



**"The way we see the  
problem... is the problem."**

**Stephen R. Covey**

**"The significant problems we face cannot be solved  
at the same level of thinking that created them."**

**Albert Einstein**

**Wise executives know that tough problems are only solved when two things  
happen:**

- 1. Managers take a new, objective look so they "see" it with a new focus and perspective.**
- 2. The knowledge and attitudes, that allowed the problem to occur, change in ways that discover and address the root causes.**

### **New Results = New Knowledge X New Results**

**New knowledge about your problems, their costs, causes, and drivers will lead you and your managers to quickly implement new permanent solutions.**

**AIM-Activity Information Modeling solves the toughest problems because:**

- 1. It delivers new information that helps you see the problem differently and understand it better.**
- 2. It leads managers to make new decisions with a new level of thinking.**

AIM gives you new information about your operation, products, employees and customers. With AIM you know exactly where your opportunities are to cut your costs, improve productivity, utilize all capacity, and improve your service value. AIM makes you smarter than you have ever been before.



**AIM tells you:**

- activity time and activity costs
- service/product cost
- customer cost
- every person that is involved in a process
- why activities occur
- how activities are executed
- how much of your capacity is being used and where
- detailed information about your interactions with your customers
- how much time people spend on non-value work that can be eliminated
- where to improve your productivity
- your rework and poor quality costs
- how much time is spent with customers and each customer segment
- opportunities to build 24X7 self-service Internet processes
- ... and much more.

**Activity Information Modeling makes you  
smarter and more effective.**

AIM gives you *the causes and drivers* of your performance. You will thoroughly understand both the macro and the micro aspects of your business. You'll know product and customer profitability while also seeing every task that is conducted for your products and customers. This is powerful information because you will be able to pinpoint the few, most significant causes of your problems.

**What's unique about AIM?**

AIM is an information system that collects the data, organizes it, analyzes it and provides you with reports, charts, graphs and models. Data are collected in a few weeks without disturbing your people with meetings, consultants and surveys. Our unique technology and methods make us thorough, accurate and very fast... so you can pinpoint opportunities and immediately implement them.



**What makes AIM better than the way I've done this before?**

AIM is **fast, fact-based and comprehensive**. It is the most accurate and comprehensive operations analyses methodology available today with an accuracy that exceeds *all other methods combined*. AIM-Activity Information Modeling has proven to be superior because it:

- collects more information
- is less disruptive and costly to your personnel
- analyzes both processes *and events*
- collects *all* work information, even when personnel are out of the office
- provides information about your operations, *and* your customers and vendors

AIM analyzes all activities in many dimensions. Our approach has proven to be the easiest and most effective way of permanently cutting costs while also simultaneously improving productivity and service value.

**Activity Information Modeling will help  
you achieve your most important goals.**

**An AIM project delivers a set of reports, graphs and models that you've selected based on your goals and needs. Nothing about AIM is canned or pre-packaged. Every report is designed for you and your unique needs.**

**This report showed managers at a regional bank that the data entry cost for the long term CD process cost more than twice what the other CD products cost. They identified their best process in 3 month CDs and adopted it for all CDs. This reduced CD data entry activity CD costs by \$132,000.**



**Product Activity Percent**

Project: Exhibit Bank  
 Prepared By: Orient Point Consulting

Product	Total	Copy Documents		Credit	Data entry	Data entry DRM	Debit
Total	100.0%	1.2%	7.9%	11.8%	5.3%	12.4%	
3rd Party Notes	100.0%	4.8%		9.5%			
AmEx.	100.0%	.7%	.7%	5.0%			
Bus Checking	100.0%	1.4%	5.7%	15.7%	10.0%	11.4%	
Bus Money Market	100.0%		13.0%	19.6%	4.3%	15.2%	
CD 7 day	100.0%	1.5%	9.6%	23.0%	8.9%	31.1%	
CD 1 mo	100.0%	.7%	11.1%	25.9%	6.7%	31.1%	
CD 2 mo	100.0%		18.2%	27.3%	9.1%	27.3%	
CD 3 mo	100.0%		17.2%	17.2%	6.9%	48.3%	
CD 6 mo	100.0%		11.1%	22.2%	22.2%		
CD long term	100.0%		12.5%	46.9%	12.5%	9.4%	
FX CD	100.0%		13.2%	2.6%	2.6%	15.8%	
Internal account	100.0%	.9%	29.9%	1.3%	1.8%	25.9%	
Internet Services	100.0%			80.0%			

**Activity Information Modeling delivers scenario planning models. You can play the best "what if" you have ever imagined.**

