

Value Proposition

Focus 20 is a business consulting and development firm focused on assisting companies define, execute and achieve their business strategies and objectives.

Many consulting organizations provide "strategic consulting" to review and offer guidance for your business plans, organization, and market offerings, after which they bid you success and depart.

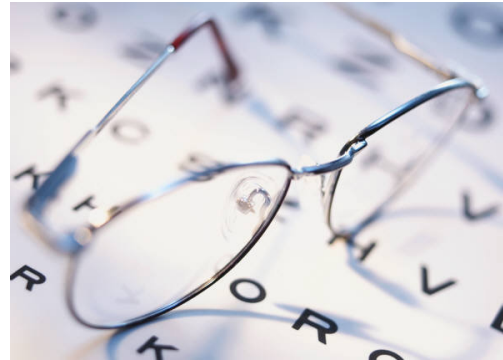


Focus 20 provides third-party objectivity and industry best practices to drive change and adoption.

Focus 20 takes a different approach...

Focus 20 supports the development of business plans and strategies, but then we remain engaged with clients to assist them to tactically execute. By leveraging decades of international business, multiple industry and information technology experience, Focus 20 works with clients to identify, focus, and execute the 20% of effort and activities needed to drive 80% of return for their companies. Driving this 80/20 principal advantage coupled with tactical support allows our customers to fully execute their business strategies and ultimately achieve their business objectives.

Identify & Focus on the 20% that will Yield 80% of Your Business Value



PLM Industry Practice

Product Lifecycle Management (PLM) Practice

Focus 20 provides global PLM business consulting services to assist manufacturers and government agencies *establish, justify, acquire, manage, deploy, and audit* their PLM programs. PLM is the next enterprise information technology and process-oriented business strategy driving innovative product development and establishment of collaborative product development supply chains essential to more effectively compete in today's global markets.

Focus 20—Driving Successful PLM Deployments

Focus 20 offers a range of PLM services leveraging over a decade of global PLM experience. We have assisted many fortune 1000 companies establish and improve their PLM programs in industries such as aerospace & defense, automotive, high tech, electronics, medical devices, process, heavy equipment and engineering & construction.

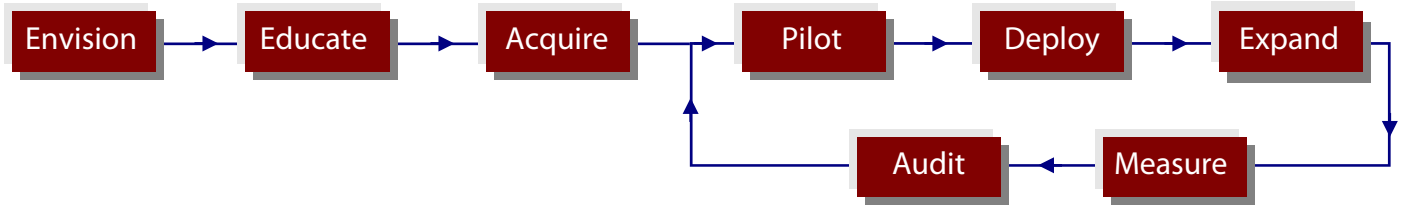
Focus 20—Reducing Time & Costs, Ensuring Success

Focus 20 assists your organization to develop and deploy a ROI-based PLM program leveraging industry best practices and lessons learned from audited PLM programs from around the world.

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*Business Consulting, Management, and Development
to Define, Execute and Achieve Business Objectives.*

Product Lifecycle Management (PLM) Business Methodology



PLM Program Establishment

Focus 20 assists and leads your organization to **envision**, **educate** and **acquire** the required PLM strategy, processes, and tools based on your business objectives. Our extensive experience allows Focus 20 to bring the necessary process discipline, industry knowledge, domain expertise, program management and technical background to accelerate and establish your PLM program.

Envision

Focus 20 assists your organization to envision how a PLM program can strategically and tactically support the achievement of key business objectives. We work collaboratively with your PLM team and key executives to align the PLM program to current business initiatives and long term vision.

Educate

Focus 20 educates your organization, including your PLM team and executives, to bring about common understanding. Gaining knowledge of the state of the PLM industry (technology and commercial offerings) including lessons learned from successful and challenging deployments will greatly benefit your organization in setting objectives and expectations for the PLM program.

Acquire

Focus 20 has developed an industry best practice approach to the PLM acquisition process. Focus 20 assists your organization in creating comprehensive requirements documentation, RFP & RFQ, benchmarking, ROI and metrics to justify the investment to management, drive the selection process and support supplier contract negotiations. Focus 20 can identify key points for success with commercial suppliers and assist in determining make verses buy strategies.

Global PLM Industry Experience

With over a decade of PLM market development and PLM global industry experience Focus 20 brings a wealth of knowledge and proven skills to assist our clients. Global companies who have benefited from our member's work include:

- ◆ Applied Materials
- ◆ Baxter Healthcare
- ◆ Bettis Atomic Power Labs
- ◆ Boeing
- ◆ Delphi Automotive Systems
- ◆ Edwards Lifesciences
- ◆ EIMCO
- ◆ Ford Motor Company
- ◆ General Electric
- ◆ Gulfstream
- ◆ General Motors
- ◆ IBM
- ◆ Northrop Grumman IT
- ◆ US Army Materiel Command

PLM Solution Deployment

Focus 20 guides your organization to **pilot**, **deploy**, **expand**, **measure** and **audit** your PLM program to meet your business objectives. Our extensive experience allows Focus 20 to bring the necessary process discipline, industry knowledge, domain expertise, program management and technical background to accelerate deployments while measuring results to ensure successful PLM programs.

Pilot

Focus 20 leads your organization to plan and program manage the pilot process to validate program assumptions and establish baseline metrics for the PLM deployment.

Deploy

Focus 20 has developed an industry best practice approach to the PLM deployment process. Focus 20 provides program management services to work with your team to drive a phased deployment based on definable business metrics and customized cultural change management processes.

Expand

Focus 20 assists your PLM team and sponsoring executives to identify and justify continued PLM program expansion.

Measure

Focus 20 applies our industry experience to establish business oriented metrics to quantifiably measure the impact and progress against the PLM program objectives and goals.

Audit

Focus 20 provides audit services to review your PLM program identifying areas of success, concern, missed expectations and recommendations for improvement.

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