



## Introducing the Value-Based Enterprise

If innovation could be managed, when would you start?

If ideas were assets, where would they appear on your balance sheet?

If budget cycles became benefit cycles, how would you allocate resources?

Finally, you can measure innovation and deliver value-based results.

Welcome to the emergence of the value-based enterprise.

**Welcome to Consensure.**



## Who we are

We build business cases that help our clients understand an IT Project's Total Cost and Benefit of Ownership. Unlike consulting firms who perform costly, time-consuming studies that yield paper reports, we're a software application company that delivers a proven methodology. Once you've been through our process you can easily manage projects to their ultimate return and build other business cases on your own.

We also identify areas of your business that can benefit from Information Technology, and then we help prioritize and quantify the benefits, costs and strategic opportunity – while sensibly managing risk.

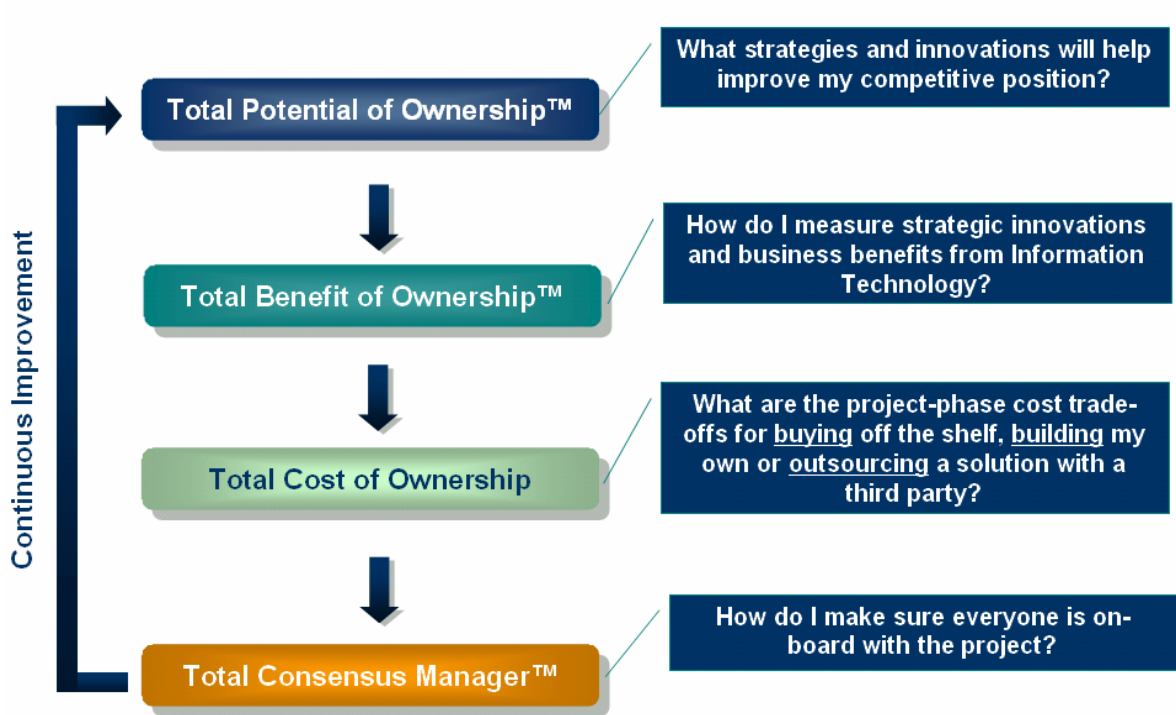
## Our mission

Consensure's mission is to help our clients realize the full economic potential of their digital, physical and collaborative (people) assets by quantifying the innovation and impact of Information Technology.

## What we do for you

We get your sales, marketing, support, finance, procurement, operations, human resources, manufacturing, and IT professionals speaking the same language – focused on the same goals – delivering tangible results.

- **Prioritize** your Information Technology project portfolio based on economic contribution, degree of risk and alignment with company strategy, business objectives & technology infrastructure.
- **Forecast** business improvements over long periods of time and manage the plan to actual over much shorter intervals – 5 to 10 year plans, can be monitored on a monthly basis.
- **Eliminate** non-value-add costs by aligning resources to business processes and associating costs with the people whose activities can have the most impact.
- **Measure** employees by their economic contribution rather than tenure or influential relationships – the soul of a meritocracy.
- **Govern** continual process improvements and compliance by inventorying business processes, objectives and methods in a single enterprise-wide framework.
- **Manage** innovation with Information Technology business cases throughout a project lifecycle, archiving historical projects for best-practices development and analysis.



## Getting it done

### ValueEngineOne™ (VE1™)

A fully integrated suite of business case management applications tuned for the way you do business today and in the future.

Simple, easy to install, manage and compatible with your other project management applications such as Microsoft Project and Microsoft Excel – VE1 delivers the sophisticated analysis you need to ensure proposed IT innovations are cost-effective and profitable.

The VE1 suite is comprised of four breakthrough applications.

### ValueEngineOne – Total Potential of Ownership™ (TPO™)

Low risk, high reward information technology (IT) projects begin by knowing how to beat your competition.

Consensure's Total Potential of Ownership (TPO™) delivers the competitive analysis you need to drive attainable business improvements.

### ValueEngineOne – Total Cost of Ownership™ (TCO)

Low-cost technology does not guarantee a low-cost project. With Consensure's ValueEngineOne – Total Cost of Ownership (VE1-TCO™), you gain complete control and transparency to all project costs, by phase, cost category and cash allocation, all while working within the GAAP SOP 98-1 guidelines for information technology (IT) projects.

