Framework for Planning, Authentication, Communication & Execution (PACE™) of Strategy

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PACE™ - What is it?

- It is a unique, scalable end-to-end framework for the development, authentication, communication and execution of strategic level solutions

- It makes use of unique simulation-based technologies and systems thinking techniques and processes for developing and delivering Scenario Planning and Strategic Enterprise Management (SEM) solutions

- It's delivery technology platforms are designed to bridge the gap between models and use of models and between strategy development and execution

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PACE™ - What can it do for you?

- Comprehensive in covering all phases of strategic planning, evaluation and execution and in addressing the needs of:
  - New organizations or businesses with break through ideas
  - Existing organizations or businesses going through a transformation or seeking to improve their performance
  - Organizations or businesses engaged in innovative strategic moves
- Can be applied to any level of the organization
  - Corporate, BUs, Departments or Activity
- Suitable for designing strategy for any activity
  - product, marketing, sales, human resources, supply chain, alliances, CRM, etc.
- Can be implemented in four phases as separate or integrated solutions and each module can be customized to meet our clients' specific needs
  - **P**lanning solution
  - **A**uthentication solution
  - **C**ommunication solution
  - **E**xecution solution

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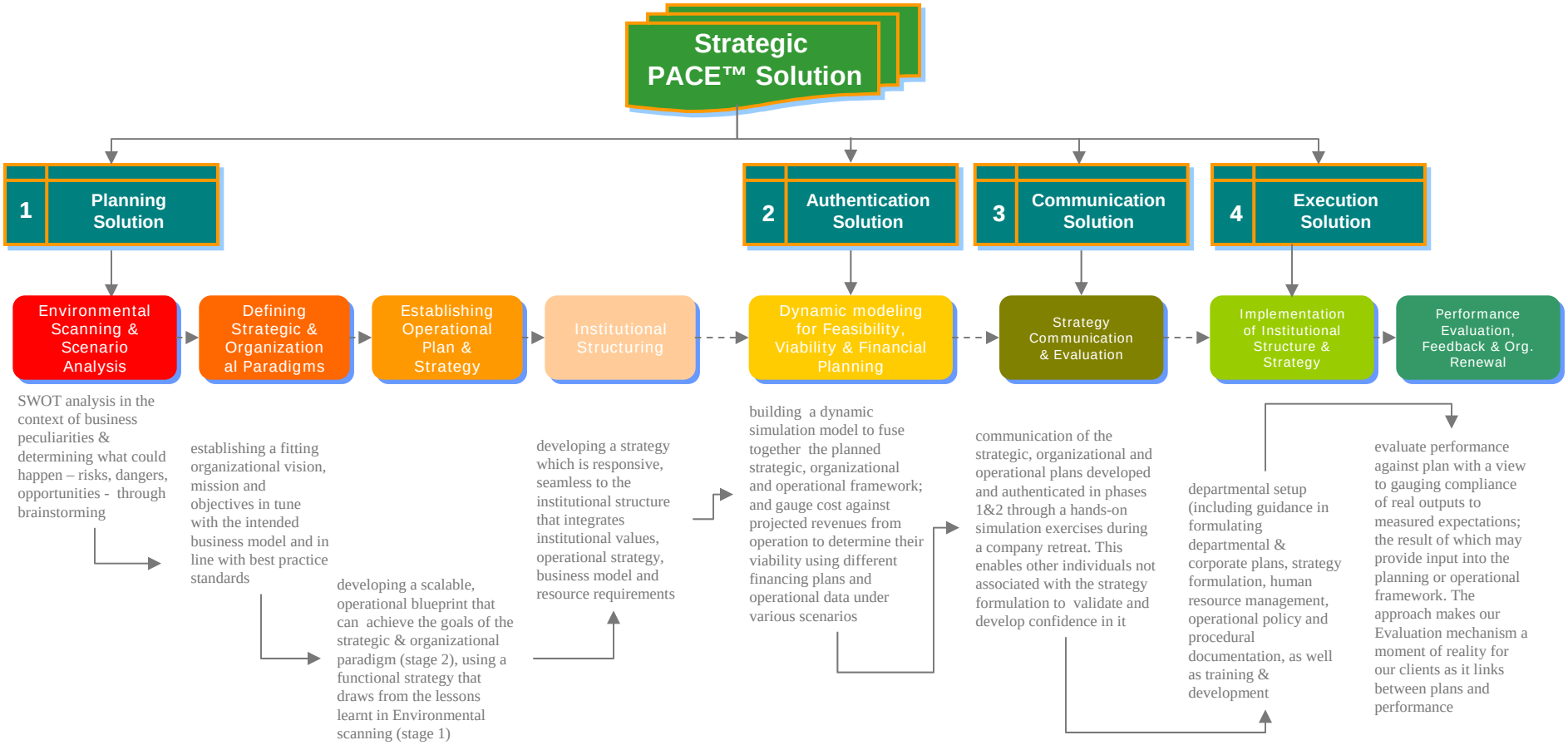
PACE™ - The Framework



