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.
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.

**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.**

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, 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
- Inventory Mix
- Inventory Days of Supply
- End of Life Inventory
- Capacity Utilization
- Yield
- Production Plan Adherence
- Overhead Cost
- Machine Efficiency
- Supply Chain Finance Costs
- Maintenance 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 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.
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.
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.

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.

Flexible Information Delivery
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
- Kems
- Red Gold
- Sorrento Lactalis
- Southworth Company
- Tree Top
- Ventura Foods
- World First Chocolate

**Printing & Publishing**
- Briggs Corporation
- Butterworths Ltd.
- Elsevier
- Follet 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

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.

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