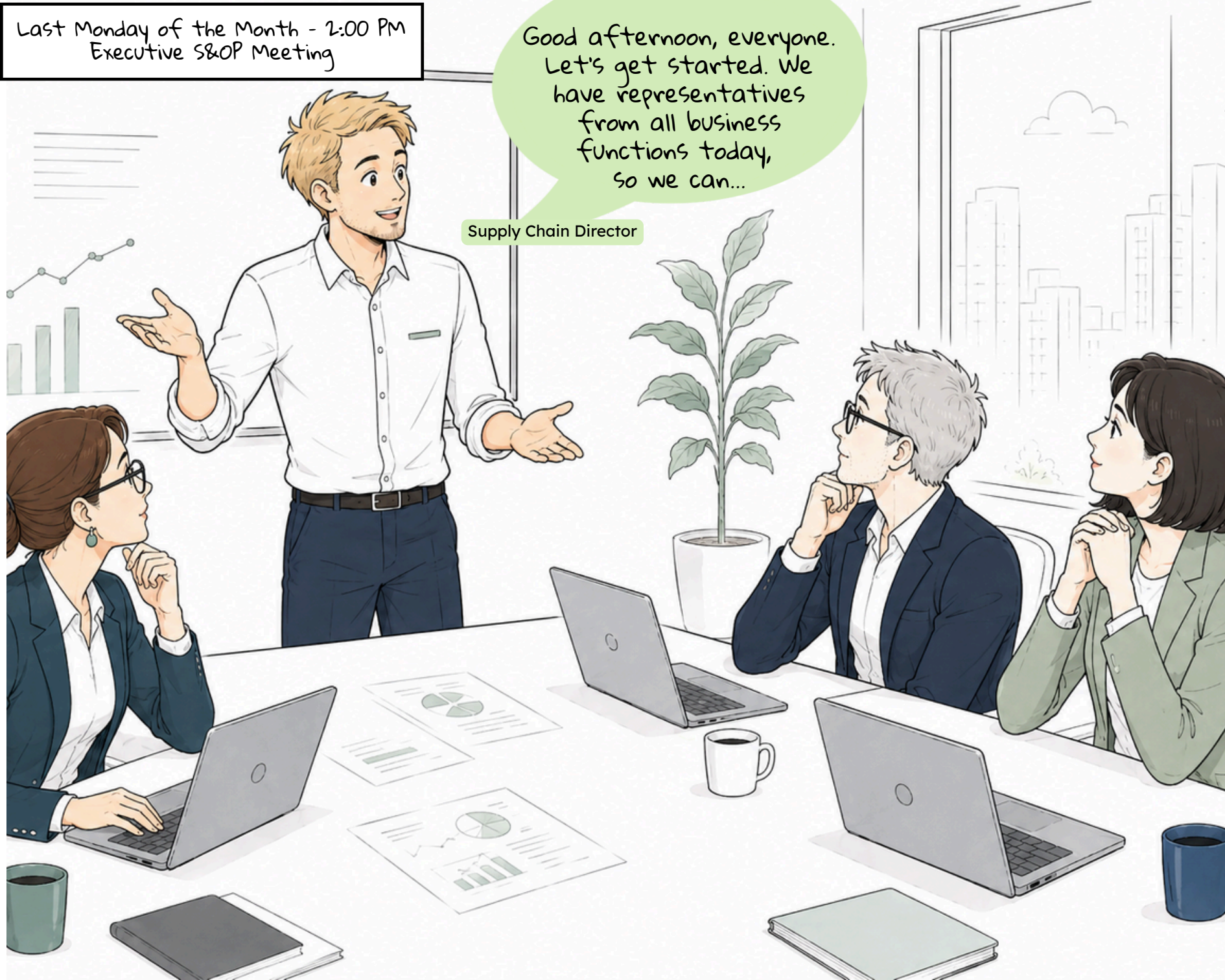


Last Monday of the Month - 2:00 PM
Executive S&OP Meeting

Good afternoon, everyone.
Let's get started. We
have representatives
from all business
functions today,
so we can...

Supply Chain Director



I've just seen the latest numbers. Why did we miss our targets?!

CFO



Well... I wasn't asked to produce
what was in the original plan.
It's not my fault!
We're always operating in
firefighting mode.

Production Director





And I never have the right products available for what my customers are asking for!

Sales Director



I don't understand. We agreed on a plan last month. Why didn't we stick to it?

Supply Chain Director

MONTHLY PLAN



I'm lost. Are we investing or not?!

CFO

Which plan?
There are several!

Production Director

Where is that plan, anyway?

