

Operational Planning, Analysis & Reporting for Distribution Businesses



Increased competition and the continued growth of manufacturing direct sales have changed the face of business for distributors. And now, they need better insight to business performance more than ever before to remain both viable and successful.

The Silvon Stratum suite of operational planning, analysis and reporting applications has evolved over the past 15 years to provide distributors with deep insights that can help them become more efficient and profitable in the way they buy their products and service their customers.

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

Stratum enables financial and operational analysis that yields actionable insights. Are you losing business in one geographical region? Do particular customer segments comprise your rising stars in terms of revenue and margins? And is your supply and product mixes completely aligned with what customers need?

Stratum allows distributors to answer questions like these 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.

Sales & Marketing Applications

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

Supply Chain-Centric Applications

- Inventory Visibility
- Supplier Analysis
- Product Profitability
- Buyer Performance

Financial Analysis & Reporting

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 1,800 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 and

purchasing. 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 distributors 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 warehousing capacity. Plus, you can leverage it to measure and manage warehouse utilization.

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
Inventory Mix
Inventory Days of Supply
End of Life Inventory

Supply Chain Finance Costs
Supplier Fill Rate
Percent Defective
Supplier On-Time Delivery

Transportation Costs
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 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!

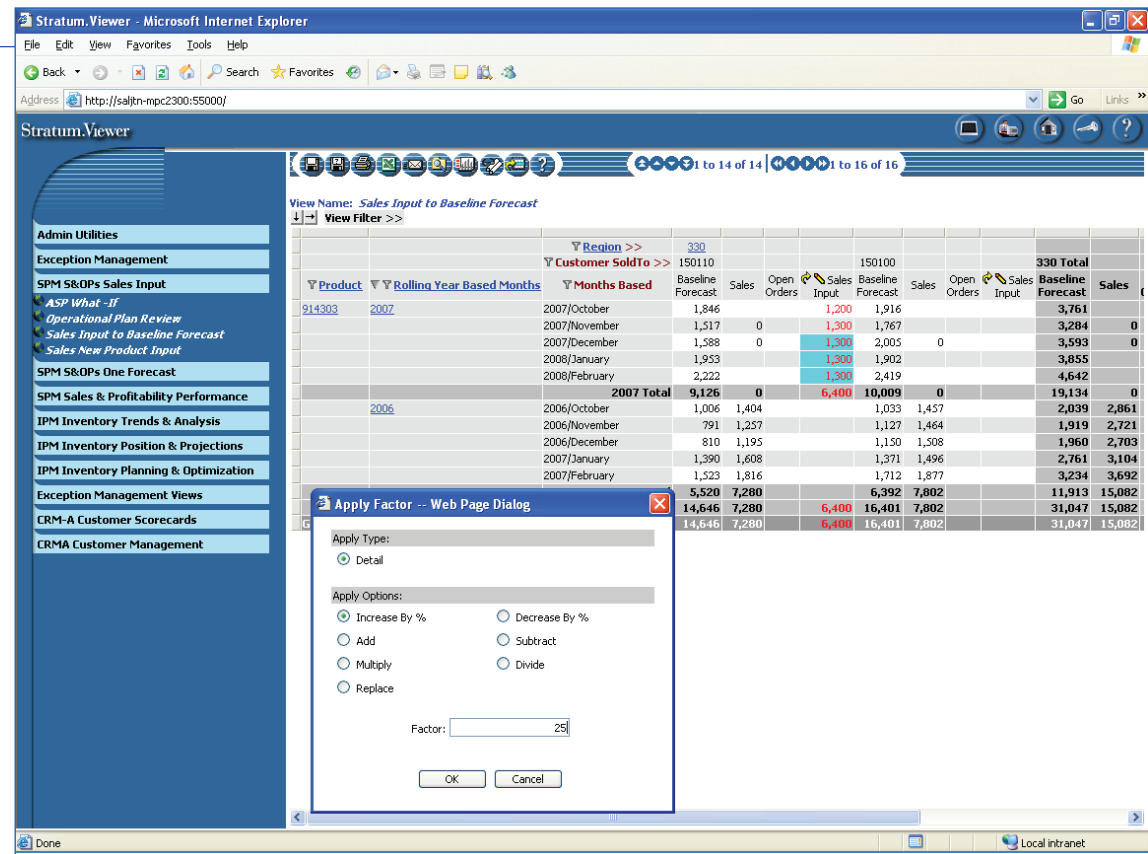
Multiple Planning, Analysis & Reporting Options

