Manugistics Group, Inc. (Nasdaq: MANU), the leading provider of Enterprise Profit Optimization™ (EPO), helps companies lower operating costs, enhance profitability, and accelerate growth by optimizing the supply-demand network from design and procurement through pricing and delivery. Manugistics was an early innovator in trading partner collaboration, with our first Internet-ready products commercially available in late 1997. Our technology initiatives continue to focus on the changing needs of the companies we serve, as well as on the continually evolving requirements of the e-business economy. We have Web-enabled our Manugistics NetWORKS™ family of products through our proprietary Manugistics WebWORKS™ architecture and have provided advanced integration to disparate systems through our WebConnect™ integration platform.

Manugistics tailors its solutions to the specific needs of each client through a three-stage process: a comprehensive assessment of the client’s business goals, challenges, and vision; the assembly of an optimized solution portfolio; and the delivery of that solution within an enterprise, a trading network, or a Manugistics-hosted environment. Enabled by the robust combination of Manugistics’ Global Consulting Services and proven solution set, and complemented by global alliance partners, comprehensive Enterprise Profit Optimization solutions include SCM, SRM, S&PM, and PRO.

Enterprise Profit Optimization
Enterprise Profit Optimization, pioneered by Manugistics and launched at the company’s Strategy Summit in February 2001, refers to a company’s ability to simultaneously optimize its supply-side and demand-side functions. EPO combines Manugistics’ core supply chain optimization technology and supplier relationship management technology with pricing and revenue optimization solutions.

Pricing and revenue optimization helps companies apply differential pricing strategies and the smart allocation of capacity to drive top-line growth and optimize prices to increase profitability. By tightly integrating pricing and marketing actions on the demand side with the complex and ever changing conditions of the supply chain, Manugistics EPO solutions help companies make the most efficient use of all of their assets, providing the right products to the right customers at the right place at the right price in order to help maximize profitability.

Supply Chain Management
For more than 20 years, Manugistics has been driving supply chain innovation – from computer time-share to the first commercial supply chain applications to the transition to client/server to the emergence of e-business. Our supply chain management solutions enable a company to plan, execute, streamline, and monitor all of its supply chain processes involving the design, purchase, manufacture, storage, transportation, pricing, marketing, and selling of its goods and services as well as collaboration with its extended trading network of suppliers and customers. Manugistics Supply Chain Management solutions are designed to deliver a significant return on investment – often within a matter of months.
Supplier Relationship Management
Manugistics Supplier Relationship Management solutions extend a company’s supply-side EPO capabilities back to the beginning of the value chain – the material lifecycle – to facilitate real-time, multi-tier collaboration among suppliers, outsource manufacturers, and distributors. Manugistics SRM solutions can help establish and maintain strategic supplier relationships by addressing key issues throughout the material lifecycle such as strategic sourcing, planning, purchasing, delivery, and measurement. SRM benefits can include improved visibility of supply variability, reduced inefficiencies, and a better ability to shrink cycle times.

Service and Parts Management
Manugistics Service & Parts Management (S&PM) solutions help companies manage materials and resources for scheduled maintenance while also responding to unplanned breakdowns and field service requirements. With these solutions, companies can keep the right levels of service parts and materials in the right locations and effectively schedule maintenance, repair, and overhaul (MRO) services both in the field and in the factory repair shop. Predictive maintenance and statistical forecasting, parts and service planning, and multi-site finite capacity scheduling can help optimally deploy spares, consumables, and repair resources to meet the needs of planned and unplanned MRO. These powerful solutions are designed for asset-intensive companies as well as third party providers of MRO services and for OEMs, who may offer maintenance, repair, or overhaul services either directly, through third-parties, or through product lifecycle management programs.

Pricing and Revenue Optimization
Manugistics Pricing and Revenue Optimization (PRO) solutions are designed to deliver the benefits of new demand-side optimization techniques. Employing advanced analytic capabilities, these solutions help enable companies to optimize the prices they offer for all products, to all customers, through all channels by balancing the trade-offs between expected contribution to margin and such strategic objectives as market share. Our pricing optimization solutions help meet such critical pricing challenges as dynamically managing price lists in response to changing conditions, determining more effective pricing strategies for customized price quotations, and better allocating promotional dollars for more effective buyer incentive programs. Our revenue optimization solutions are designed to help companies such as airlines, hotels, and rental car companies that have large fixed assets, low variable costs, and perishable products better utilize their assets in the face of volatile customer demand and revenue opportunities that expire daily.

Alliance Partners
Because e-commerce demands a higher level of communication and integration among enterprises, Manugistics is dedicated to integrating its solutions with the leading technologies and solutions that are critical to today’s dynamic supply and demand networks. Manugistics has strategic alliances with industry-leading technology providers, including Acta, BEA, Clarus, Hewlett-Packard Company, IBM Corp., Microsoft Corp., Sun Microsystems, Inc., Vendavo, and Vignette. Manugistics has also developed strategic alliances with world-class consulting partners, including Accenture, to provide world-class implementation and consulting assistance to Manugistics clients.

Proven Client Success
Manugistics has emerged as the leader in optimization solutions by helping some of...
the world’s most recognized companies make more profitable business decisions. We have helped clients improve their internal efficiencies and external responsiveness, increase their revenues, and reduce the time and expense required to manufacture and distribute their products more profitably.

Manugistics’ industry-leading clients include:
- Five of the Fortune 10 companies
- Nine of the top 20 Fortune 500 manufacturing companies
- Seven of the top 10 high tech companies
- Eight of the top 10 consumer product companies
- Six of the top 10 retailers
- Three of the top five apparel companies
- Four of the top five chemical companies
- Six of the top 10 largest pharmaceutical companies
- Seven of the top 10 automotive companies/suppliers
- Seventeen of the world’s 25 largest airlines
- Four of the top five rental car companies
- Seven of the top 10 food and agriculture companies
- Four of the top five pulp and paper companies
- Five of the top 10 travel, transportation, and hospitality companies

Global Presence
Headquartered in Rockville, MD, Manugistics has global offices in Australia, Belgium, Brazil, Canada, France, Germany, Hong Kong, Italy, Japan, Mexico, The Netherlands, Singapore, Spain, Sweden, Taiwan, and the United Kingdom. The company also operates North American offices in Atlanta, GA; Chicago IL; Denver, CO; Irving, TX; San Carlos, CA; and Wayne, PA. Additional information about Manugistics is available on the Web at www.manugistics.com.

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