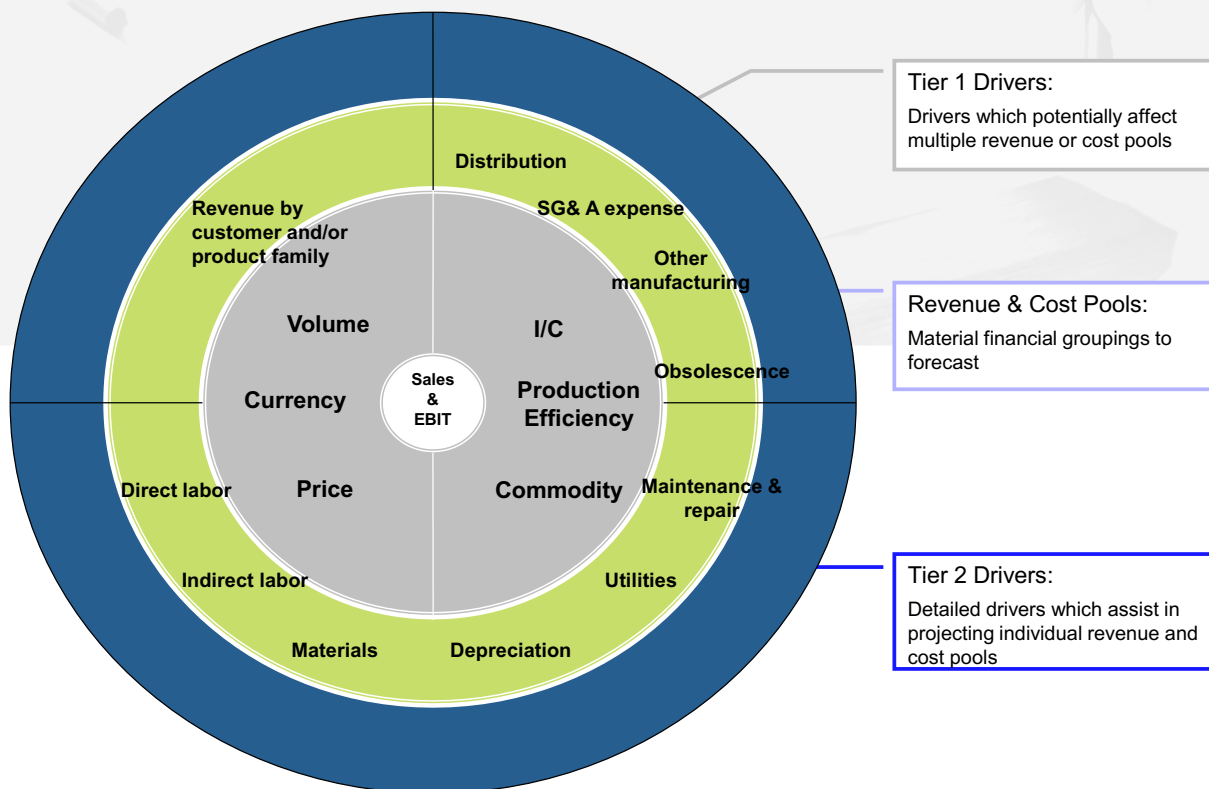


# CUSTOMER, CHANNEL AND PRODUCT PROFITABILITY

## Client's Number 1 Question:

*How do I leverage OneStream to provide financial intelligence and profitability insights for the key dimensions of my business – customer, product, geography and product?*



## Create “Amazon / WalMart” event every month for all key customers

- Discover real profitability of key customers and immediately react to commercial pressures and supply chain issues

## Provide monthly visibility to your Top 10 / Bottom 10 Products

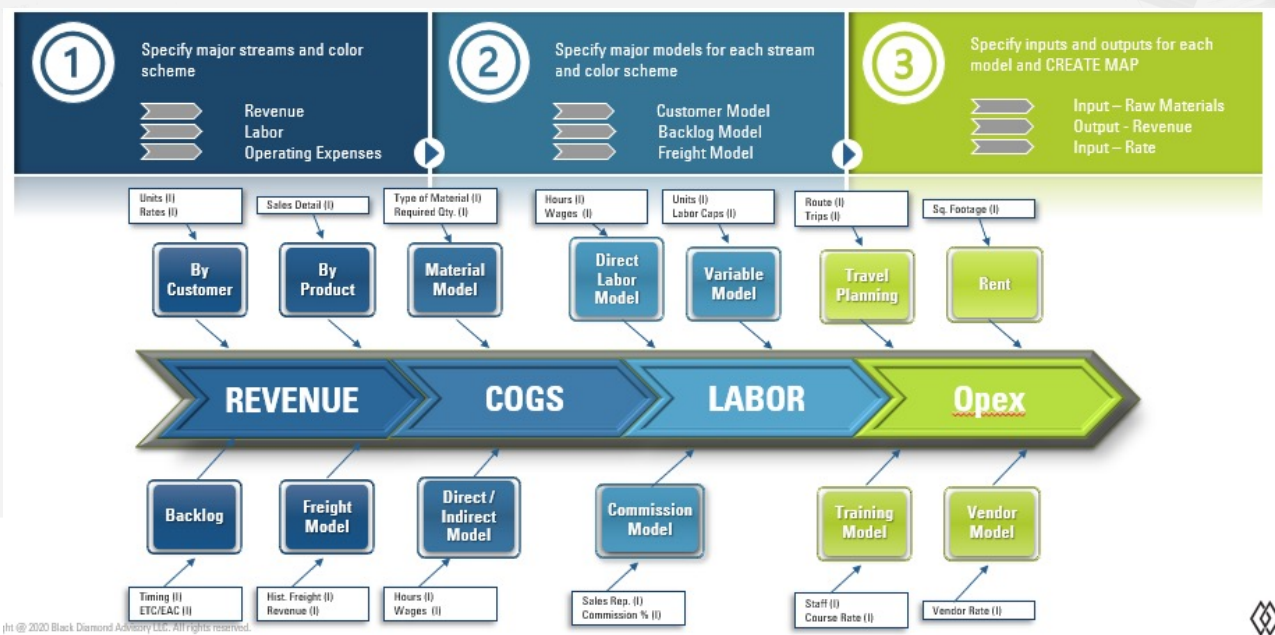
- Start the never-ending debate about what are your best and worst products

## Drive traceability and accountability of key decisions

- See the impact of key decisions in the P&L and have a method of analyzing key trends by customer and product



# EXPAND TO ROIC & CASH FLOW



## Make the China opportunity / challenge become visible in the P&L

- Understand the true profitability of co-sourcing and substitution

## Allow Customer & Product Profitability to make all costs variable

- Truly leverage lean principles to really challenge costs

## Drive ROCE and Cash Flow to Customers and Products

- Drive the philosophy of Client all the way to the source of profits

## Develop custom “Cost of Service” models based on profitability

- Tailor prices and services based on expected return of customers and products