Sales Director



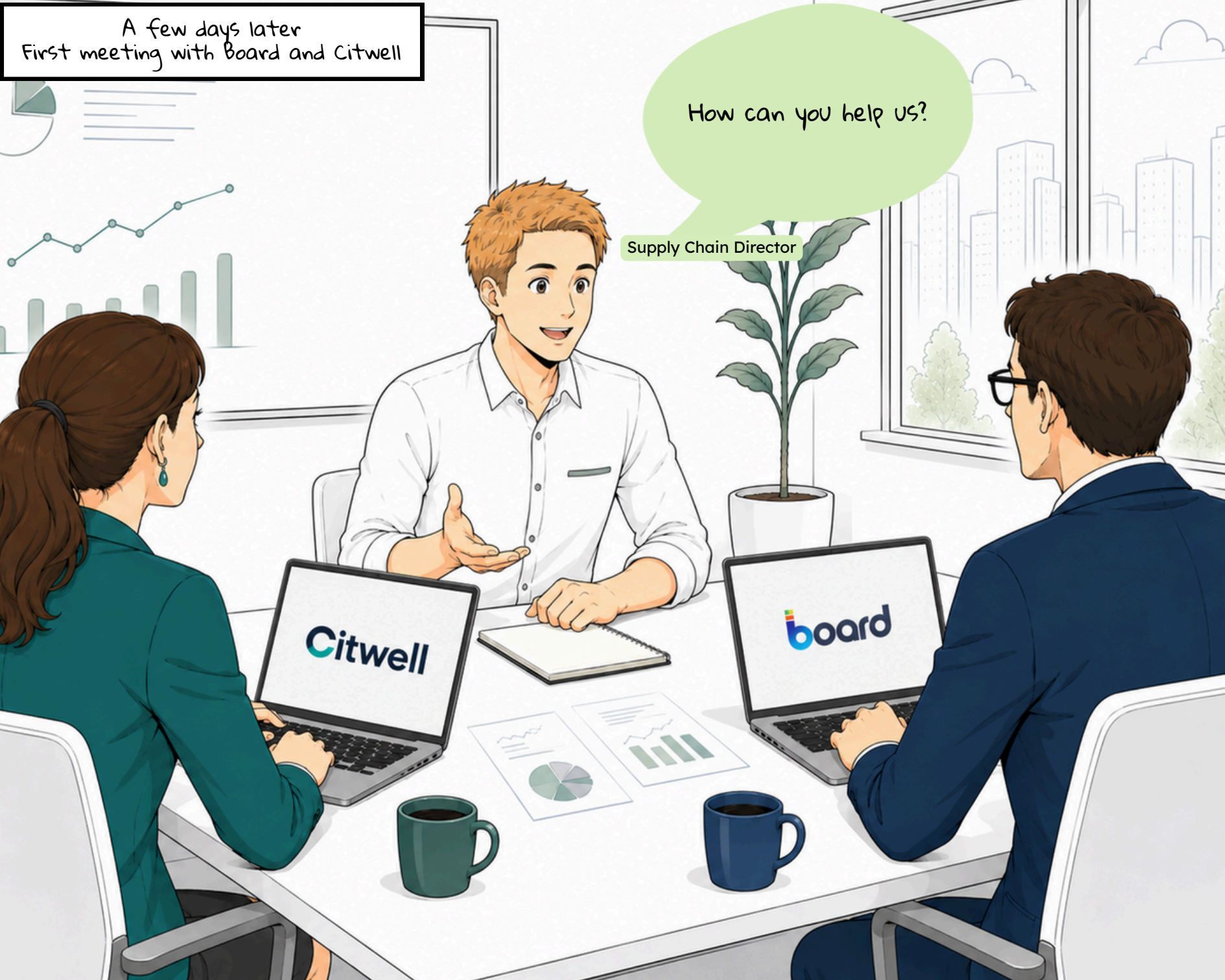
What we need is one shared plan!
A former colleague of mine
went through the same
situation.
Citwell and Board helped them
implement an effective S&OP
process.

Supply Chain Director

A few days later
First meeting with Board and Citwell

How can you help us?

Supply Chain Director





At Citwell, we help you:

- Structure your S&OP process
- Build a realistic, shared plan
- Turn decisions into action



With Board, your teams work from the same plan.
You can compare scenarios and make decisions together, with confidence.

Citwell

board

Four months later...
Executive S&OP Meeting

We've compared the scenarios.
Scenario #3 best meets our
objectives.
Let's move forward with it.

Supply Chain Director

Agreed. We'll prioritize
the legacy product
range to reduce our
excess inventory.

Sales Director





Agreed. I'll approve the investment to purchase the PK367 machine for the mechanical production line.

Production Director

CFO

This time, we know exactly what we're deciding... and what we're committing to.