

Why?

"Why" - is the shortest of questions and often the most difficult to answer. "Why" is also the most frequently asked question when seeking Information Technology (IT) budget approvals.

Hurdles

All IT projects face the same four hurdles:

- relevance to competitive forces
- benefit to the business
- cost efficiency versus competing initiatives
- alignment with business and corporate culture

To get past "why", you have to jump these four hurdles.

Finally, one engine manages value

Jumping hurdles and getting past "Why" is what Consensure's ValueEngineOne Enterprise Edition is all about.

ValueEngineOne (VE1) provides visibility and focus to four key IT business case challenges:

- 45% of all Strategic IT initiatives require a business case
- 37% of all IT projects require an ROI
- 68% of CIOs measure the benefits technology brings to strategic goals
- 76% of IT execs feel increasing pressure to measure "intangible" benefits
- 73% of CIOs don't calculate ROI on projects after they're completed
- 70% of companies find it difficult to calculate ROI
- 44% of the results of ROI calculations are subjective

CIO Insight, March, 2003

VE1 Total Potential of Ownership™ - answers the question, "What strategies and innovations will help improve my competitive position?"

VE1 Total Benefit of Ownership™ - answers the question, "How do I measure strategic innovations and business benefits from Information Technology?"

VE1 Total Cost of Ownership – answers the question, "What are the project-phase cost trades-offs for buying off the shelf, building my own or outsourcing a solution with a third party?"

VE1 Total Consensus Manager™ - answers the question, "How do I make sure everyone is on-board with the project?"

ValueEngineOne Enterprise Edition helps you:

- **Forecast** business improvements over long periods of time and manage the plan to actual over much shorter intervals – 5 to 10 year plans, which 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.
- **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.

Congratulations, your IT investments are about to pay-off!

ValueEngineOne is more than another packaged application. It's an integrated solution which delivers best-practices to your desktop, as an Application Solution Provider (ASP) service or collaborative application running inside your firewall. VE1 Enterprise Edition also features:

A library of pre-packaged business case project templates and benchmarks to accelerate your learning curve:

Over 200 pre-built project templates and benchmarks covering Supply Chain Management, Customer Relationship Management, Human Resource Management, Enterprise Resource Planning, Business Intelligence, Enterprise Portals and others, are included in the VE1 application. The VE1 framework also permits the authoring, editing and cloning of project and benchmark templates thus providing an immediate productivity gain, particularly for the novice end-user.

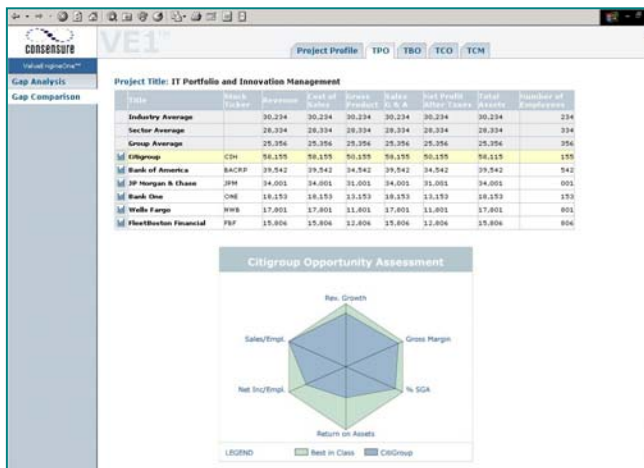
An integrated corporate financial database with monthly updates, simplifying competitive analysis:

VE1 Enterprise Edition includes an integrated financial database of public companies traded on the NYSE, AMEX and NASDAQ, including National Market, Small Cap stocks and OTC Bulletin Board companies. Income statements, balance sheets and statements of cash flow and other financials from up to 3 years of annual-report history is included, as well as current and historical financial ratios and growth rates, annual sales, operating income, identifiable assets, depreciation, capital expenditures and industry classification.

A comprehensive IT knowledgebase, substantiating business case claims:

In-depth information technology (IT) content including white papers, webcasts, case studies and product literature from over 3,500 leading IT vendors and over 60 top analyst firms including IDC, Aberdeen Group, Meta Group, and Yankee Group. Articles and current events feature content from InformationWeek, eWeek, CIO Insight, Network Computing, PC Magazine, Forbes.com and over 70 other leading IT and business-related websites and magazines.

