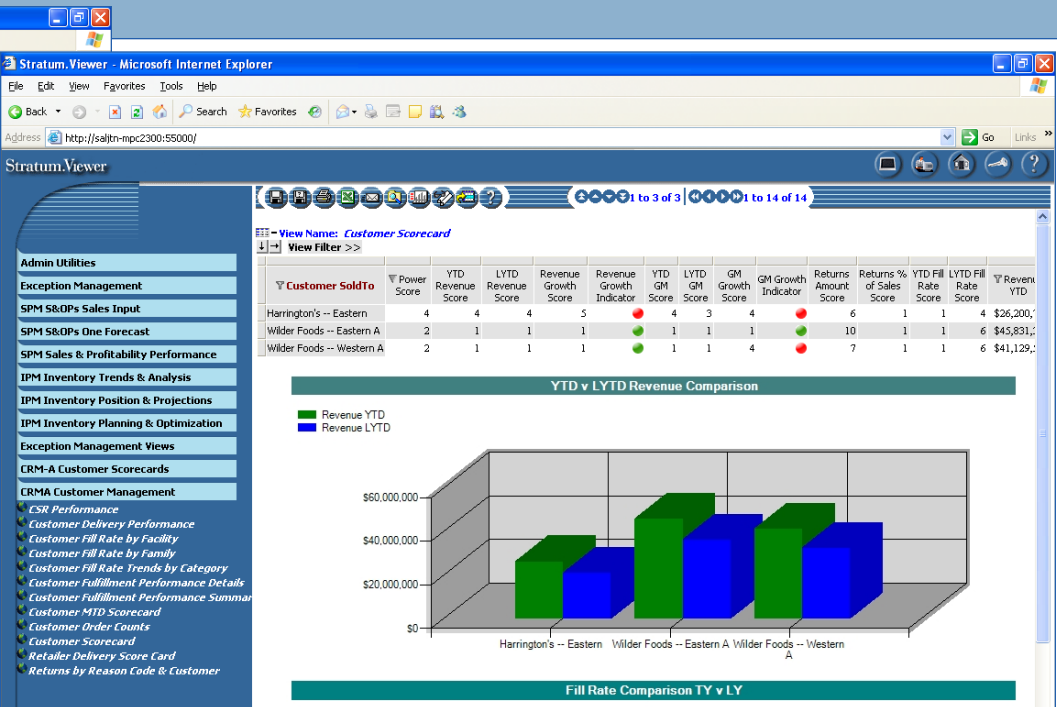
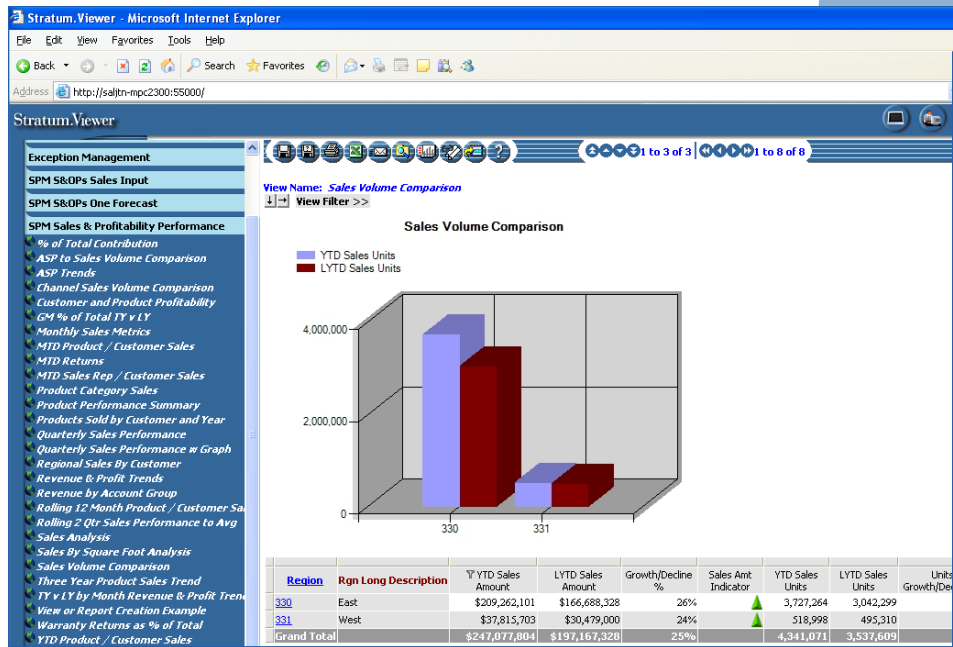
Leverage Pre-Defined Analysis & Reporting