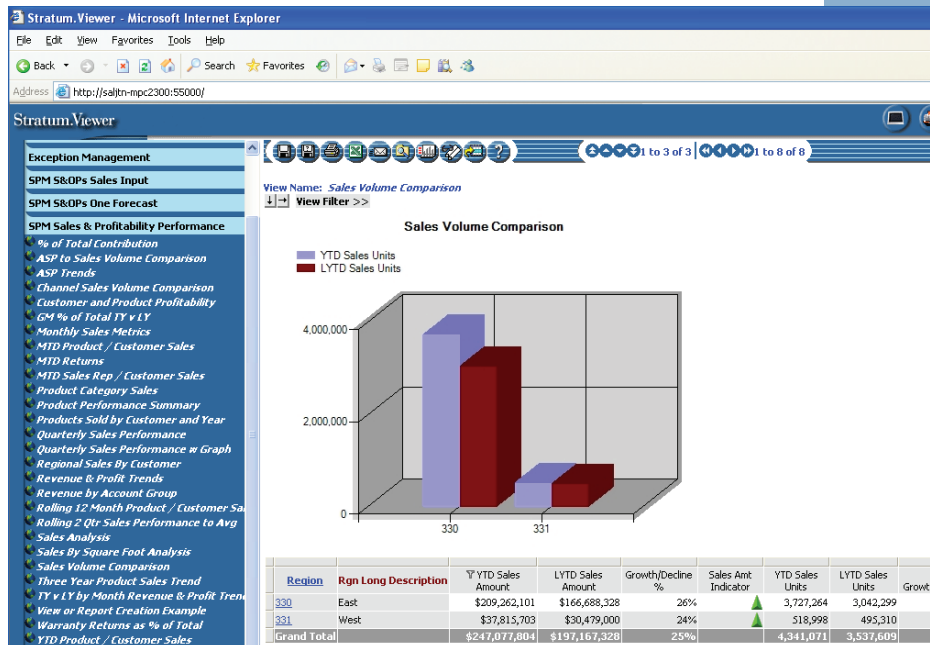
Leverage Pre-Defined Analysis & Reporting

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.





Inquiry

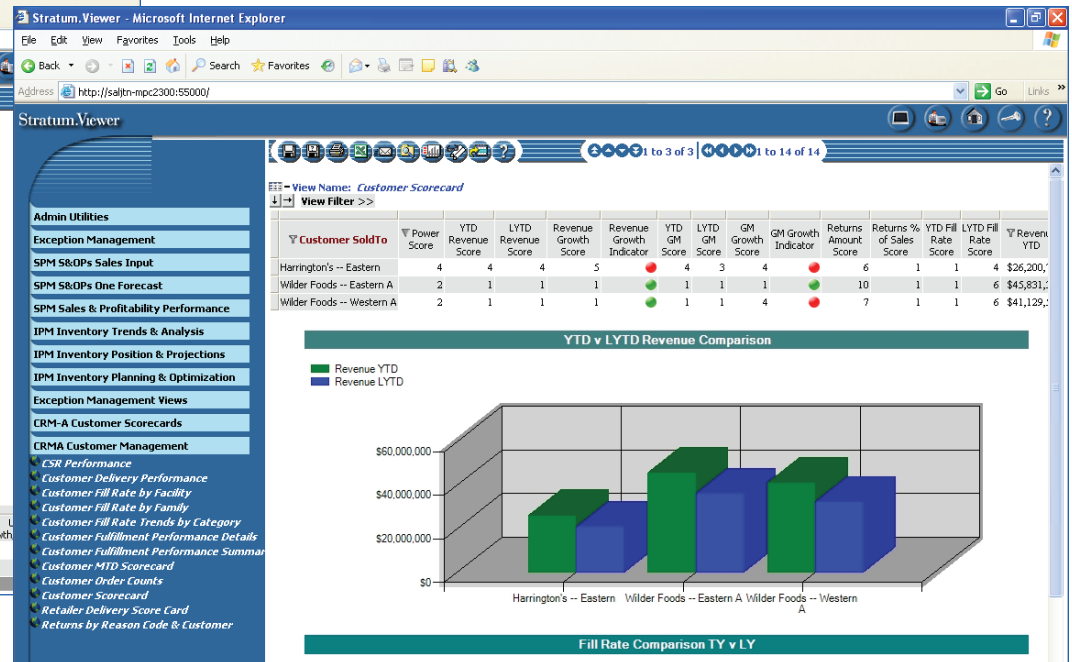
Need to examine sales trends by region over the last 12 months, identify the top 5 customers for the quarter, or locate the top 10 bestselling items for the last month? With Stratum, you can do just that – leveraging its powerful inquiry capabilities to drill down into a specific area to pinpoint the 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.



