

PROFIT-MAP™ SOFTWARE

INNOVATIONS

- Holistic systems focus
- Future looking
- Dynamic analysis
- "What-If?" scenarios to quantify decision options
- Integrated process, resources, supply chain, and financial perspectives
- Activities basis
- Demand driven
- Parametric
- Configuration-based with built-in business intelligence
- Intelligently uses data from existing enterprise systems
- Includes all products/services and workflows in a Strategic Business Unit (SBU)
- Automatically creates models for all value streams in an SBU
- Activities profile automatically created by 25+ integrated analytical engines
- SBU focus, including all direct and indirect activities and financials.

BENEFITS

- Ability to analyze complex business dynamics with granular insight into operations, resources, supply chain, and financials.
- A single systematic way to analyze a process, a department, a facility, or an entire company.
- ProFIT-MAP software automatically creates models for the user based on configuration inputs - a vastly easier, less costly, and timelier approach. This helps users focus on the business issues and eliminates the need to learn the IT jargon.

ProFIT-MAP™ Business Dynamics

Weeks-to-years dynamics
Company and department focus
Re/design and optimize the business



ProFIT-MAP™ Workflow Dynamics

Second-to-second dynamics
Detailed multiple product workflows
Focus on flow and financials



AWARD-WINNING SOFTWARE

Our award winning ProFIT-MAP software is a better solution for the operational planning, improvement, and optimization needs of organizations of all types and sizes. The software is forward-looking, dynamic, and highly integrated -- and is the first in a new class of Predictive Operational Analytics solutions.

ProFIT-MAP software quickly analyzes multiple operational scenarios to answer "What if?" about the current and future environment. For each scenario it holistically analyzes the dynamics of process, resource and supply chain requirements, and their impact on the financials.

This helps you make the best possible decisions and takes the complexity and risk out of decision making.

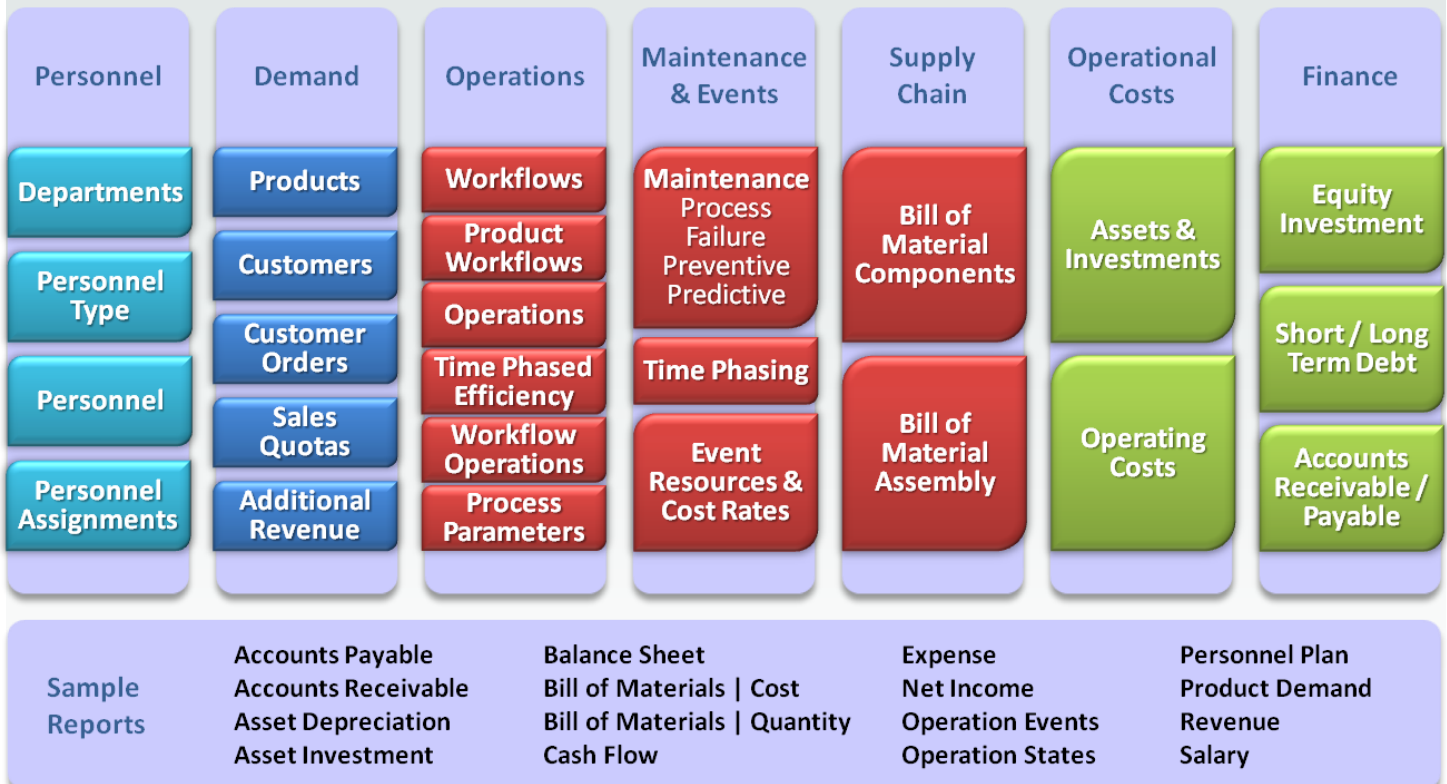
ProFIT-MAP™ Business Dynamics

Plan
Optimize
Control

Weeks-to-years dynamics
Company and department focus
Re/design and optimize the business

PROFIT-MAP™ BUSINESS DYNAMICS

ProFIT-MAP Business Dynamics is an intuitive resource-driven parametric operational planning and management tool with integrated financials. It creates multi-year execution and financial plans for the best business value within a Strategic Business Unit. The purpose is to re/design or to plan and manage the business or a department. It focuses on "weeks-to-years" dynamics.