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PACE™ - Main Features

- Holistic approach to complex issues in all phases and stages of our work – planning, authentication, communication and execution of strategy
- Realism – we build change from what's already there and without destroying existing synergies
- Good rapport with all the key players – we are skilled at seeing the issues through the eyes of all the stakeholders within and outside the organization; getting their ideas and opinions and shaping them with our own insights and objectivity
- Robustness and Rigor– our models are subjected to graphical and quantitative verification, validation and testing for fit to purpose
- Interactivity – our end solutions are designed to facilitate active and dynamic interaction between the user and the business model for maximum experience

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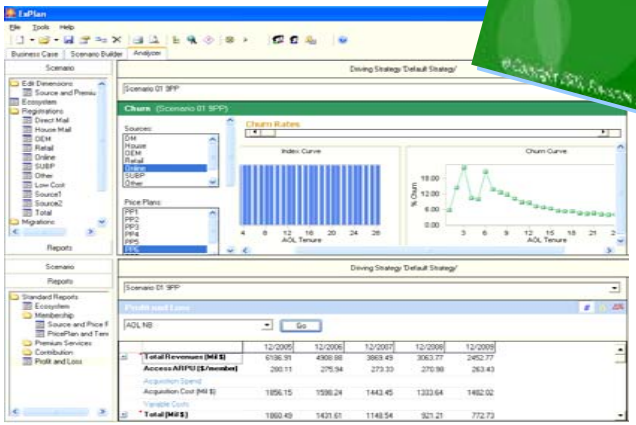
PACE™ - Technology Tools

Our simulation-based strategic decision-making tools include:

- **Studio™** for dynamic modeling and analysis
- **ExTrain™** for communication and training of the strategic planning Process
- **ExPlan™** for managing the planning and execution of Strategy



