



SignalDemand Express Our Science, Your Success

Overview

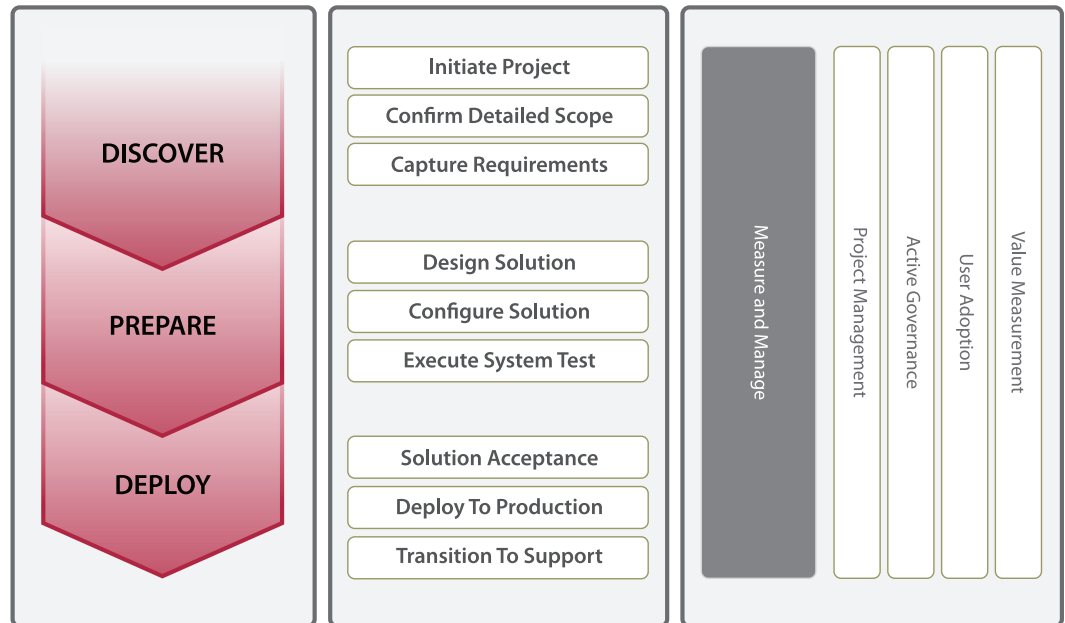
SignalDemand Express, our implementation methodology, is based on a set of best practices designed to ensure every implementation is effectively delivered. The methodology comprises three stages that together provide a clear way to organize what needs to be done and to specify when milestones will be reached. Our approach allows customers to realize value in incremental steps during their implementation.

At each stage, there are specific gates that must be cleared before a project can proceed to the next stage. These “exit criteria” help organizations determine where they are in the implementation lifecycle and work to ensure activities are delivered to the required quality.

Throughout each implementation the project team is guided by clear governance procedures and effective, proven project controls.

Key Features:

- Based on a structured methodology that leverages a comprehensive set of best practices.
- Value is realized in progressive steps during the implementation.
- SignalDemand's value measurement framework is integrated into the implementation methodology.
- High levels of application usage are ensured through a focus on user adoption and training.



Benefits:

- We rapidly produce measurable business results.
- Our methodology is easy to understand.
- Our approach is iterative and proactive.
- We address all areas of the solution.

Deliverables:

- Enterprise-level price and margin optimization application
- Value assessment benchmark that supports an ongoing and continual focus on delivering business value
- User adoption and training plan aimed at ensuring high levels of application usage and satisfaction
- Comprehensive set of project controls, including project definition documents, regular status reports and reviews

Proven, Structured Methodology

The methodology is comprised of three distinct stages and an end-to-end focus on governance, project management, value measurement and user adoption.

Discover:

During the Discover stage we work closely with our customers to fully understand their organization, strategic objectives, key business metrics, project stakeholders, data architecture and other key elements required to deliver a successful project. In addition, we capture and document the full set of science, functional and data requirements specific to an implementation.

Prepare:

The Prepare stage is where we design and configure the application to meet each customer's specific requirements. We also execute a full system test and work closely with our customers to assist them to prepare their user acceptance plans.

Deploy:

In Deploy we assist our customers in executing their acceptance plans and readying themselves for production use before releasing the application for production use. Following the production release we execute a formal transition to our support organization.

Measure & Manage:

Understanding that implementations are about much more than technology, SignalDemand has formally defined activities for project management and effective governance. This set of activities includes preparation of the project plan and project definition document, formal status reporting and the active engagement of executives from both SignalDemand and the customer organization throughout the project.

Our focus on achieving high and sustainable levels of user adoption is why our Measure and Manage activities include the design, development and execution of user adoption and training plans. A structured and formal focus on these activities ensures the deployed solution delivers high levels of customer satisfaction and results in excellent user adoption.

At SignalDemand, we are committed to the delivery of tangible customer value and have a toolset specifically developed to measure this value. During the early stages of the implementation, we will configure our Value Measurement tool to fit each customer's unique business objectives, complete a Value Measurement baseline and business case target. Post deployment, we will then measure on a continual basis the actual value delivered against the baseline and business case target. This allows an ongoing focus on delivering maximum value from our solution.



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About SignalDemand

SignalDemand provides manufacturers with on-demand software and services to achieve maximum profit margins in the face of volatile markets and increasingly complex pricing decisions. Using patented, comprehensive mathematical models to process thousands of variables, SignalDemand's technology allows customers to adjust supply and pricing

on a continual basis. By recommending best price, supply utilization and product mix in moments, SignalDemand enables better day-to-day decision-making. Industry leaders rely on SignalDemand for immediate and ongoing improvement of financial performance. For more information, please visit www.signaldemand.com.