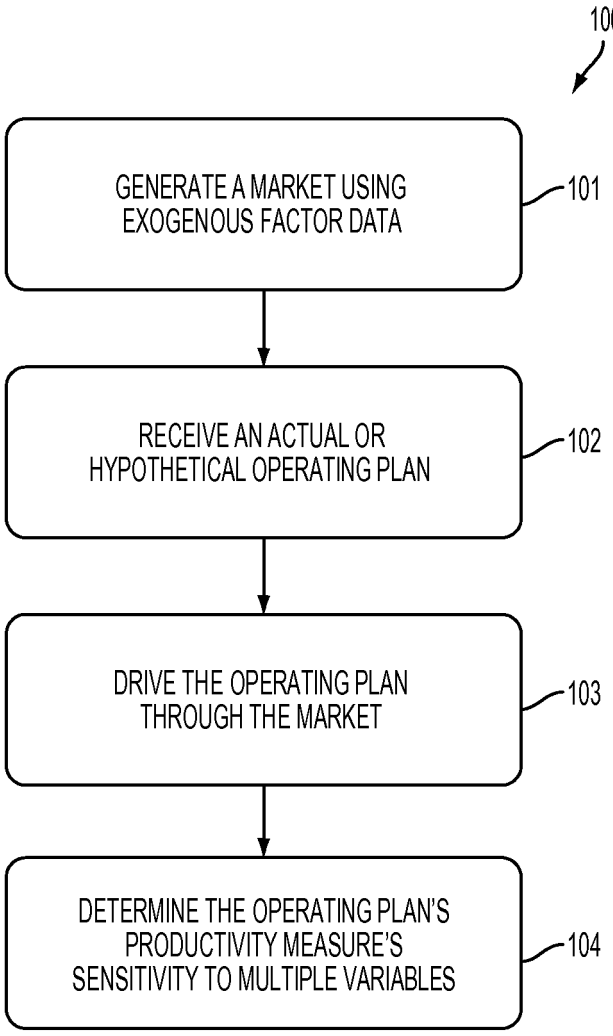

100
GENERATE A MARKET USING EXOGENOUS FACTOR DATA
101
RECEIVE AN ACTUAL OR HYPOTHETICAL OPERATING PLAN
102
DRIVE THE OPERATING PLAN THROUGH THE MARKET
103
DETERMINE THE OPERATING PLAN'S PRODUCTIVITY MEASURE'S SENSITIVITY TO MULTIPLE VARIABLES
104

