



The Optimize Solution™

Evolve your Data over the Lifecycle of the Product

Imagine the impact of greater negotiating power, higher margins and increased revenue could have on your 2009 business plan. If you have responsibility for sourcing or product lifecycle management, the Optimize Solution™ is for you.

Global trade volume is predicted to continue growing at a dizzying pace, government regulations are becoming more complicated and enforcement is increasing. Is your supply chain and technology optimized to run lean and efficient given the growing complexity and higher risks in the global supply chain?

Are you operating your business strategically or tactically? Are you proactive or reactive? Do you have the critical business information you need to make superior decisions? Are you evaluating every cost to maximize profitability? Do you have visibility and oversight as your business data evolves over the lifecycle of a product? The OPTIMIZE Solution™ can provide you a blueprint to effectiveness and control.

Together Nancy Johnson, the Founder, President and CEO of Optimize (an award winning, advisory services firm for all things related to designing and developing product) and Matt Gersper, the Founder and President of Global Data Mining (a content and service provider of global trade information) present the Optimize Solution™, a proprietary solution concept that brings sourcing and trade management information further up into the supply chain and allows for true evolution of data throughout the product lifecycle. By aligning resources, data, processes and technology, the Optimize Solution encourages better business decisions and a healthier business environment than exists in many companies today. They can explain the methodology and content needed to implement this solution.

Learn how to include collaborative practices in your business earlier in the supply chain by breaking down silos and integrating information within your company. Learn how to increase financial performance by increasing the visibility of data to drive informed and strategic business decisions. The Optimize Solution™ shows how to fully utilize technology and data to work for you.

If you are struggling under the pressures of lost employees, under-performing technologies, under-utilized information and poor processes, this solution is for you. Few companies can afford to miss any significant opportunities in 2009.

If you would like more information on the Optimize Solution™ and how it can work within your organization, please contact Nancy Johnson at nancy.johnson@optimize.com or +1.201.888.4122.