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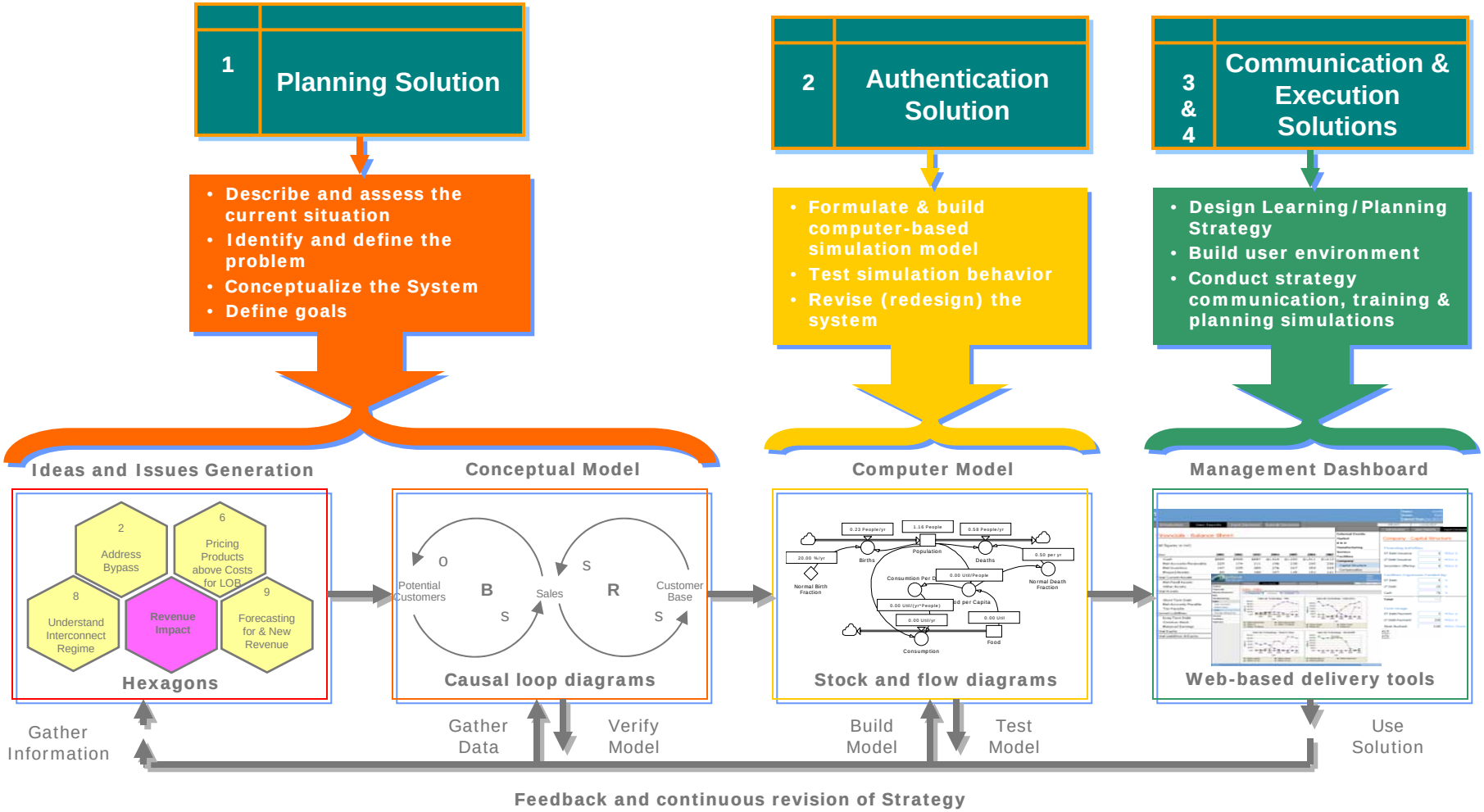
PACE™ - Process Tools



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PACE™ - Solution Delivery Process

Knowledge Transfer to Client

1 2 3 4 5 6 N (Weeks/Months) | Months/Years

Knowledge Extraction

Environmental Scanning & Analysis

- Determine model use/ purpose
- Establish connection between model & everyday realities of managerial life
- Determine how the model can be integrated into the political, cultural, & managerial values of the firm
- Specify study objectives & define system boundary
- Specify model assumptions & performance measures
- Determine alternative scenarios to investigate
- Search, discover, & interpret facts
- Describe the system to be simulated & trace effects back to causes

Conceptual Model

Knowledge Representation

Solution Design & Model Formulation

- Define system components
- Identify & classify system variables
- Specify experimental design – initial system conditions, parameter values, reference modes, etc.
- Create simulation model of the decision policies, information sources, and interactions of the system components
- Prepare input data and parameters
- Validate model structure and behavior
- Formulate experimental conditions
- Conduct initial policy test runs
- Tune and optimize the model

Simulation Model

Knowledge Presentation

Application Design

- Design the look & feel of the user interface
- Build GUI – VB, DHTML / Java Script, Active-X, XML, etc. programming
- Design & build Pages – ASP/.NET technology
- Design & build database
- Integrate the simulation model with the GUI
- Integrate audio & video files
- Test the integrated simulation model for consistency and validity
- Integrate application into client systems
- Test application on different platforms

Integrated DS Tool

Knowledge Delivery

Communication & Implementation of Solution

- Simulate the model under different assumptions to generate the system behavior through time
- Compare results with available knowledge about the actual system
- Redesign organizational relationships and policies that can be altered in the actual system
- Conduct enough scenario runs to evaluate all known alternatives
- Recommend suitable line of action to be followed

Tested Mgmt Decisions

Knowledge Maintenance

Solution Maintenance Agreement

- Conduct routine business scenario simulations
- Create new model structures to include business changes
- Extend the scope of model to address new business issues
- Provide free upgrade of technology platform

Sustainability

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