ProFIT-MAP Business Dynamics helps guide the types and timing of investments in people, facilities, equipment, maintenance, etc. to grow at a controlled pace, with the flexibility to respond rapidly to changing customer needs, while minimizing risks associated with actions that can potentially harm the business.

BUSINESS APPLICATIONS

- Business Planning
- New Venture Planning
- Personnel Planning
- Maintenance Planning
- Capital Planning
- Financing Options
- Market Alignment
- Organizational Alignment
- Mergers & Acquisitions

ProFIT-MAP™ Workflow Dynamics

Second-to-second dynamics
Detailed multiple product workflows
Focus on flow and financials

PROFIT-MAP™ WORKFLOW DYNAMICS

ProFIT-MAP Workflow Dynamics determines the best way to configure processes for their impact on resources, the supply chain, financials, and customers. It optimizes "second-to-second" flows and financials in a multiple products and multiple workflows environment. This suite includes [ProFIT-MAP SBU Configurator](#), [ProFIT-MAP Dynamic Analytics](#), and [ProFIT-MAP Reporting](#). Sample reports:

Process

| |
|---|
| Products – demand, mix, production |
| Operations – stations, performance characteristics |
| Product Workflows – flow of products across operations |
| Product Rework and Scrap Behavior |
| Transportation and Conveyance – on-demand with movement thresholds |
| Operation Buffers – input, output, recycle, scrap |
| Work-in-Process Inventory – in production, starting |
| Inventories – finished goods, raw materials & supplies by MRP, milk run, etc. |
| Operation Groups – with variable shift schedules |
| Shifts – active and inactive |
| Operation Processing Times – scheduled, inactive, job time |
| Operation Processing States – blocked, starved, set-up, fail, etc. |
| Constraints – floating and static, in value stream flow |
| Activities – required to meet the given product demand and mix |
| Jobs – required to meet demand, created from batching policies |
| Production Dynamics – variability and interconnections |
| Operational Policies – including financial, resources, and supply chain |

45+ Interactive Reports



Financial

| |
|----------------------------|
| Cost of Goods Manufactured |
| Unit Cost |
| Cost to Add Value |
| Asset Costs |
| Direct Labor Costs |
| Indirect Labor Costs |
| Transportation Labor Costs |
| Raw Material Costs |
| Supplies Costs |
| Utilities Costs |
| Other Costs |

Resources

| |
|----------------------|
| Asset Use |
| Direct Labor |
| Indirect Labor |
| Transportation Labor |
| Raw Materials |
| Supplies |
| Utilities |

Supply Chain

| |
|------------------------------------|
| Finished Goods Inventory and Cost |
| Raw Material Inventory and Cost |
| Supplies Inventory and Cost |
| Work-in-Process Inventory and Cost |
| Order Management |
| Procurement |

ProFIT-MAP Business Dynamics helps guide the types and timing of investments in people, facilities, equipment, maintenance, etc. to grow at a controlled pace, with the flexibility to respond rapidly to changing customer needs, while minimizing risks associated with actions that can potentially harm the business.

BUSINESS APPLICATIONS

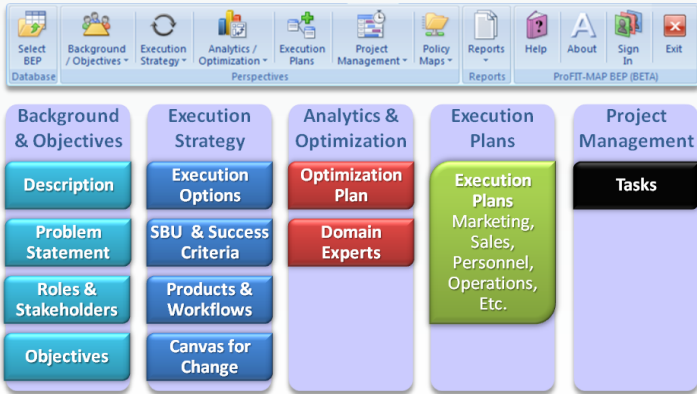
- Restructure operations
- Consolidate operations after M&A
- Construct systematic operational road-maps for new opportunities
- Prioritize ideas and projects for bottom-line impact
- Develop risk management strategies for new products and technologies, and market changes

MENAWAT & CO.

ProFIT-MAP™ Business Execution Profile

The Business Execution Profile tool is used in conjunction with both ProFIT-MAP Business Dynamics and ProFIT-MAP Workflow Dynamics. It systematically defines the business opportunity and change effort. As the primary source of project communication and control it performs several functions, including:

- Frames the business challenge and multiple objectives
- Identifies needs of various stakeholders
- Identifies execution strategy and options
- Defines the SBU from customer perspective of products and their attributes
- "Deconstructs" period costs to uncover range of opportunities
- Selects parameters for change, optimization "space," etc.
- Compiles the "Canvas for Change"
- Identifies Domain Experts key to project success



ProFIT-MAP and Menawat & Co. are trademarks of Menawat & Co.

NORTH AMERICA

Menawat & Co.
1426 North Hidden Creek Dr.
Saline, MI 48176 USA



Anil Menawat
Founder & Managing Partner
+1 734 786 4065
anil@menawat.com



Adam Garfein
Co-Founder & Partner
+1 734 429 0813
adam@menawat.com

EUROPE

Menawat & Co. Ireland
Belvedere House, Old Clonmacken
Ennis Road, Limerick, Ireland



James O'Sullivan
Managing Director, EMA
+353 872 700 323
james@menawat.com