Integration with Microsoft Excel for intuitive, low-cost analysis and collaboration: All aggregate reports and analysis such as Return On Investment (ROI), Net Present Value (NPV), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Simple Payback Breakeven, Net Cash Flow, Economic Value Add (EVA), Earnings per Share (EPS) and others can be downloaded from the VE1 application as a Microsoft Excel Spreadsheet with a click of a button - providing a low-cost and easy means to share business case impact reports.

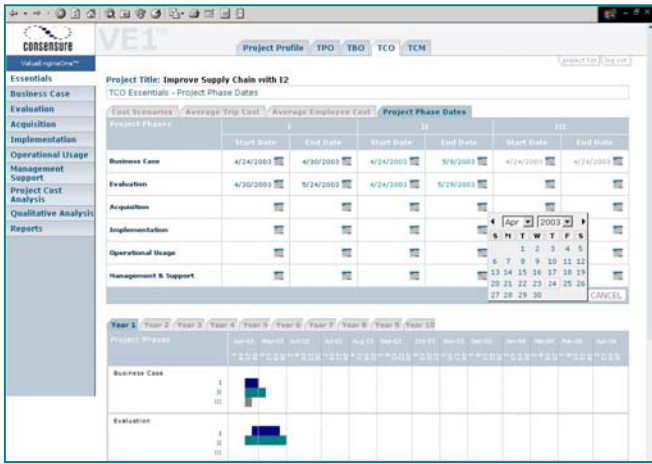


"Customer's wrestle with business cases, particularly when dealing with enabling technologies such as Enterprise Portals and Business Intelligence. Consensure's solution demystifies the process and helps us, help our clients focus on value creation" - Adolf Allesch, Vice President, Cap Gemini Ernst & Young



ValueEngineOne - Total Potential of Ownership

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.

IT initiatives typically fail when unrealistic goals are set or business focus is lost. Detailed quantitative analysis – sifts through financial data to deliver achievable business improvements in rank order of impact.

Whether you're focusing on Revenue Growth, Gross Margin or Days Account Receivable (DSO), Consensure's TPO helps you quantify potential improvements and prescribe IT innovations.

ValueEngineOne - Total Cost of Ownership

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.

Executives, project managers and budget analysts each have unique needs when building the case for business innovation through IT. Cost scenario planning is where low-risk, cost-effective IT projects begin. Comparing cost trade-offs by project-phase and cash allocation is the only way to answer the critical questions:

- Do we build, buy or outsource?
- What are the projected critical paths?
- What hardware, software, labor, travel, and training costs can I expect?
- What are the timing and cost issues for each project phase: business case, evaluation, acquisition, implementation, operational usage, and management and support?
- How will this project affect my budget over the next ten years?
- What's the impact on our bookkeeping over the next ten years?

ValueEngineOne - Total Benefit of Ownership

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.

Champions and sponsors, analysts, implementers, and impactants evaluate the merits of information technology (IT) projects from their own unique perspectives.

Finally, there's one application which provides conservative, probable and assertive forecasts for business performance based on a Return On Investment (ROI), Net Present Value (NPV), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), impact summary, payback / breakeven, and cash flow analysis.

ValueEngineOne - Total Consensus Manager

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.

Building a business case requires pragmatic, analytic and strategic cognitive reasoning skills. That's why we begin the process by reinventing your responsibilities as a participant in the

68% of IT executives rarely or never verify ROI calculations against their projections when a tech project is completed.

