



Product Mix Optimization: A Management Tool to Accelerate Manufacturing Profits

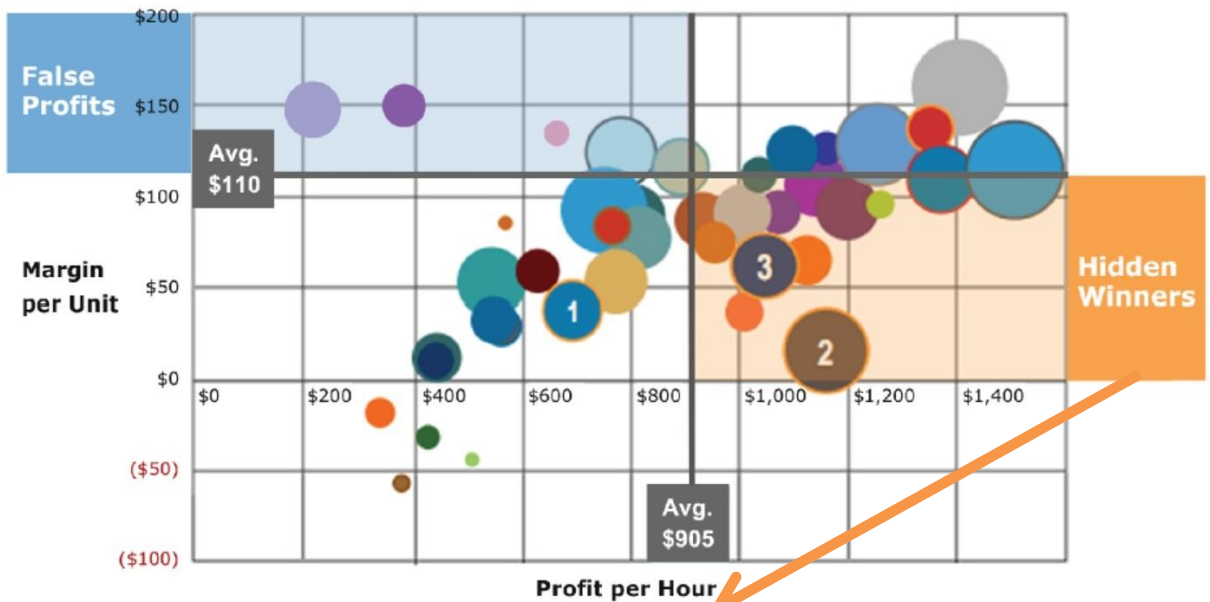
How are you measuring your profitability? How are you managing it? If strategic attention to your product mix and time-based cash flow are not part of your equation, you are likely leaving hidden profits on the table for a competitor to take.

Princeton Consultants blends best-in-class custom optimization expertise with a revolutionary software platform to measure and report a detailed, time-based profit metric for each of your SKUs. Finance, operations and sales executives use this tool and approach to make better decisions daily about key assets and to answer critical questions such as:

- What *exactly* is driving our profitability—and what *precisely* is the best path forward?
- How profitable are each of our products, customers and plants?
- What has been driving our profit changes over time?
- How large is the gap between plan and actual profit?
- What is the impact of each variance?
- How should we change our plans to grow profits faster?

Go Beyond Unit Margins and Uncover Your “Hidden Winners”

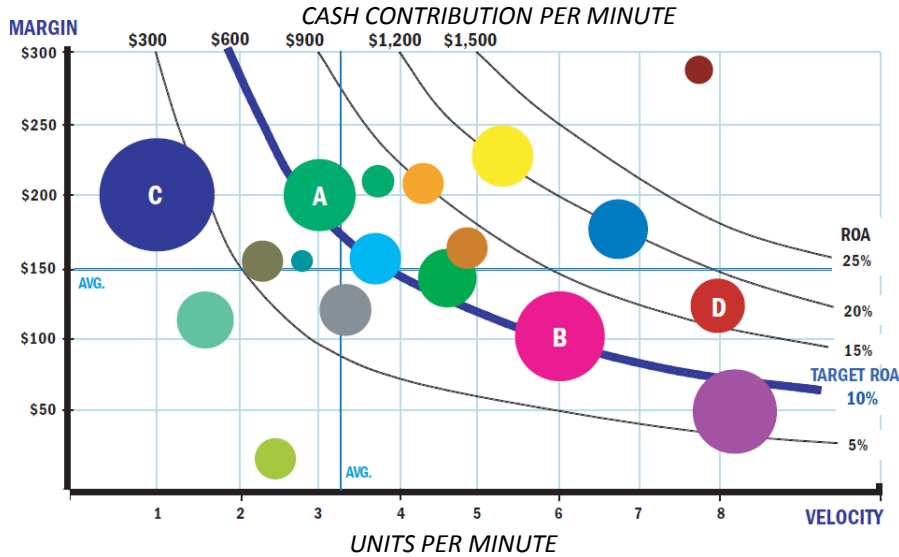
Each bubble represents a product type. Bubble size is proportional to revenue.



IMPROVED DATA-DRIVEN DECISION MAKING

- Identify low-margin products manufactured fast enough to yield high profits per hour.
- Prioritize orders to maximize the rate of profit velocity.
- Focus capital expenditures for products and equipment that generate profits faster.
- Compete harder for contracts that yield profits more quickly.
- Reevaluate and restructure existing contracts.

Profit velocity and your product mix: How much are you making from your current plan? How much could you make from an optimized plan?



Product D contributes more cash per minute than Product C, despite its lower margin.

Getting Started: Accelerated Assessment, Implementation & Time To Payback

• Results Preview

The delivery of sample insights and indicators of potential impact, based on as few as 8 data elements from the manufacturer.

Preview & Briefing
Completed in Month 1

• Executive Briefing

Business analysis and presentation of a portfolio of opportunities, culminating in a one-day workshop with executives.

• Enterprise Roll-out

The implementation of the platform and embedding its output into the management process.

Operational in Month 2

Contact



Steve Sashihara
CEO
SSashihara@princeton.com



Eugene Adam
Director
EAdam@princeton.com



Michael Menche
Business Development Manager
MMenche@princeton.com

Founded in 1981, Princeton Consultants has completed over 1,000 projects for many of the largest, most successful and innovative companies.



PRINCETON CONSULTANTS

Information Technology and Management Consulting

Princeton, NJ * New York, NY

www.princetonoptimization.com