Stratum lets you gain an immediate return on investment by providing hundreds of pre-built business views and reports that are easily configured to your business. With a single solution, you can now keep a pulse on Sales, Marketing, Customers, Inventory, Manufacturing, Procurement and the profitability and overall Financial performance of your business. But if you want to start off simple with sales analysis only, Stratum is ready to accommodate you with a modular approach that lets you extend its analyses and reports across the enterprise as you need them

Powerful Planning Applications

Stratum reaches beyond the capabilities of other analysis and reporting solutions by letting you to model out and predict sales forecasts, pricing, inventory replenishment and more, using a collaborate budgeting and forecasting function. You can benefit right away from automated top-down, middle-out and bottom-up entry of your plans. Or, take advantage of "What If" scenario planning abilities for comparing the effects of changes in planning information at any level.

Region	Customer Sold To	Product	Rolling Year Based Months	Months Based	Baseline Forecast	Sales	Open Orders	Sales Input	Sales Forecast	Sales	Open Orders	Sales Input	Sales Forecast	Sales
330	150110	914303	2007	2007/October	1,846	1,517	0	1,300	1,916	1,767	0	1,300	2,005	3,761
				2007/November	1,517	1,588	0	1,300	1,902	2,005	0	1,300	2,419	3,284
				2007/December	1,588	1,953	0	1,300	1,902	2,005	0	1,300	2,419	3,593
				2008/January	1,953	2,222	0	1,300	2,419	2,005	0	1,300	2,419	3,855
				2008/February	2,222		0	1,300	2,419		0	1,300	2,419	4,642
				2007 Total	9,126	0	0	6,400	10,009	0	0	6,400	10,009	19,134
			2006	2006/October	1,006	1,404	0	1,033	1,457	1,033	1,457	1,033	1,457	2,039
				2006/November	791	1,257	0	1,127	1,464	1,127	1,464	1,127	1,464	1,919
				2006/December	810	1,195	0	1,150	1,508	1,150	1,508	1,150	1,508	1,960
				2007/January	1,390	1,608	0	1,371	1,496	1,371	1,496	1,371	1,496	2,761
				2007/February	1,523	1,816	0	1,712	1,877	1,712	1,877	1,712	1,877	3,234
				2007 Total	5,520	7,280	0	6,392	7,802	6,392	7,802	6,392	7,802	11,913
				2008 Total	14,646	7,280	0	6,400	16,401	7,802	6,400	16,401	7,802	31,047
				2009 Total	14,646	7,280	0	6,400	16,401	7,802	6,400	16,401	7,802	31,047



Inquiry

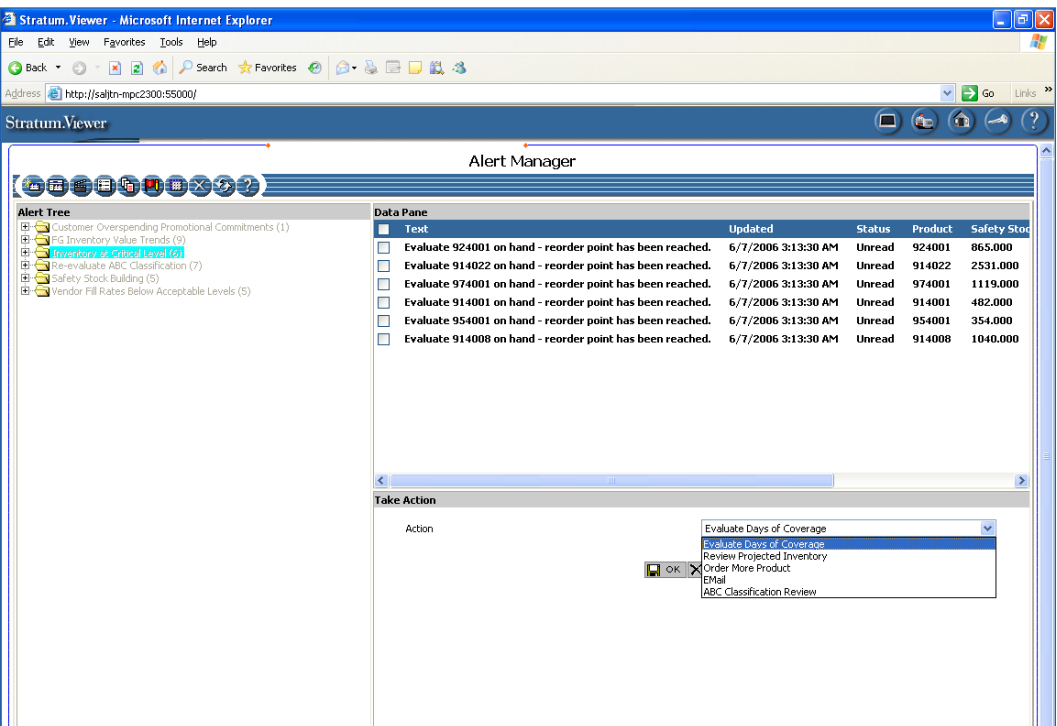
Need to examine sales trends by region over the last 12 months, identify the top 5 customers for the quarter, or locate the top 10 bestselling items for the last month? With Stratum, you can do just that – leveraging its powerful inquiry capabilities to drill down into a specific area to pinpoint the answers you need. Plus, you can view the data in graphical format, making the process of analyzing the performance of your business faster and easier.

