

Product Implementation Plan:

Make Changes to Your Product Realization Process to Become A New Generation Company Using Collaboration and Innovation

Operate Successfully in a World Economy

To become a new generation company based on partnerships and capable of operating a sustainable enterprise in a world economy requires collaboration and innovation on a massive scale.

Enterprise Product Realization™, developed and implemented by Vertare and Campfire Interactive, enables companies to compete globally by combining and integrating performance-improved processes using technology, methodology, and learning with a highly visual and communicative process-operating system for creating enterprise-wide consciousness, resourcefulness, creativity and responsiveness.

EPR Nurtures Successful Partnerships

Partnerships formed through mergers and acquisitions have inherent risks attached when cultures combine. EPR enables participants at all levels within the new enterprise to communicate, collaborate, and innovate by following a thoughtful, easily understood implementation plan that visualizes all product development processes in pictures, not just words. Creating an opportunity for success by balancing business, technical and cross-cultural considerations with EPR enablers results in a leaner workforce, optimized systems, shared facilities, and competitive products.

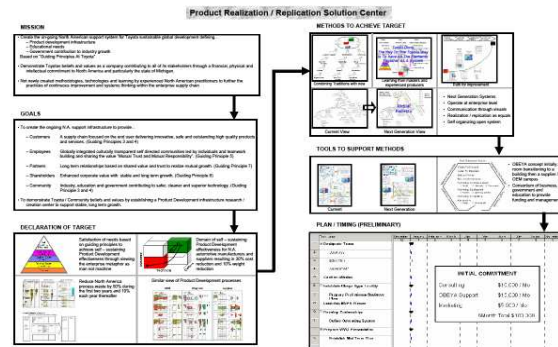
Enterprise Product Realization Paints the Picture

The body of a business enterprise is its physical capital; the soul of the enterprise is its intellectual capital. The purpose of the Enterprise Product Realization system is to harness, organize, shape, and share the intellectual capital of a company using its physical capital for distribution in order to create increasing value throughout the organization.

The intellectual capital provided by people needs a common picture so that all partners in the process can see and understand where they are going, why a specific path was chosen, and how to arrive at a final product ready for manufacture and sale to customers.

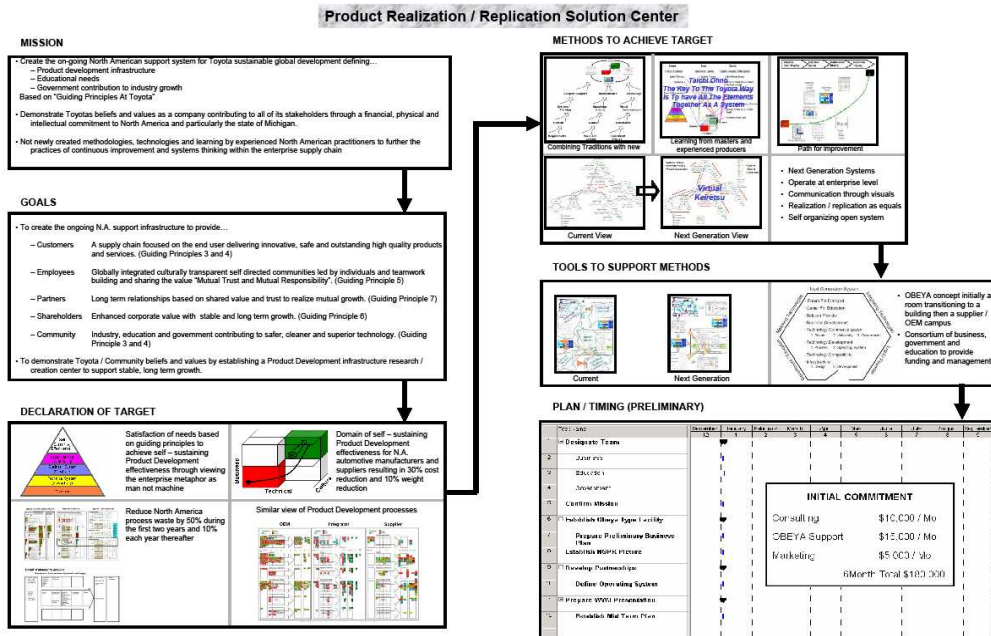
The Product Implementation Plan

EPR uses business-oriented visualization technologies to enable this process to take place efficiently, effectively and systemically. A single-page 11x17-inch picture (similar to Toyota's revered A3 document) created collaboratively by Vertare and its client displays the new process implementation plan that is easy to understand and follow. This process picture is a graphic representation of the collective thoughts, ideas, and decisions of an ad hoc team of executives, managers and associates who are charged with implementing the plan.



The Product Implementation Plan is a detailed action plan for achieving self-sustaining business performance. It includes the company's mission, goals, declaration of targets, methods of achieving targets, and supporting tools for achievement. Specific plan-implementation directions and tasking for executives, managers and associates are outlined along with the cost/benefit commitments that will enable the company to greatly exceed hurdle requirements, implementation methods, tools and timing.

"The Soul Never Thinks Without a Picture" - Aristotle



Vertare Deliverables

The Product Implementation Plan depicts detailed steps, timing, and the financial impact of implementing a next generation product realization system

Deliverables include:

- A detailed action plan for achieving self-sustaining business performance.
- Definition of the company's mission (1), goals (2), declaration of targets (3), methods of achieving targets (4), tools to support methods of achievement (5), and preliminary timing plan (6).
- Specific implementation directions and tasking for executives, managers and associates.
- Cost/benefit commitments that enable the company to greatly exceed hurdle requirements.
- A series of cascading implementation events throughout the supply chain for consideration.
- Innovation process recommendations including "Voice of the Customer" inputs.
- Risk/reward process considerations for new work opportunities.
- Employee job description re-evaluations and organizational chart considerations.
- Product realization software rationalization.

Guidance and Support

The Product Implementation Plan is one of the steps in Vertare's Enterprise Product Realization™ system. A plan can be tailored to achieve the short-, mid-, and long-terms goals of the company through modularizing by Vertare LLC and software-developer Campfire Interactive.

A typical implementation plan involves participation by all stakeholders within a company. It begins with awareness and instructional sessions followed by a pilot program, and subsequent roll-out within the entire enterprise. During this phase, legacy computer systems are respected and utilized wherever practical. Sufficient savings initially projected by Vertare offer a self-funding opportunity that can be used to investment in additional entrepreneurial projects with a company's divisions and departments.

Contact Information

For more information or to arrange an onsite meeting with Vertare, please contact Mike Juras, Vertare CEO, at 248-379-4378 or mikejuras@vertare.com.