



**REDUCE RISK.
MAXIMIZE VALUE.**

UNPARALLELED BUSINESS INSIGHT.

Uncertain financial conditions, aggressive competition, global business expansion and shorter product life cycles have all added to the volatility of business. While executives have little control over this environment, with proper planning they can exert significant influence over how these factors affect business performance. Jonova Inc. provides the software to test the implications of such business scenarios and design the plan that maximizes shareholder value.

Our solution delivers quantitative insight across the supply chain, product portfolio and financial horizon, enabling companies to identify and value risks and opportunities in their business. By providing better predictability and performance under dynamic conditions, Jonova customers can evaluate a wide range of potential strategies to reduce risk and maximize value.

What Makes Jonova Unique

Jonova's simulation and modeling software is used by industry leading companies to improve cash flow, eliminate inefficiencies, reduce taxes, optimize new product introductions, maximize ROI and much more. Our unique approach simulates the combined financial and operational aspects of a customer's global value chain and product strategies. While there are many options for modeling financial, product and supply chain requirements, only Jonova offers an approach that simultaneously combines all three areas to accurately predict the true impact of potential operational and financial decisions.

Leading Companies Find Value in Jonova

Our customers are Global 1000 manufacturers in diverse industries with highly competitive markets and significant challenges to balance growth, market share and ROI. Leading firms such as Motorola and AstraZeneca use Jonova's integrated operational and financial simulation software to uncover bottlenecks and maximize performance.

For more information on how Jonova can help improve your bottom line, contact Scott Hough, Vice President of Sales at shough@jonova.com.

INTEGRATING EFFECTS OF JONOVA'S SOLUTION

Leading companies use Jonova's integrated operational and financial simulation software to optimize a number of processes including:

OPERATIONS

- Global supply chain design, improvement and optimization
- Asset rationalization
- Logistics and contract planning
- Sales and operations /demand planning
- Product lifecycle management
- Cross functional resource allocation and prioritization

FINANCE

- Continuous budgeting
- Minimize taxes, duties and royalties
- Determine and defend transfer pricing
- Uncertainty and risk management
- Cash flow impact
- Investment decisions
- Maximize ROI
- Merger & acquisitions

SALES & MARKETING

- New product introduction
- Product portfolio management
- Competitive markets
- Emerging markets
- Pricing strategy