Quick KPIs

Stratum includes more than 500 pre-defined sets of Key Performance Indicator (KPI) measurements. These KPIs give executives and managers the ability to quickly identify your company's strengths and weaknesses and provide a starting point for performance improvement by showing whether or not your business is in line with its strategic objectives.

Alerts

With built-in alerts, you gain crucial monitoring, proactive notification, and automation capabilities that help your company adapt to changing conditions and avoid alarming scenarios pertaining to payables, receivables, budgets, sales, and inventory. Pre-set any number of business rules and let Stratum protect you from failing to respond to deviations from acceptable levels by automatically sending alerts to those people who can take immediate action.



Dashboards

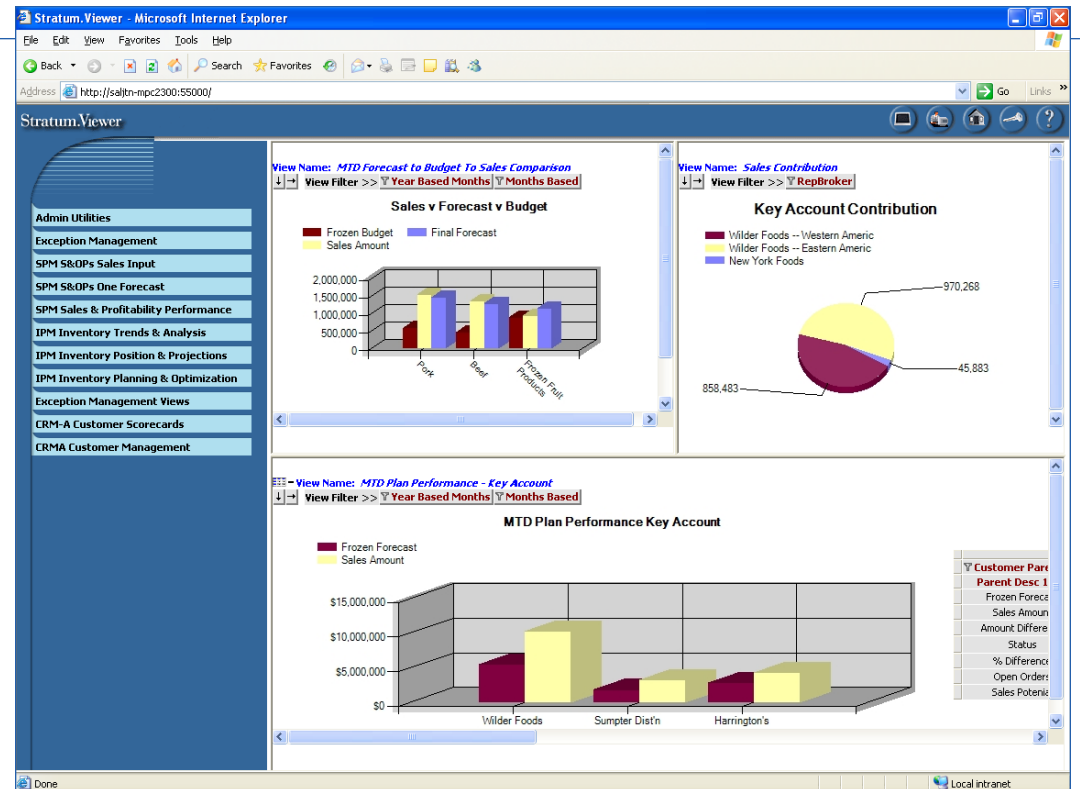
Stratum also offers dashboarding capabilities to give your executives a one-stop, graphical snapshot of the business's health. Our dashboards are easy to understand, often highlighting important KPIs, revenues by period, product sales by category, actual vs. budgeted financial indicators, and expenses by category, to name just a few. We've also made it easy for you to include Stratum dashboards on portal pages for key vendors or customers of yours or for those executives who may desire a robust internet page consisting of key performance data, competitive alerts, daily news, weather, and other information that may be of interest to them.