FIG. 1

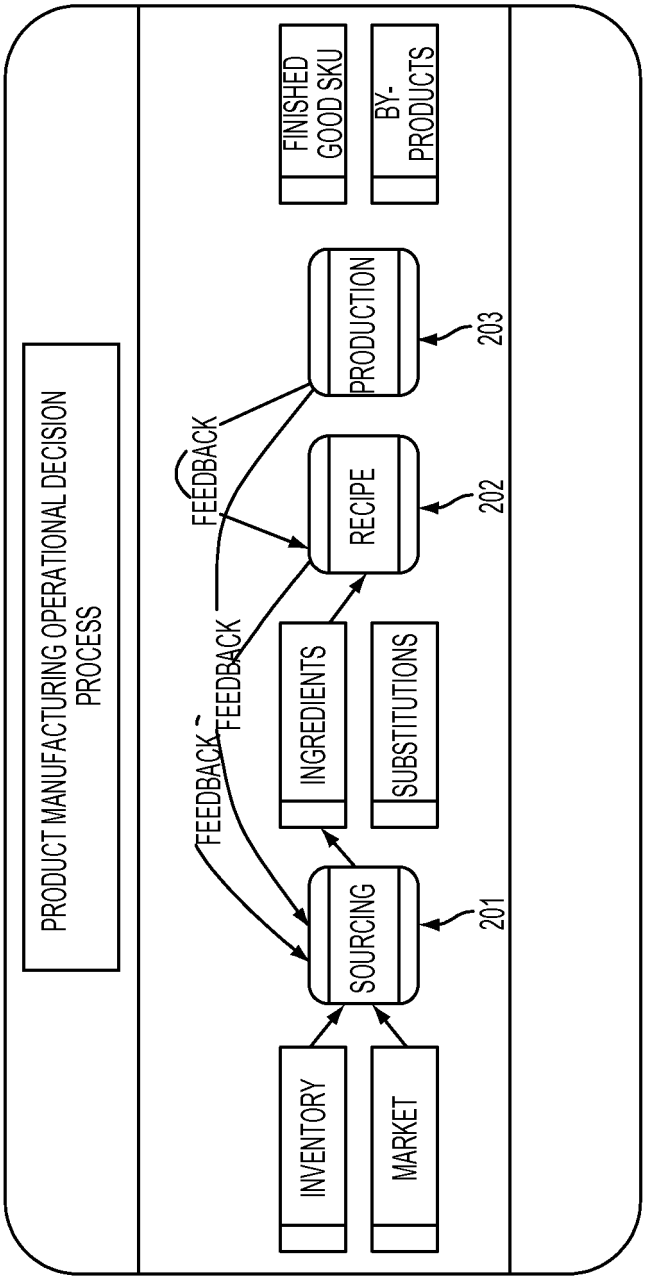

PRODUCT MANUFACTURING OPERATIONAL DECISION PROCESS
INVENTORY
MARKET
SOURCING
201
INGREDIENTS
SUBSTITUTIONS
RECIPE
202
PRODUCTION
203
FINISHED GOOD SKU
BY-PRODUCTS
FEEDBACK
FEEDBACK
FEEDBACK

FIG. 2

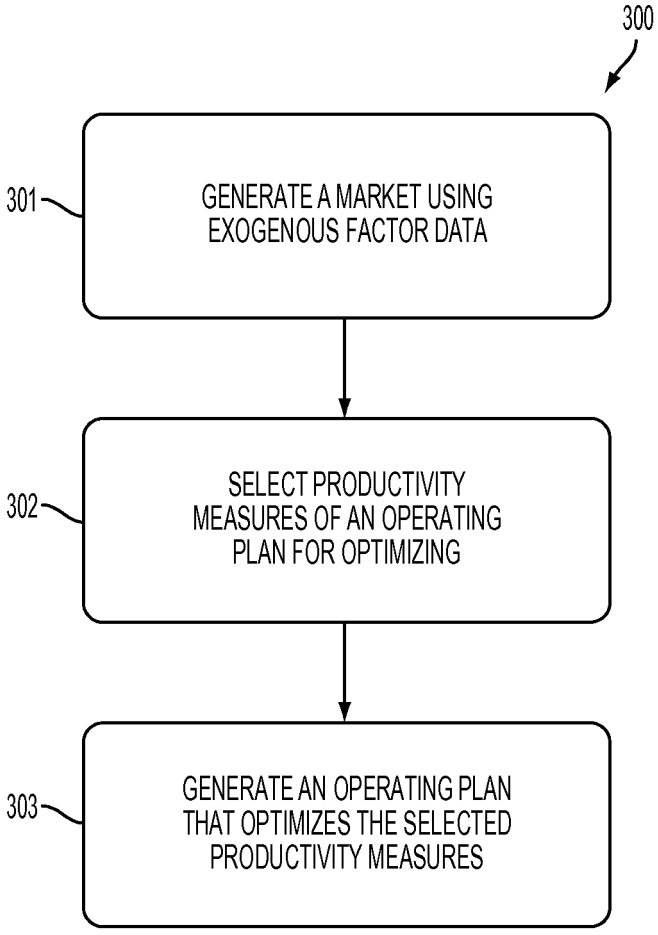

300
301
GENERATE A MARKET USING EXOGENOUS FACTOR DATA
302
SELECT PRODUCTIVITY MEASURES OF AN OPERATING PLAN FOR OPTIMIZING
303
GENERATE AN OPERATING PLAN THAT OPTIMIZES THE SELECTED PRODUCTIVITY MEASURES

