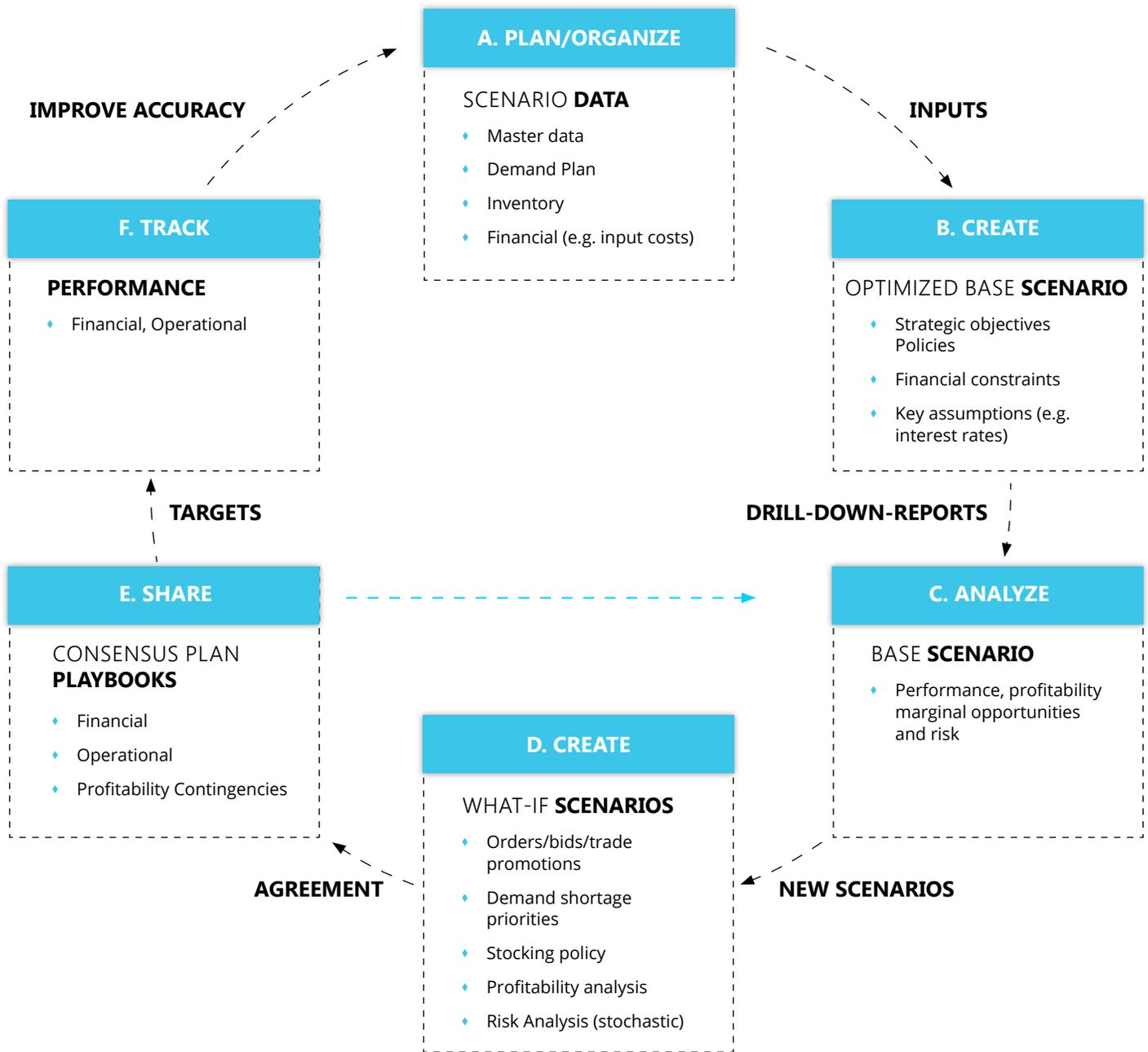


RIVER LOGIC ENABLES **INTEGRATED BUSINESS PLANNING**



ANSWER MORE MEANINGFUL QUESTIONS WITH RIVER LOGIC'S SOLUTION

TURN S&OP INTO A CROSS-FUNCTIONAL VALUE DRIVER FOR YOUR WHOLE BUSINESS



SEE A 2-5% IMPROVEMENT
IN YOUR ANNUAL
REVENUE/PROFIT WITHIN
THE FIRST YEAR



REDUCE WORKING
CAPITAL EXPENSES BY 15%
OR MORE BY OPTIMIZING
BUILD TIMING AND
DEPLOYMENT



OPTIMIZE SOURCE,
CAPACITY, LOGISTICS,
PROCUREMENT, SUPPLY
AND DEMAND PLANS
WITH A SYNCHRONIZED
SOLUTION



INCREASE CROSS-
FUNCTIONAL
COLLABORATION,
PLANNING AGILITY AND
FORECAST ACCURACY
WHILE REDUCING
SCENARIO ANALYSIS FROM
WEEKS TO HOURS



GLOBAL OPTIMIZATION

SIMULTANEOUSLY SOLVING WHAT-IF FOR WHAT'S BEST
VS. SEQUENTIAL HEURISTICS

- ◆ What is the holistic impact of a local decision on the company as a whole and how does it change the plan for other parts of the organization?
- ◆ What business constraints are stopping our ability to achieve our goals and what's the value to releasing them?
- ◆ What are the best decisions if the business climate changes (modeling uncertainty)?