Stratum.Viewer - Microsoft Internet Explorer

Address: http://saljtn-mpc2300:55000/

Stratum.Viewer

Alert Manager

Alert Tree

- Customer Overspending Promotional Commitments (1)
- FG Inventory Value Trends (9)
- Inventory at Critical Level (6)
- Re-evaluate ABC Classification (7)
- Safety Stock Building (5)
- Vendor Fill Rates Below Acceptable Levels (5)

Data Pane

Text	Updated	Status	Product	Safety Stock
<input type="checkbox"/> Evaluate 924001 on hand - reorder point has been reached.	6/7/2006 3:13:30 AM	Unread	924001	865.000
<input type="checkbox"/> Evaluate 914022 on hand - reorder point has been reached.	6/7/2006 3:13:30 AM	Unread	914022	2531.000
<input type="checkbox"/> Evaluate 974001 on hand - reorder point has been reached.	6/7/2006 3:13:30 AM	Unread	974001	1119.000
<input type="checkbox"/> Evaluate 914001 on hand - reorder point has been reached.	6/7/2006 3:13:30 AM	Unread	914001	482.000
<input type="checkbox"/> Evaluate 954001 on hand - reorder point has been reached.	6/7/2006 3:13:30 AM	Unread	954001	354.000
<input type="checkbox"/> Evaluate 914008 on hand - reorder point has been reached.	6/7/2006 3:13:30 AM	Unread	914008	1040.000

Take Action

Action

- Evaluate Days of Coverage
- Evaluate Days of Coverage
- Review Projected Inventory
- Order More Product
- Email
- ABC Classification Review

Dashboards

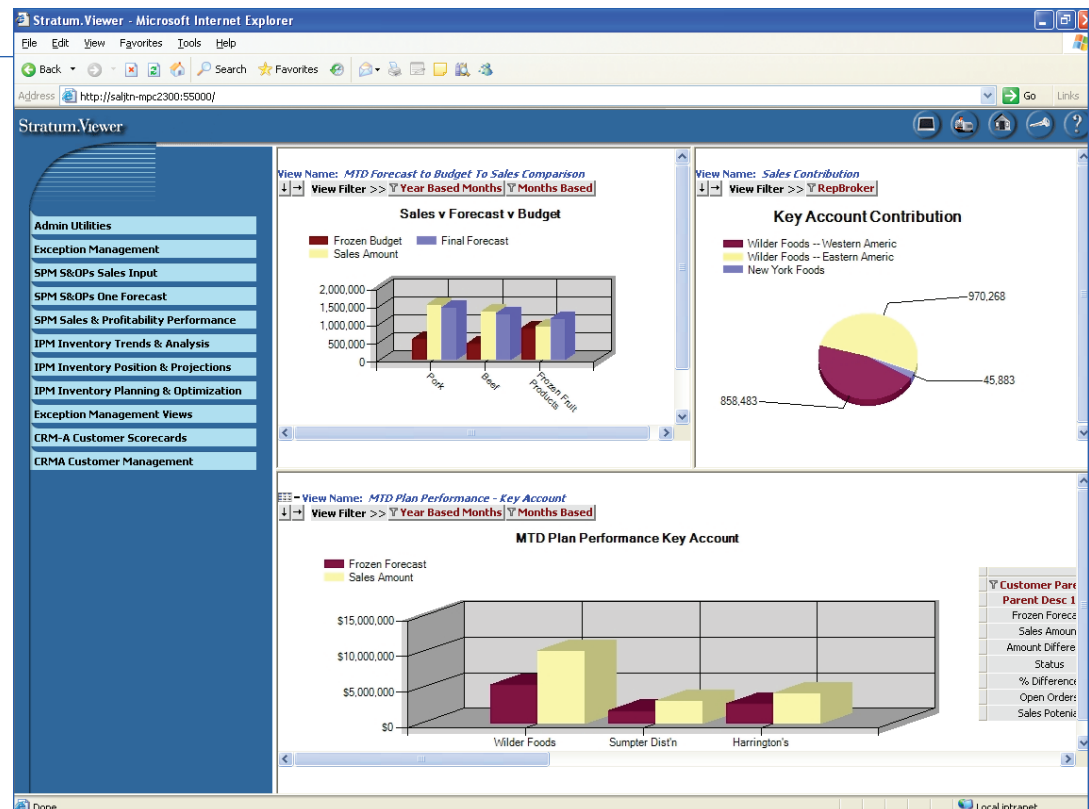
Stratum also offers dashboarding capabilities to give your executives a one-stop, graphical snapshot of the business's health. Our dashboards are easy to understand, often highlighting important KPIs, revenues by period, product sales by category, actual vs. budgeted financial indicators, and expenses 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.