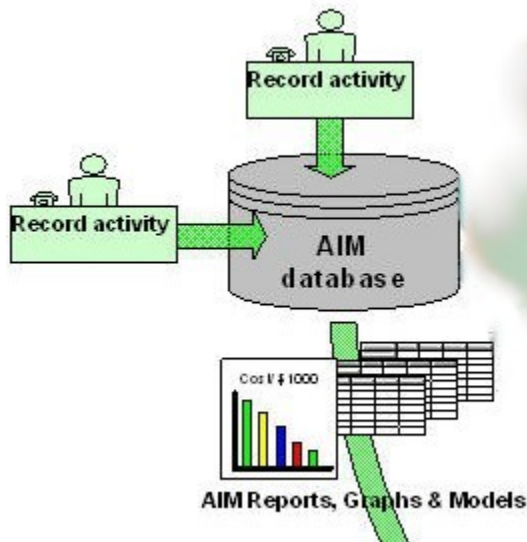
- Discover and understand new causes of your performance
- Develop solutions to your toughest problems
- Precisely predict cost, productivity, and service quality improvements
- Quickly see new results



## The AIM-Activity Information Modeling Project Plan

We work with you to carefully design the goals and scope of an AIM-Activity Information Modeling project.

We do not proceed unless we can guarantee to your satisfaction that the reports, models and other documents will achieve the new results you want.



Our systems collect the data from your employees. Data collection spans 5 to 25 days. Employees love AIM because it gives them an easy but effective vehicle to detail the real problems they deal with.

Your reports, graphs and models are delivered within days of your data collection.



Managers discover HEW opportunities

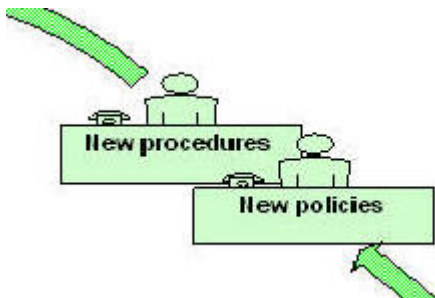
We carefully take your managers through their reports and models.

We make sure that they know what new information they have and how to best use it.





Your managers will prepare new plans with specific changes. They know the precise performance improvements that these changes will achieve. We will coach your managers if they need help in preparing their plans.



Employees see specific changes made to the problems they helped managers identify and study.

### AIM information is used by many groups

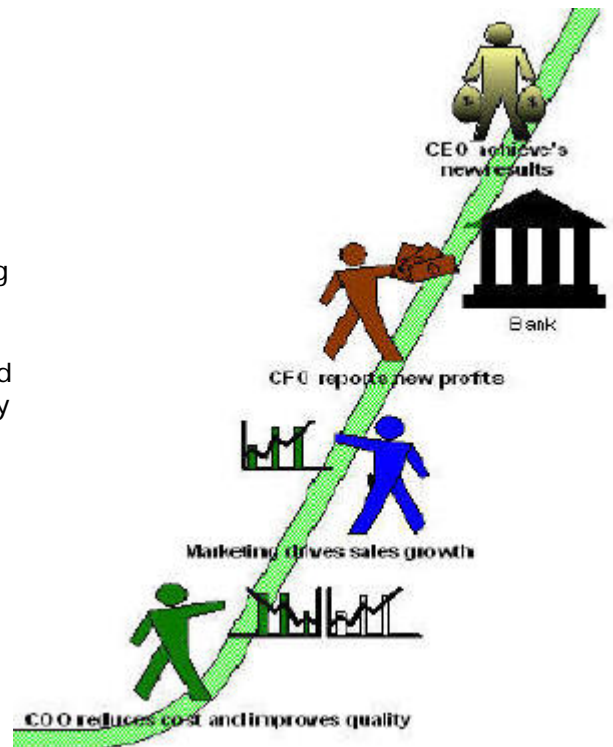
Operations reduces costs and improves quality. They use their predictive models to plan the precise staffing changes as product volume changes.

IT uses the process and activity models to identify and analyze those processes that will be most impacted by system changes... and the actual ROI of IT expenditures.

HR uses the staffing models for more effective recruiting and career pathing.

Marketing uses the product models for product and customer profitability analysis. Using AIM for marketing strategy information guarantees that they won't promote those products that lose money.

The CFO uses the AIM models to precisely allocate shared expense on a consumption basis rather than the revenue or head count allocation.





**CEOs use AIM to demonstrate to the board that they and their managers are achieving their goals, quickly and economically.**

**We hate averages... but we're proud of these.**

- **Our average client gets a 16 to 1 first year return on their AIM project.**
- **The average AIM project costs 18,200.**
- **The average 5 year ROI exceeds 100 to 1! AIM is always rated as the highest ROI project of the year by our clients CFOs.**

**What are your worst problems costing you?**

**Are you in a circular pattern of applying the same "solutions" and expecting new results?**

**How much longer can you afford the cost and frustration of unsolved problems?**

**Why not solve them... quickly, permanently and for little cost?**

**AIM proves itself everyday in operations just like yours.**

**We offer a no-cost way to discover if AIM will help you.**

**See our Evaluation page to learn about our no-cost evaluation project.**