DEMAND OPTIMIZATION

PRICES, PROMOTIONS AND VOLUMES BECOME DECISION VARIABLES
INSTEAD OF FIXED INPUTS

- ◆ Which customers and products, channels are the most / least profitable on a forward-looking basis by business unit, region and time period?
- ◆ Which demand should we proactively drive?
- ◆ With which products and at which channels/customers?
- ◆ Using which methods (promotions, advertising, incentives, etc.)?



SUPPLY OPTIMIZATION

DETAILED REPRESENTATION OF PROCUREMENT, MANUFACTURING,
INVENTORY AND DISTRIBUTION VS. ROUGH- CUT CAPACITY PLANNING

- ◆ What plan meets demand most efficiently?
- ◆ What plan maximizes overall value?
- ◆ Consider industry specific requirements like complex blending, asset deterioration or asset performance benchmarking?



CUSTOMER SERVICE OPTIMIZATION

PROACTIVELY BALANCING CUSTOMER SERVICE LEVELS AGAINST STRATEGIC PROFIT OBJECTIVES

- ◆ How can we structure customer contract terms to maximize value? What plan maximizes overall value?
- ◆ What rules should we implement for inventory management? MTS vs. MTO?
- ◆ What is the profit impact of last-minute promotions?



FINANCE OPTIMIZATION

NOT JUST FINANCIAL TRANSLATION – FINANCIALS ARE INPUTS, OBJECTIVES AND CONSTRAINTS VS. SUMMARIZED OUTPUTS

- ◆ What plan optimizes profitability, cash flow and ROIC?
- ◆ Where are the most significant risks to our ability to achieve the targets and how could we mitigate
- ◆ How should we balance working capital, taxes, currency and intercompany transfers to maximize net income?



BUSINESS STRATEGY OPTIMIZATION

EXTEND YOUR TIME AND VALUE CHAIN HORIZON TO UNDERSTAND STRATEGIC IMPACTS OF INTEGRATED PLANNING

- ◆ How can we optimally manage the product portfolio? Where are the most significant risks to our ability to achieve the targets and how could we mitigate
- ◆ What is the impact of sustainability targets on demand, supply and financial performance?
- ◆ Where is our network suboptimal and how do we optimally allocate investments?
- ◆ What is the impact of our decisions outside of our enterprise – up and down the value chain?
- ◆ What happens if the competitive landscape changes?

TRULY TRANSFORM **THE WAY YOUR S&OP RUNS**



DISCOVER BREAKTHROUGH INSIGHTS THAT ARE PROVEN TO BE WORTH MILLIONS IN JUST A FEW MONTHS



GAIN DEEP ORGANIZATIONAL KNOWLEDGE AS YOU BEGIN TO BETTER MANAGE TRADE-OFFS AMONG CONFLICTING FUNCTIONAL GOALS



EMPOWER YOUR BUSINESS LEADERS TO RUN AND EVALUATE PRESCRIPTIVE ANALYTICS WITHOUT THE NEED FOR DATA SCIENTISTS



REMAIN AGILE AND BE CONFIDENT YOU'RE PRODUCING OPTIMAL, FEASIBLE PLANS AS THE WORLD AROUND YOUR BUSINESS CHANGES

ABOUT **RIVER LOGIC**

River Logic has been a global innovator in prescriptive analytics (optimization) since 2000. Its platform — designed for business users — enables enterprise-wide optimization, collaborative planning and performance management, all delivered through a revolutionary user experience. By understanding how to best utilize cross-functional resources and manage trade-offs, companies make more impactful decisions.

River Logic goes to market primarily through partner organizations like PWC, Barkawi, Grant Thornton and CGI, helping them develop high-value applications that monetize their IP. Recent clients include Unilever, BHP Billiton, the FAA, Jewish General Hospital, Peabody, the Russian Post and Valero. Typical client value-add ranges from 10% cost reduction to 2-5% of sales in additional profit.

GET A DEMO OF **RIVER LOGIC'S**

PRESCRIPTIVE **ANALYTICS PLATFORM**



INTEGRATED MODEL

OPTIMIZED DECISIONS

PRESCRIBED EXECUTION

DEMO

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OR CALL

866.326.0171

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