The screenshot shows the 'Income Statement Two' report in the Stratum application. The report is displayed in a Microsoft Internet Explorer browser window. The report title is 'Income Statement' and the Stratum logo is visible. The report is organized into columns for 'July 2005' and 'August 2005'. The report includes a table of financial data with the following rows:

	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)

Robust Data Repository

Integration with ERP & Other Business Systems

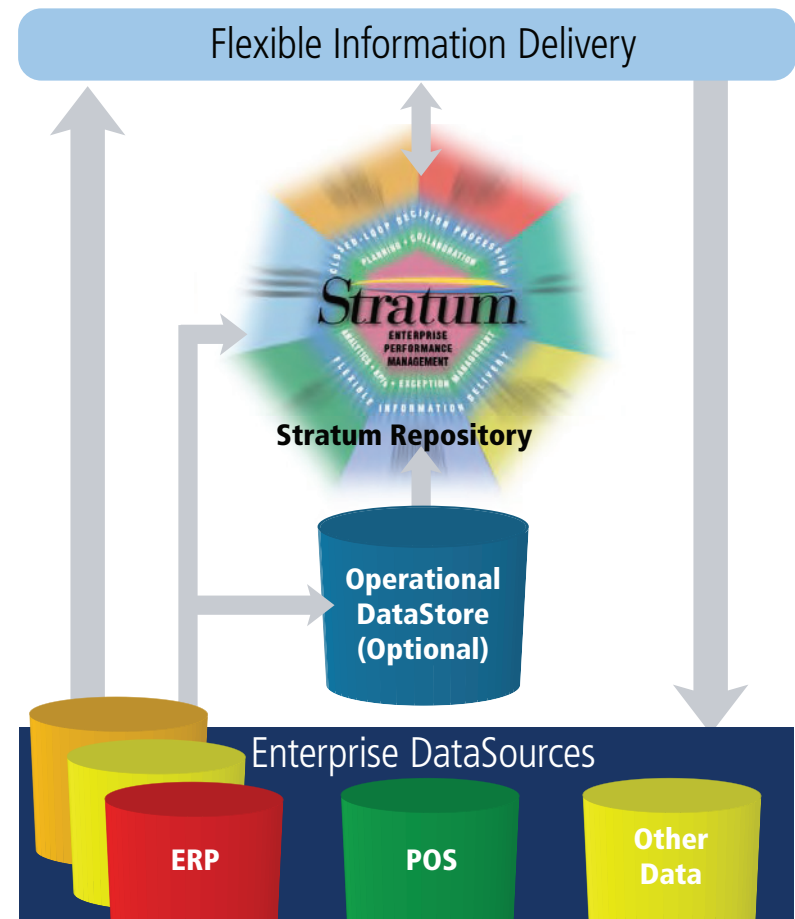
Stratum lets you protect your current technology investment by integrating with and leveraging the data you already have in your ERP, CRM and other business systems. Our enterprise connectors allow you to easily extract, transfer and load your business data (even external data like point-of-sale information) 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 HP. 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"

THE COMPANY WE KEEP

Silvon has the privilege of serving the operational planning, analysis and reporting needs of more than 1,800 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
Bristol Myers Squibb
Candle-Lite Corporation
CertainTeed Corporation
CH Briggs Hardware Co.
Citizen Watch Company
Coty Inc.
Emhart Teknologies
Ethan Allen
Hoffmaster
Jockey International
Libbey Glass
Melitta
Oriental Trading Company
PNY Technologies
Sunstar Americas
United Gilsonite Laboratories
Wagner Spray Technologies
Wausau Paper

Food & Beverage

Best Brands
Dean Foods
Del Papa Distributing / Anheuser
Busch
Diamond Crystal Brands
Edward Don & Company
Ferrero
Herr Foods
Kemps
Red Gold
Sorrento Lactalis
Southworth Company
Tree Top
Ventura Foods
World First Chocolate

Printing & Publishing

Briggs Corporation
Butterworths Ltd.
Elsevier
Follett Higher Education

HarperCollinsPublishers
Johns Hopkins University
Pearson Education
Penguin Group
Scholastic, Inc.
Simon & Schuster

General Manufacturing

AGC Automotive Americas
Coleman Cable, Inc.
Dart Containers
Dover Corporation
Fisher Scientific
Greif Corporation
Hubbell Lighting, Inc.
Krueger International
ITT Industries
Longview Fibre Paper & Packaging
Novolex
Tripp-Lite
White-Rodgers / Emerson Electric



**NORTH AMERICA
CORPORATE HEADQUARTERS**
Silvon Software, Inc.
900 Oakmont Lane, Suite 400,
Westmont, IL 60559

Ph: (630) 655-3313
Fax: (630) 655-3377
Toll-Free: (800) 874-5866
E-mail: info@silvon.com

**EUROPE/MIDDLE EAST/AFRICA
EUROPEAN HEADQUARTERS**
Silvon Software, Ltd. (UK)
19 Goodwood Rise
Marlow
Buckinghamshire SL7 3QE

Ph: +44 (0) 208 819 3886

PACIFIC RIM OFFICE
c/o Masai Business Analysis &
Consulting Pty Ltd
65 Hume Street
Crows Nest, NSW 2090 Australia
Ph: + 61 (2) 9016 2892
E-mail: silvon@masai.com.au