FIG. 3

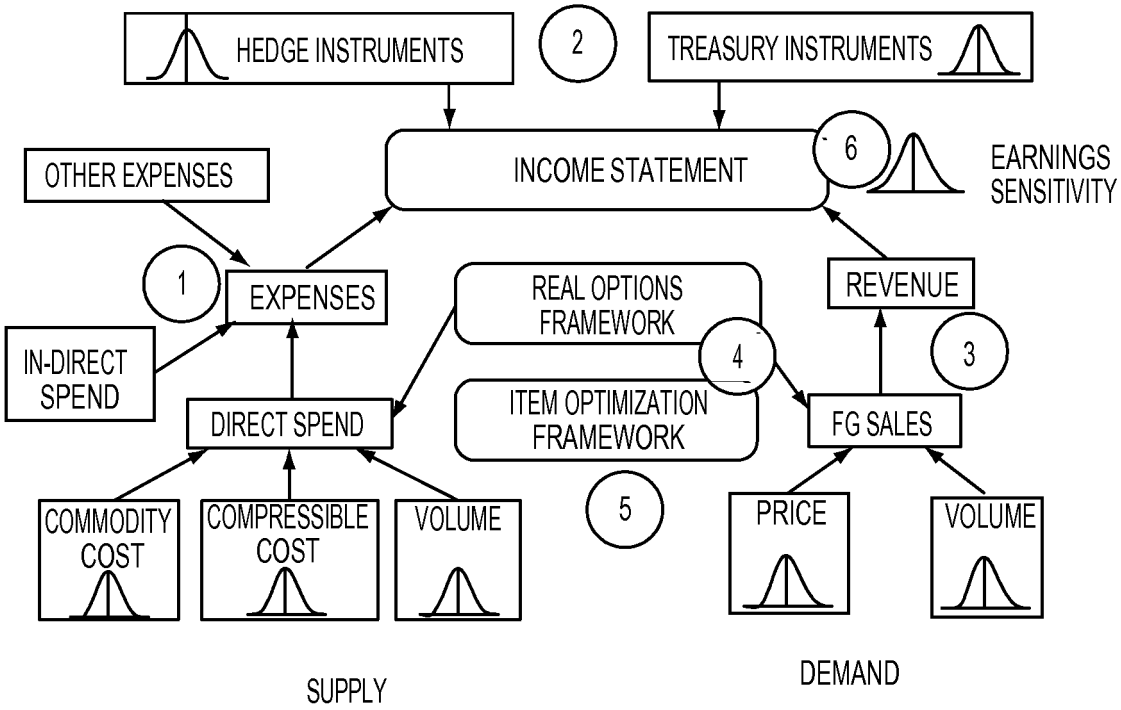

HEDGE INSTRUMENTS
2
TREASURY INSTRUMENTS
OTHER EXPENSES
INCOME STATEMENT
6
EARNINGS SENSITIVITY
1
EXPENSES
REAL OPTIONS FRAMEWORK
REVENUE
IN-DIRECT SPEND
4
3
DIRECT SPEND
ITEM OPTIMIZATION FRAMEWORK
FG SALES
COMMODITY COST
COMPRESSIBLE COST
VOLUME
5
PRICE
VOLUME
SUPPLY
DEMAND

