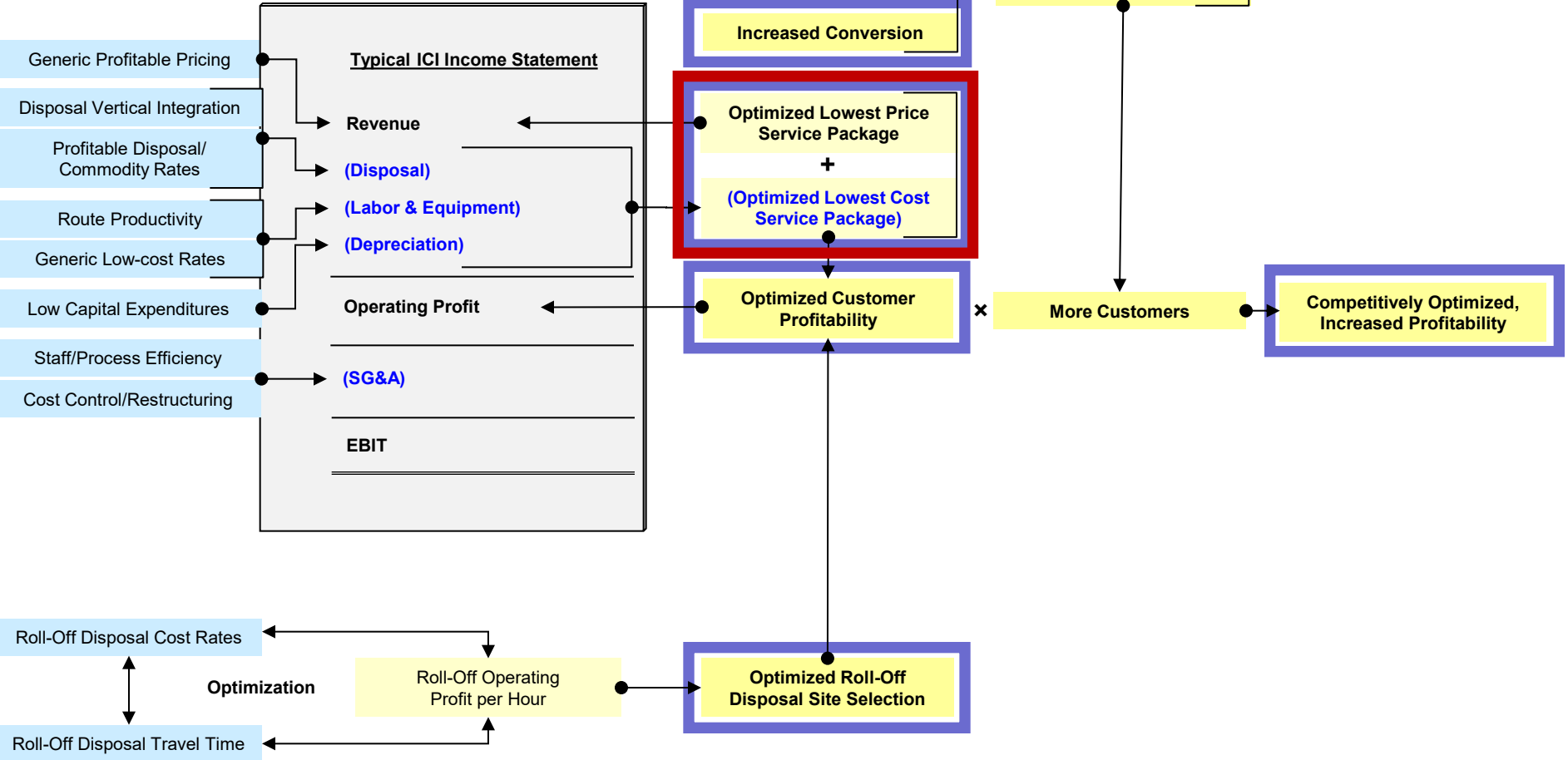
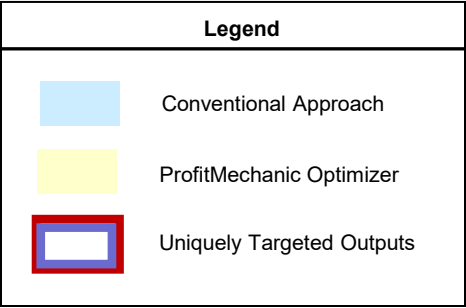


ProfitMechanic+ *TACTICAL SECOND OPINION OPTIMIZER*

Overview



Overview of Features

Frontline Sales Filter

- Optimize service configurations, levels and prices
- Capture new waste generators before competitors
- Capture ICI LOB conversion niches
- Capture compactor install/remove opportunities
- Tactically adjust pricing up or down as appropriate
- Tactically target by geography, LOB or competitor
- Seamlessly manage sales playbooks
- Manage contract expirations and extensions
- Install cost-effective recycling services
- Differentiate via easily priced value-added features
- Salesforce productivity via meaningful KPIs
- Easily monitor and forecast the sales pipeline
- Enhance salesforce business understanding
- Facilitate sales/operations conversations
- Simplify "one-stop-shop" multi-LOB pricing
- Real-time options presented to customers
- CRM-aligned 1 (management, proposals, exports)
- CRM-aligned 2 (Outlook contacts, meetings)

Credibility with Operations

- Create and measure route capacity in real-time
- Optimize disposal site choice via triangulation math
- Maximize customer site productivity

Rigorous Financial Calculations

- Manage quality of revenue
- Precisely calculate customer profitability
- Ensure that rigorous analysis supports pricing
- Implement precise account-specific price increases

Effective Technology

- Secure, private cloud, mobile application
- Responsive support and customization
- 99%-plus system uptime
- Standalone and integrated system
- Productivity via any networked device
- Client-based encryption toolkit

❖ Tactical Applications

1. Reconfigure service packages objectively and cost-effectively

- Reconfigure customers to retain price-exposed accounts
- Reconfigure customers to optimize cost and price for enduring competitive advantage
- Reconfigure prospects to capture more new business
- Introduce/offer unique selling points via properly-costed value-added custom features
- Develop LOB and productivity-optimized major account pricing and hence capture more major accounts
- Enable roll-off disposal triangulation (time, disposal, opportunity cost) with an easily-accessed tool

2. Manage targeted sales and marketing tactics

- Introduce/manage geographic area-specific competitor targeting by LOB
- Introduce/manage flexible pricing which corresponds to seasonal productivity
- Manage geographic area-specific operational impact management
- Launch/manage organic growth initiatives according to targeted route productivity levels
- Partner with new builds to optimize their waste management specs and win their business before they go live

3. Deploy surgical price increases

- Implement precise account-specific across-the-board price increases which cover large market areas
- Calculate/manage multi-year account-specific price increases required to ultimately attain profitability

4. Install PM+ quickly and selectively by market

- A unique plug-and-play application for immediate results
- Standalone yet CRM and ERP-compatible system

❖ Exclusive Strategic Potential*