

Approach to Assessing and Developing *Customer, Brand, and Shareholder Value*

Executive Briefing

BRACHMAN ASSOCIATES
International Clients

•Glaxo

•Federal Express

•Mars

•Burroughs-Wellcome

•Grand Metropolitan/
Burger King

•Eastman Kodak

•Coca-Cola

•Hardee's/Imasco Ltd

•RJR Nabisco

•Coors

•IBM

•Sybase.

•DuPont/Medisorb
Technologies

•Marriott

•Xerox

•Johnson &
Johnson/Janssen

•Bristol-Myers Squibb

•Novartis

(formerly Ciba-Geigy)

QUALIFICATIONS BRACHMAN ASSOCIATES

Since 1985 Brachman Associates has provided senior management consulting to market leaders and Fortune 100 companies in the areas of corporate and competitive strategy, business development, and increased shareholder value. Specific projects address:

- portfolio management (including product and business development)
- product/technology positioning (and related sales and marketing resource deployment)
- global acquisitions/divestitures and licensing (intelligence and analysis)
- value pricing (for competitive positioning, profitability and shareholder value)
- integrated R&D technology transfer and manufacturing processes
- competitive brand positioning and market leadership
- channel management (for marketing, communications and distribution)
- increased perceived and actual shareholder value

*Brachman Associates' proprietary methodology, called **DECISION ARCHITECTURE™** is a unique, proven, integrated approach for:*

- ❑ **Increasing SHAREHOLDER VALUE**
- ❑ **Building BRAND VALUE to customers**
- ❑ **Building ORGANIZATIONAL CONSENSUS (across business units)**
- ❑ **Gaining a COMPETITIVE ADVANTAGE**
- ❑ **Addressing three critical areas of business development and performance:**
 - (1) **market leadership (portfolio, price, profitability, standards and share)**
 - (2) **core technology leadership**
 - (3) **new channels for growth**

What Do Industry Investors and Analysts Want to Know?

1. Management Experience and Consensus Forged with:

- Shareholders/Investors, Strategic Partners,
and Joint Venture partners
- Key Customers
- Industry Influencers
(Communications & Marketing Channels)
- Industry Analysts
- Key Management and Employees

2. Growth Opportunities (ROI>40%)

- Portfolio Management including right products,
applications and pricing
- Resource and Technology Management
- Channel Management
including global business development
- Exit Strategy for profit taking
at each stage of development
- Brand name same as the company name

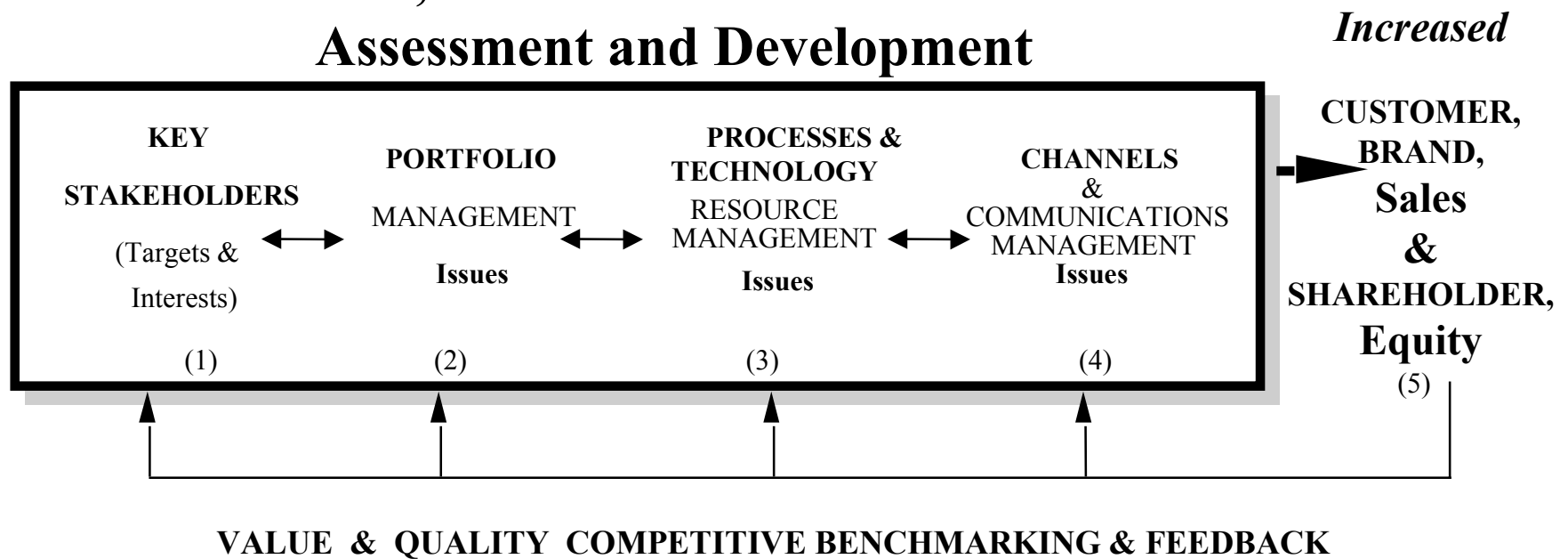
3. Integrated Organization and Systems enabling:

- Financial sourcing and controls
- Customer/Market potential and readiness
- Global expansion
- Product marketing and sales channel
development
- Global regulatory approvals
- Clinical Studies
- Patent or competitive intellectual property
protection

4. An On-going Process in place to:

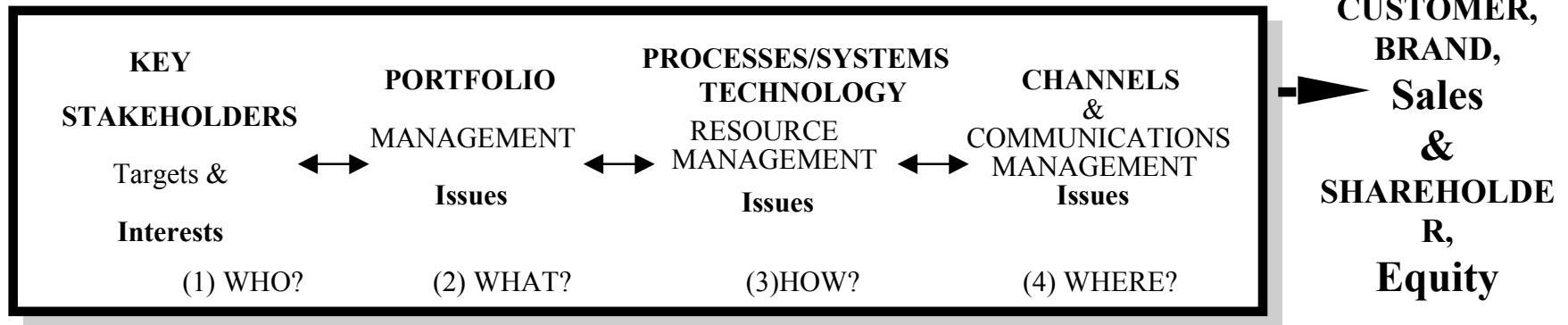
- Develop and bring new products to market
- Target new growth opportunities
- Educate & communicate value to target
customers, investors, and industry influencers
- Sustained increase in product sales and
earnings over 3 years

Brachman Associates Customer, Shareholder and Brand Value Assessment and Development



Customer, Shareholder and Brand Value Assessment and Development

Increased



**CUSTOMER,
BRAND,
Sales
&
SHAREHOLDE
R,
Equity**

(5) WHY?

Patients	Researchers	Rx	Financial	Marketing
Families	Consultants	OTC	R&D	Sales/Buying
Physicians	Insurance cos.	Supplies	Purchasing	Distribution
Staff	Regulatory	Services	Operational/Prod'n	PR
HC Providers	Associations	Systems	Quality/Regulatory	Management
Distributors	Media	Databases/Information	Marketing/Sales	Employee
Manufacturers	Interest Groups	Contracts/Pricing	Distribution	Consumer
Legal	Investors	Patents	Facilities	
Gov't agencies	Brokers	Product Technologies	Human Resource	
			Legal	
			Management	
			Clinicals	

People & Organizational Development