Flexible Information Delivery

The options you have for delivering Stratum analyses and reports to the corporate office, plant floor, remote sales reps, customers and supply chain partners are virtually endless. You can even send Stratum data directly to mobile devices. You'll find that it's an ideal solution for power users who require the ability to plan, forecast and drill deeply into your organization's performance data ... and that it's perfect, too, for more casual users who simply require browser-based access to their performance metrics!

Flexible Reporting

When you wish to send static reports of your operational analyses to internal users, customers or suppliers, Stratum lets you automate the entire process of creating, generating and distributing great-looking reports. The reports can be saved in numerous formats like Adobe PDF and Microsoft Excel. Plus, they can be systematically scheduled for regular distribution by email to any user you desire, whether internal or external to your business.



	July 2005	August 2005
Net Sales		
...Gross Sales		
....Gross Sales - Manufacturing		
.....Sales - Intercompany	210,642	75,661
.....Sales Manufactured	0	0
.....Sales Purchased	0	0
.....Sales Regular	10,017,028	22,619,894
.....Sales Other	0	0
.....Finished Goods - Purchased	0	0
....Gross Sales - Manufacturing	10,227,670	22,695,555
....Sales - Company Store	72,612	76,109
....Other Gross Sales Adjustments	80,405	(862,222)
..Gross Sales	10,380,687	21,909,442
..Sales Deductions		
....Returns and Allowances	(303,616)	(580,033)
....Damage Defective Products	(61,566)	(70,686)
....Customer Rebates	(103,956)	(175,361)

Robust Data Repository

Integration with ERP & Other Business Systems

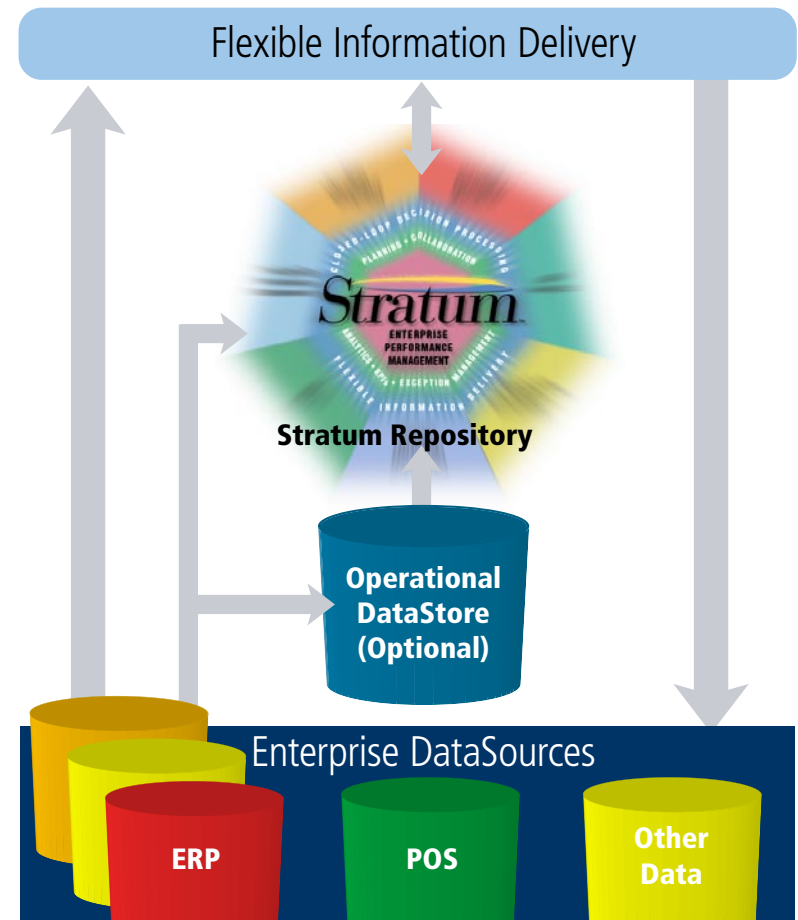
Stratum lets you protect your current technology investment by integrating with and leveraging the data you already have in your ERP, CRM and other business systems. Our enterprise connectors allow you to easily extract, transfer and load your business data (even external data like point-of-sale information) into an enterprise data repository that ultimately becomes the “single version of the truth” for your entire organization. This can save you thousands of hours in programming time and related costs by not having to develop and maintain multiple inquiry and reporting systems in-house.