65% of IT execs say they don't have the knowledge and tools to calculate ROI

74% of organizations admit they don't have a formal process and budget in place to measure the ROI of tech projects

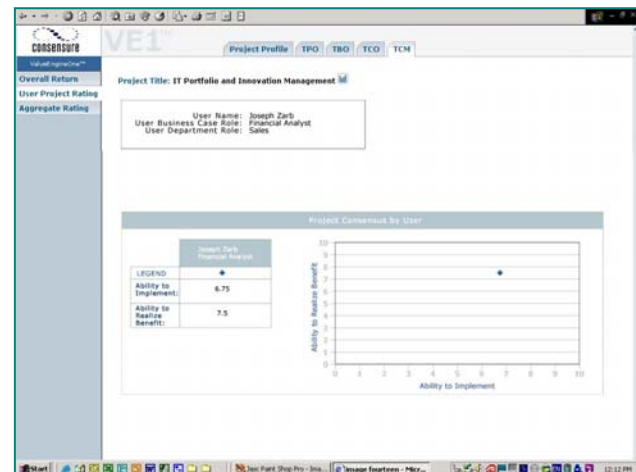
31% of IT execs have never been personally involved in an audit of an IT project at their company
ComputerWorld, March, 2003

business case. Sure you retain your department role (sales, marketing, human resources, finance, IT, etc.), but you inherit a new role when it comes to stating your case for IT innovation. We refer to this new role as a business case role or case role for short. We segment business case participants into four distinct roles:

- **Champions and sponsors**, anti-up the budget required to make a project fly
- **Analysts**, own the business case deliverables and interact between finance, business units and IT to help build the business case
- **Implementers**, are on the hook to implement the IT innovation specified by the business case, and
- **Impactants**, agree to deliver on the business transformation outlined by the business case

Finally, ValueEngineOne

With ValueEngineOne – overcoming those common



hurdles that we all encounter when faced with that short, yet complicated question of "why" is a snap. ValueEngineOne – because delivering on a business case is harder than building one.

"As the leading provider of Quality Management solutions, we understand the need and value of governance and compliance procedures throughout an enterprise. Consensure's VE1 helps us convey that need and value in hard dollars, something other Quality Management vendors simply do not focus on." - John Yarbrough, Vice President, MetricStream



Quantitative analytical feature set

VE1-TPO

- Revenue Growth
- Gross Margin
- %SGA
- Days Account Receivable (DSO)
- Days in Inventory
- Days Account Payable (DPO)
- Cash-to-Cash Days
- Return on Assets
- Net Income per Employee
- Sales per Employee
- SGA per Employee
- EBITDA
- Best-in-class (BIC)
- Total Potential
- % Total Potential
- TPO Rank

VE1-TCO

- Cost scenarios [build vs. buy vs. outsource]
- Project phase analysis [business case, evaluation, acquisition, implementation, operational usage, management and support]
- Cost category analysis [hardware, software, employee labor, consulting labor, training, travel, other]
- Cash Basis cash flow by project phase
- Cash Basis cash flow by cost category
- P&L Basis cash flow by project phase
- P&L Basis cash flow by cost category
- Cash Basis maintenance costs
- P&L Basis maintenance costs
- Unaccounted P&L Basis maintenance costs
- 100s of Project Cash Basis reports
- 100s of Project P&L Basis reports
- Comprehensive maintenance reports
- 100s of user-defined dynamic reports

VE1-TBO

- Return on Investment (ROI)
- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Modified Internal Rate of Return (MIRR)
- Payback / Breakeven
- Cash Flow
- Economic Value Add (EVA)
- Earnings per Share (EPS)
- Proforma Project Income Statement
- Total Project Benefit Analysis
- Strategic Benefit Analysis
- Department Role Benefit Analysis
- Conservative, probable and assertive target forecasts
- Actual and/or percentage target forecasts
- Spontaneous inclusion and exclusion of benchmarks
- Benefit phase-in by year, over ten years
- Pre-packaged benchmarks for ITs highest impact applications

VE1-TCM

- Time assessment reports
- Impact assessment reports
- Total cost assessment reports
- Hardware cost assessment reports
- Software cost assessment reports
- Employee Labor cost assessment reports
- Consulting Labor cost assessment reports
- Training cost assessment reports
- Travel cost assessment reports
- Other cost assessment reports
- Benchmark assessment reports by department
- Build vs. buy vs. outsource reports
- Conservative, probable and assertive reports

Qualitative analytical feature set

VE1-TPO

- Computation descriptions
- Computation formulas
- Best-in-class criteria
- Symptoms
- Prescriptions
- Potential IT Innovations
- Mega processes
- Enterprise Applications
- Enabling Technologies
- Professional Services
- Projected Improvement %

