

Dear Neil,

I am writing to you as a member of the executive team responsible for delivering results for your shareholders in what could be the most challenging year in memory. Reacting quickly to changing demand is critical. But can you see what drives your business so you can make informed executive decisions?

The Aberdeen Group recently published a study detailing the business improvements in companies who have embraced Sales and Operation Planning (S&OP) techniques:

- Improve their Return on Assets (RONA) by 5%
- Achieve RONA of 15% or better
- Maintain customer service levels of 97% or better
- Deliver forecast accuracy of 86% or higher
- Produce average cash conversion cycle of 15 days

[Source: Aberdeen Report: S&OP – Aligning Business Goals with Supply Chain Tactics, June 2008]

What would it mean to your business if Joy Global Inc., could achieve these sorts of results?

S&OP is a business process that unites the whole company, allowing all departments to pull in the same direction, balancing the demand and supply while achieving the critical financial KPI's.

JDA-Manugistics provides an S&OP solution which gives all executives one common view of the demand, supply and financial pictures, while giving executives the business insight and the levers they need to improve performance. This solution is built with extensive input from the Oliver Wight consulting organization, based on their 20 years of S&OP experience and best practices. You can find many of the details [here](#).

If you would like to see your organization more clearly, and improve business coordination and performance, we would welcome the opportunity to share information with you in a 30 minute discovery call. Please invest 30 minutes - it could be the most significant business meeting you have this year. We look forward to talking with you.

You can learn more about JDA - Manugistics [here](#).

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