



dashboards that make a difference

BusinessMetabolics™

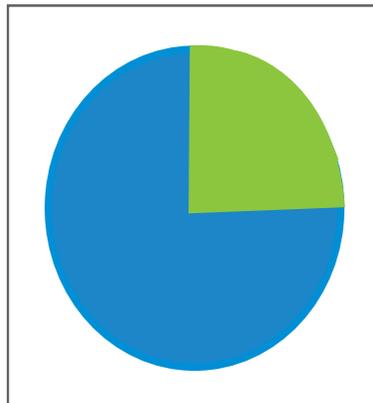
If a picture's worth a thousand words, the *right* picture can be worth millions of dollars.

Using our Metabolic Analysis, an innovative food processing company identified a significant profit opportunity that was invisible in their standard financial reports.

Our Business Metabolics™ KPI (key performance indicator) system determined that the company produced nearly 75% NonProduct — *after* recycling.

The ThroughPut Pie™ shocked the executive team. Their performance was far better than beverage industry averages (90-95% Non-Product!), but in the words of the CEO, "It makes no sense to pour product down the sewer that should have been in a bottle."

Within two weeks the company had made a commitment to a



"zero waste" strategy, and launched a design process to determine how to get there.

The second surprise: eliminating the NonProduct — through improved efficiency, and by using the NPO as feedstock for a sequence of "secondary" processes — could potentially boost their profits by 50-100%

Business Metabolics: *Insight Engine*

The ThroughPut Pie™ is just one of the many "insights at your fingertips" offered by Business Metabolics. It graphically compares the energy and material flows, and the productive and non-productive outputs, of any business or facility, process or industry, community or region.

Business Metabolics is web-based KPI system that streamlines the collection, analysis and reporting of environmental performance data. It enables you to better use often neglected data to support better business decision making. Business Metabolics combines a deep and robust architecture with an easy to use interface with unmatched flexibility, power and security — for material flow analysis, corporate environmental reporting and for business decisions that deliver "sustainability" right to the bottom line.

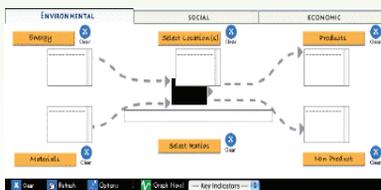
“Our people would actually use this!”

— a Fortune 50 VP EH&S

The Business Metabolics web-based KPI (key performance indicator) system streamlines your collection, analysis and reporting of environmental performance data—and enables your company to better use that often neglected data to support better business decision making.

Benefits

- Reduce cost, delays and errors in performance data management and Corporate Social Responsibility (CSR) Reporting.
- Quickly generate visual analyses of productivity, material flow and footprint.
- Make performance data available year-round, not just annually.
- Turn environmental reporting expenditures into an investment in productivity, by putting “wasted” and expensive data to use for business decision making.
- Drive continuous improvement and profitability—with better performance feedback.



Features

- Simple and intuitive—In the words of one Fortune 100 executive: “Our people would actually use this!”
- Efficient and economical—“automagic” data collection for speed, accuracy and economy
- Flexible and scalable—easily “roll up” results and compare performance across resource classes, facilities, regions, divisions, companies, industries and supply chains
- Robust and secure—rock solid security for single plant or global company, hosted on your servers or ours
- Standards based—compliant with ISO and GRI standards
- Versatile—runs in any browser, on any operating system
- Adaptable—“layer on” any relevant metadata and attributes, from toxicity to greenhouse gases, from environmental footprint to criticality of supply.

Deployment

- Deployment begins with an indicators workshop with your cross-functional team, to model resource flows, select initial key indicators, and design data collection strategies. Then you can choose:
- Turnkey installation—hosted on your servers, behind your firewall
 - Hosted web application—hosted on our secure servers, and available in your browser
 - KPI service—Natural Logic manages data and data entry on your behalf.

Contact

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