FIG. 4

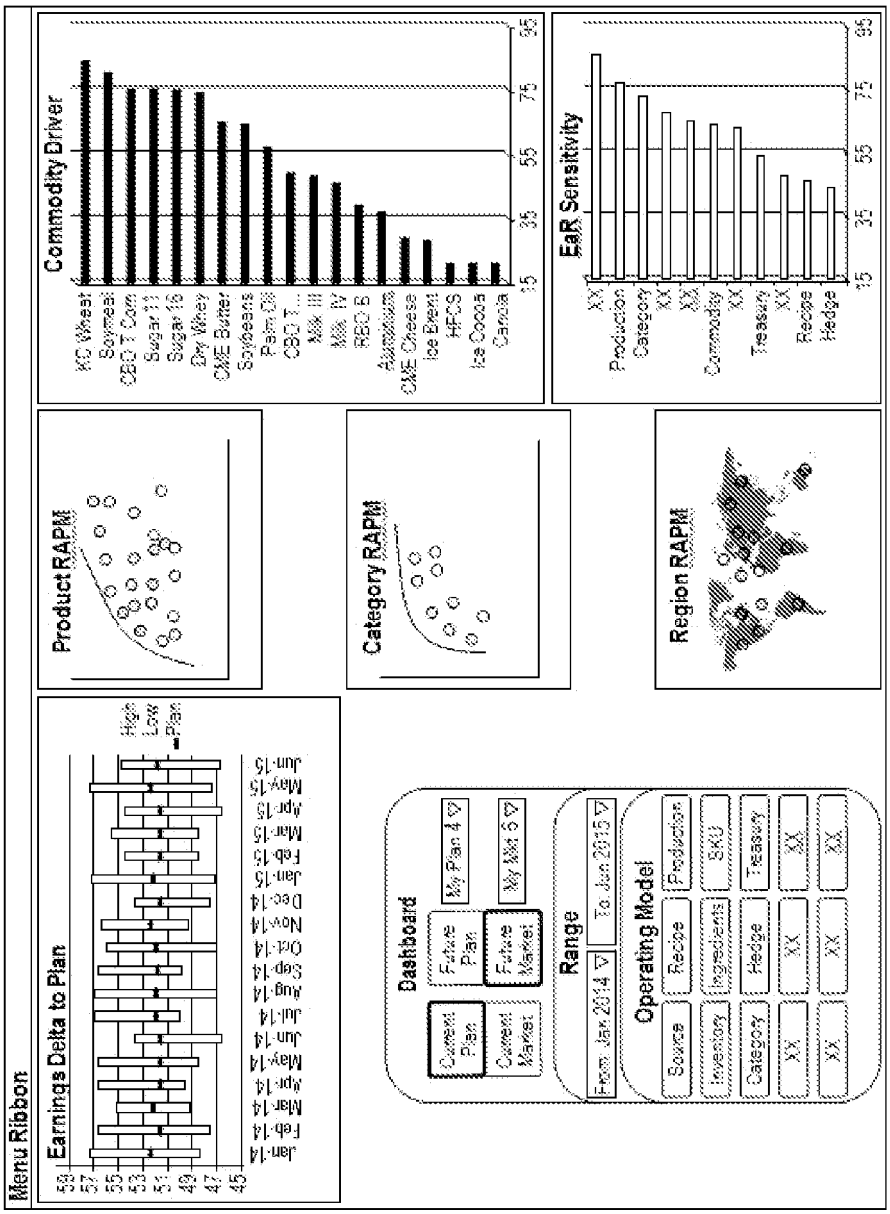

Menu Ribbon
Earnings Delta to Plan
High
Low
Plan
Jan-14
Feb-14
Mar-14
Apr-14
May-14
Jun-14
Jul-14
Aug-14
Sep-14
Oct-14
Nov-14
Dec-14
Jan-15
Feb-15
Mar-15
Apr-15
May-15
Jun-15
Product RAPM
Category RAPM
Region RAPM
Commodity Driver
KC Wheat
Soymeal
CBOT Corn
Sugar 11
Sugar 16
Dry Whey
CME Butter
Soybeans
Palm Oil
CBOT ...
Milk III
Milk IV
RBOB
Aluminum
CME Cheese
Ice Event
HFCS
Ice Cocoa
Canola
EaR Sensitivity
XX
Production
Category
XX
XX
Commodity
XX
Treasury
XX
Recipe
Hedge
Dashboard
Current Plan
Current Market
Future Plan
Future Market
My Plan 4
My Mkt 6
Range
From Jan 2014
To Jan 2015
Operating Model
Source
Recipe
Production
Inventory
Ingredients
SKU
Category
Hedge
Treasury
XX
XX
XX
XX
XX
XX

FIG. 5