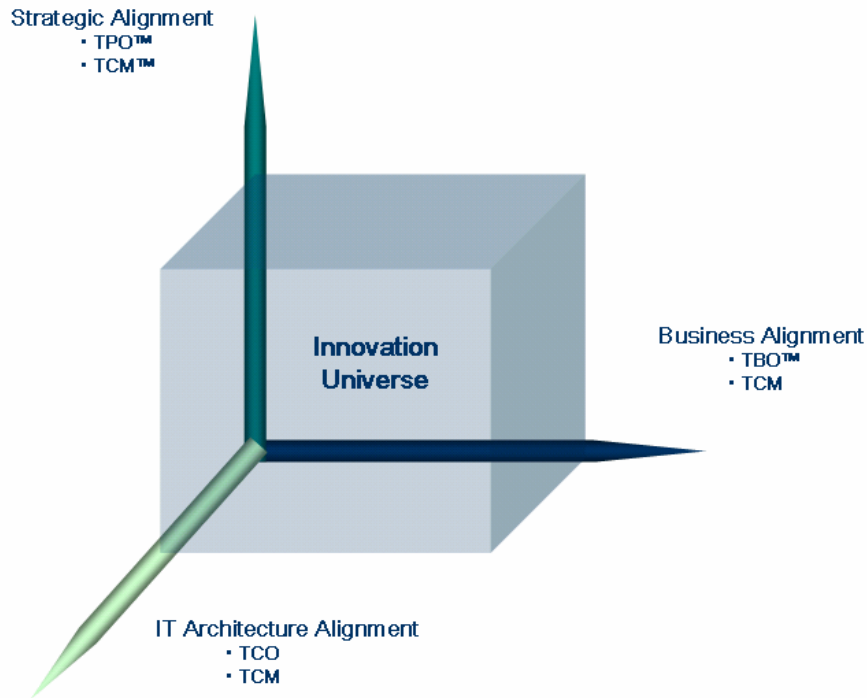
### ValueEngineOne – Total Benefit of Ownership™ (TBO™)

A rapid return on investment is what a business case is all about. When costs, products and time-frames are undifferentiated it's the risks and benefits that determine the outcome. With Consensure's ValueEngineOne – Total Benefit of Ownership (VE1-TBO™) you get the industry's most robust and proven application for calculating and managing risks and rewards.

### ValueEngineOne – Total Consensus Manager™ (TCM™)

Ensuring everyone who needs to be on-board, gets on-board with the information technology (IT) enabled business transformation, is what ValueEngineOne – Total Consensus Manager (VE1-TCM™) is all about.

Ensuring project consensus is how we built our name – "CONsensus" and "ENSURE". No business case is complete until it is Consensured.



## Why Consensure

### Affordable

Consensure believes the future of business transformation requires a new business process - IT Innovation Management. This new process is viewed by many as a pre-requisite to simply securing project funding. We know it will eventually become an on-going core competency of the strong and agile. We're building our foundation focused on this new, emerging market. We know the days of high-cost, multi-month, consulting engagements to determine a business case is rapidly becoming a thing of the past. That's why we've built our business and business model focused on the future. It's our intention to be the low-cost volume provider of business case best-practices, thought-leadership and results. And we know we have to set prices such that they are palatable at the department level as well as the Office of The President. We will not lose a client on price. That goes for our software and professional services.

We also know how much internal energy is required to build a credible and sustainable business case. Adopting our approach will get your company where it needs to be cheaper than doing it yourself or with anyone else. Need proof? Ask us for our business case's business case - it's all right there.

### Rapid

When we state rapid, it should not be interpreted in the strict sense of speed - but more in the sense of maintaining momentum. There's nothing more tragic than an innovation failing to take flight because visionaries can't get past bean-counters.

Likewise, there's no reason to move forward with a pilot implementation if you can't prove your case up-front in hard dollars and cents.

A typical engagement covers two departments and one proposed IT Innovation; takes ten business days, and usually covers no more than 30 calendar days.

### Comprehensive

Affordable and rapid doesn't mean you have to compromise quality of execution. Building objective, credible, effective business cases is all we do. Our deliverables are segmented into three tiers:

**Project:** we provide a detailed impact report, return on investment (ROI), net present value (NPV), internal rate of return (IRR), modified internal rate of return (MIRR), as well as a breakeven / payback and cash flow analysis.

**Strategic:** we analyze and provide the same project reports for each of the strategic objectives established by your organization - you not only get an ROI for a proposed project, but you also get it for the specific strategies being leveraged by the project.

**Department:** we do the same reporting at the department level, so that each department knows the impact will have on the company, their department and most importantly their budget!

Only Consensure aligns your information architecture, corporate strategy and management organization - clearly and comprehensively.

### Visibility

Consensure delivers more than just a final impact report; we deliver an application that provides visibility to the decisions made every step of the way, the rationale employed, the data gathered, the preferences and concerns. We demystify the decision-making process and deliver a business case without casualties.

### Uncompromised Objective Experience

We have no axe to grind or any reason to bait a business case. We're not trying to sell you hardware, software or implementation services. We're also not asking you to subscribe to mounds of research about technology. We build business cases. Business cases as diverse as supporting consumer product innovation; petroleum downstream operations; telecommunication human resource management; high-tech electronics supply-chain optimization; information portals; business intelligence; ERP; CRM;... and can use that experience to build your business case as well.

Over 50 companies across 15 industry segments can't all be wrong.

### How to learn more

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