Scalable & Flexible Architecture

No matter how large your data repository is or how many users you support, Stratum lets you enjoy fast response times – even while storing your business data all the way down to a detailed level like Item / Ship-To location by week or day.

Get Up & Running Quickly

Unlike traditional business intelligence tools that require you to build your data infrastructure, analyses and reports from the ground up (often consuming months or years of time and valuable resources), Stratum’s pre-configured connectors for accessing data from your business transaction systems, along with its packaged (yet customizable) analyses and reports, will ensure that you are up-and-running quickly and realizing a return-on-investment in a very short period of time.



Consulting & Education

To help you fully leverage your Stratum solution and quickly achieve your business objectives, Silvon’s Professional Services team can lead your entire implementation project or simply provide specialized help at critical stages along the way. Regardless of the level of assistance you require, we offer our Stratum application expertise, implementation experience, technical capabilities and project management know-how to you.

We also offer a blended education curriculum to further maximize the value of your Stratum investment. This curriculum combines hands-on instructor-led training with self-paced, computer-based training and custom learning solutions to ensure that all members of your end-user community and project team receive the right training at the right time.

We would be delighted to put Stratum to the test for your organization and invite you to contact us TODAY for more details and to discuss our low-risk solution evaluation.

The Silvon Standard of Innovation



MISSION

Silvon's mission is to provide fast-to-deploy, easy-to-use software solutions that help manufacturers accurately plan, analyze and report on all mission-critical areas of their businesses.

KNOWLEDGE

Silvon's extensive knowledge of how technology works to increase business productivity and profitability for supply chain organizations, combined with years of experience in enterprise-wide applications, gives us a unique insight into solving business challenges. Our unwavering focus on operational planning, analysis and reporting solutions for supply chain businesses means we understand the trends and pressures reshaping the industry better than most other vendors.

LEADERSHIP & RECOGNITION

Since we launched our first sales analysis solution in 1992, Silvon has lead the industry in delivering powerful solutions that can be scaled to deliver information across the enterprise. Our solutions are endorsed by industry leaders such as Microsoft, IBM and Compaq. They have been recognized by numerous awards over the years. And, they have contributed to Silvon's positive recognition within the industry as a ranking member of:

- Supply & Demand Chain Executive's "Top 100"
- Manufacturing Business Technology Magazine's "Top 100 Software Vendors"
- Consumer Goods Technology Magazine's "Elite 100"
- StartIT Magazine's "125 Most Influential Manufacturing Technology Providers"

THE COMPANY WE KEEP

Silvon has the privilege of serving the operational planning, analysis and reporting needs of more than 1,500 customers worldwide, including several Fortune 1000 firms. Following is a partial listing of our clients spanning the consumer goods and other manufacturing industry sectors.

Consumer Goods

AAi Foster Grant
Bemis Manufacturing
Bristol Myers Squibb
Candle-Lite Corporation
CH Briggs Hardware Co.
Citizen Watch Company
Coty Inc.
Emhart Teknologies
Ethan Allen
Flood Company
Hoffmaster
(div. Fonda Group)
Jockey International
Libbey Glass
Mallinckrodt
Mead Johnson
Mega Bloks
Melitta
O'Sullivan Industries
Oriental Trading Company
PNY Technologies

Quoizel Lighting
SC Johnson / Johnson
Outdoors
Stearns, Inc.
Sunstar Americas
The Flood Company
United Gilsonite
Laboratories
Wagner Spray Technologies
Wausau Paper
Whitehall Jewelers
Woods Industries

Food & Beverage

Best Brands
Birds Eye Foods
Dean Foods
Del Papa Distributing /
Anheuser Busch
Diamond Crystal Brands
Edward Don & Company
Ferrero
Herr Foods

Ingham Enterprises
Kemps
J.R. Simplot
Pierre Foods
Red Gold
Sorrento Lactalis
Southworth Company
Topps Company
Tree Top
Ventura Foods

Printing & Publishing

Briggs Corporation
Butterworths Ltd.
Elsevier
Follett Higher Education
HarperCollinsPublishers
Harcourt
Johns Hopkins University
Krause Publications
Pearson Education
Scholastic, Inc.
Simon & Schuster

General Manufacturing

AGC Automotive Americas
Blackmer Pump
Coleman Cable Systems
Dart Containers
Ettore
Fisher Scientific
Greif Corporation
Harsco
Hubbell
Krueger International
ITT Industries
Little Rapids Corporation
Longview Fibre Paper &
Packaging
Packaging Dynamics
Polytainers
Rinnai
Tripp-Lite
White-Rodgers / Emerson
Electric



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