VE1-TCO

- Multi-vendor / consulting firm side-by-side analysis
- Financial background check
- RFP Compliance
- Training
- Documentation
- Evaluation and Implementation testing
- Implementation, Consulting and Professional Services
- Operation Usage, Management and Support
- Financing and Business Status
- Punditry claims
- Percentage score weighted reports
- Actual score weighted reports
- Total comparison reports
- Category index of over 150 cost items
- GAAP SOP 98-1 guidelines

VE1-TBO

- Feature, function, benefit mapping
- Assumption gathering
- Assumption validation
- Reference citing
- IT innovation and business function meta-tags
- Dynamic user-reports

VE1-TCM

- Time assessment scoring
- Impact assessment scoring
- Total cost assessment scoring
- Hardware cost assessment scoring
- Software cost assessment scoring
- Employee Labor cost assessment scoring
- Consulting Labor cost assessment scoring
- Training cost assessment scoring
- Travel cost assessment scoring
- Other cost assessment scoring
- Benchmark benefit assessment scoring by department
- Build vs. buy vs. outsource cost assessment scoring
- Conservative, probable and assertive benefit assessment scoring
- Benchmark benefit assessment prioritization by department



Risk management feature set

VE1-TPO

- Projected Improvement %
- TPO Rankings
- Best-in-class analysis
- Multi-company analysis
- Optional industry and market analysis

VE1-TCO

- Multi-scenario building
- Project critical path alignment
- Cash cash-flow analysis
- P&L cash-flow analysis
- GAAP SOP 98-1 exceptions and exclusions
- Unaccounted P&L Basis maintenance costs

VE1-TBO

- Conservative, probable and assertive confidence intervals
- Payback / breakeven analysis
- Strategic benefit alignment
- Department benefit alignment
- Qualitative third-party validation criteria

VE1-TCM

- Averaging for confidence analysis
- Aggregating and disaggregating respondents at the individual, department role, case role and total project levels
- Impact vs. Time analysis
- Cost vs. Benefit analysis
- Consensus thresh-holding
- Dissenter isolation

Who can you trust?

It seems like everyone wants a piece of the action, when setting priorities and allocating budgets. Whether its internal staff, systems integrators and consultants or IT advisory services you're going to have to deal with politics, bias and agendas that complicate making a confident fact-based business case.

Consensure delivers the applications, services and results you'd expect from a professional firm with over twenty years experience innovating businesses.

Our proven methods and applications help you perform confident fact-based analysis on how to fund IT initiatives. We provide front-end visibility and control to chaotic and poorly defined business processes, while delivering a framework to measure and manage backend compliance.

Proof of Value™ Services compliment existing skills

Unlike technology and service companies who offer a "Proof of Concept" for their hardware and software products, Consensure offers a variety of professional services geared toward a "Proof of Value". These services are designed to train users on the VE1 Application, assist with business case formulation and audit completed business cases.

We teach you how to fish. Our professionals train project managers and executives how to establish credible, measurable and achievable business cases. We provide the methods and applications to establish project roles, benchmarks, baseline values, target-contributions & reporting.

We drop the nets, you haul the catch. Our professionals come on site and help model how your organization does what it does. We explore root cause problems, and prescribe IT innovations that leverage and drive your corporate strategies. We transfer our knowledge and applications to your project managers and executives so they can measure and monitor business cases and be more productive and accountable.

We drop the nets, and help take the catch to market. Our professionals return periodically to audit the merits of existing business cases: re-establishing baseline values, projecting new target contributions, preparing management impact reports and proposing complimentary IT innovations.

System requirements

The recommended system configuration for Consensure ValueEngineOne – Enterprise Edition is:

- Application Solution Provider (ASP):
 - Microsoft Internet Explorer 6.0 or higher
 - Microsoft Excel 2000 or higher is recommended for power users
- Inside your firewall:
 - Microsoft Internet Explorer 6.0 or higher
 - A computer running Microsoft Windows® Server
 - Server hardware configuration will depend on your site topology and user requirements – contact Consensure for a sizing estimate
 - Microsoft SQL Server 2000
 - Microsoft Excel 2000 or higher is recommended for power users

How to learn more

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Know the return on IT™ before doing it.