ProModel is a leading provider of predictive analysis business intelligence solutions for improving performance throughout the enterprise. Whether you're planning a product portfolio, optimizing a supply-chain, or implementing lean/six sigma, ProModel's predictive technology and expert consulting services will empower you to Make Better Decisions - Faster.

ProModel
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company overview

History, Global Presence, Customers and Partners:

ProModel Corporation was founded by Dr. Charles Harrell in 1988, with the purpose of providing easy-to-use, powerful, and affordable simulation software products that would run on standard PC's. The vision was to create a tool set that didn't require a programmer to use. This expanded the potential user base to all industrial simulation users such as the Industrial, Manufacturing and Management Engineers as well as to Academic Institutions.
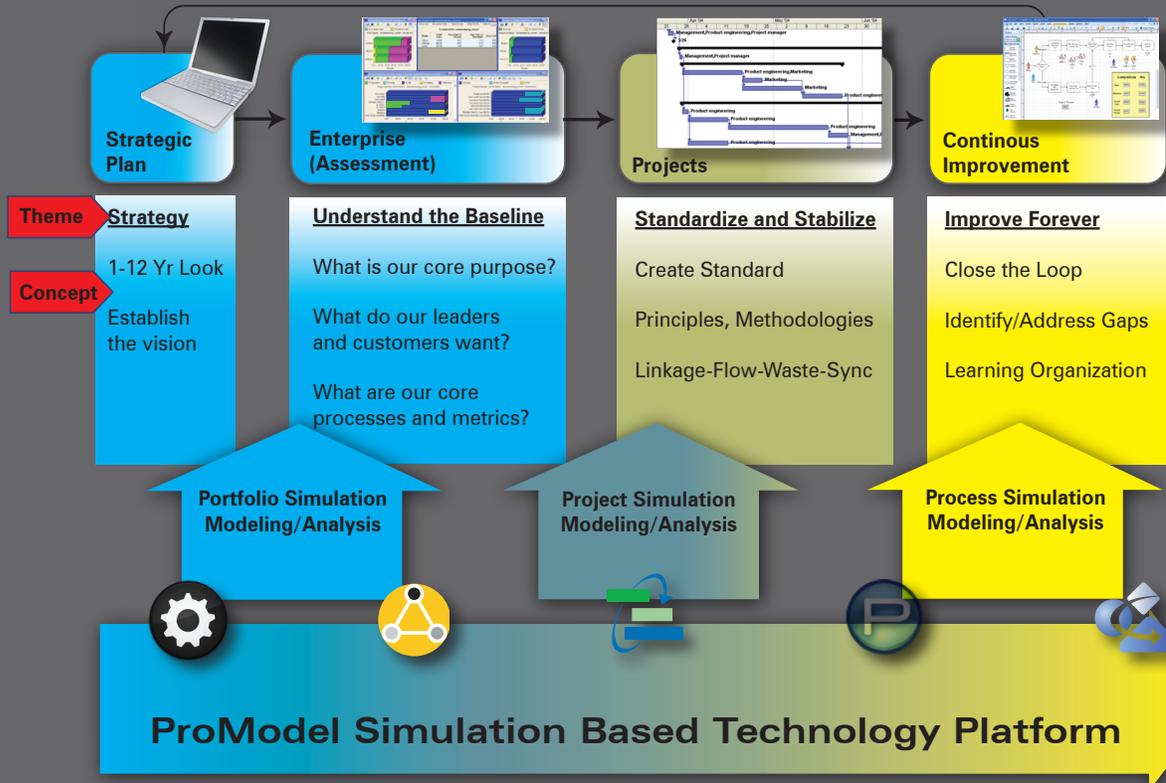
> **"ProModel has accelerated the time it takes us to create a critical mass of support for changes to complicated businesses. This single fact has provided MILLIONS of dollars in bottom line benefits."**
> **- Peter Kalish, GE Corporate R&D**

Today ProModel has a global presence of over 150 people with U.S. offices in Allentown, PA; Orem UT and Ann Arbor, MI combined with over 25 highly trained international representative companies throughout the world.

ProModel's customer base is extremely diverse and loyal, with over 300 of the Fortune 500, over 6000 individual licenses sold, coming from Industry, Government, and Academia in virtually every industry across the globe. Our customers maintain their licenses in active status with a 85% loyalty rate.

ProModel continues its journey as a leader in developing advanced predictive technology solutions. Our leadership position has led to annual growth of 20-30% per year since 2005. We believe the reason for our success is that we continue to substantially invest in development and the people that deliver our solutions. A key to our innovation is leveraging our more than 18 years of experience in providing solutions, by building that knowledge into our offerings.

The Intelligent Enterprise

Strategic Plan → **Enterprise (Assessment)** → **Projects** → **Continous Improvement**

Theme

Strategy	**Understand the Baseline**	**Standardize and Stabilize**	**Improve Forever**
1-12 Yr Look	What is our core purpose?	Create Standard	Close the Loop
Concept Establish the vision	What do our leaders and customers want?	Principles, Methodologies	Identify/Address Gaps
	What are our core processes and metrics?	Linkage-Flow-Waste-Sync	Learning Organization

Portfolio Simulation Modeling/Analysis

Project Simulation Modeling/Analysis

Process Simulation Modeling/Analysis

ProModel Simulation Based Technology Platform

ProModel

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Technology, Services and Market Evolution:

ProModel began with a solid simulation software product that was the result of three and a half years of development and field testing to carefully align software capability with user needs. Initially marketed under the name of PROMOD, ProModel version 1.0, quickly received favorable acceptance by major corporations like DuPont, Eastman Kodak and Whirlpool. It was designed as an easy-to-use, general purpose simulation tool for IE's and Manufacturing Engineers to more accurately and easily evaluate and implement process improvements.

In the early 1990's, when Microsoft released Windows version 3.0, ProModel was the first simulation company to develop a true Microsoft Windows version. The resulting product became known as ProModel for Windows. In the Mid 90's, customers in the Healthcare and Service Industries began requesting features specifically tailored toward their needs, such as user friendly terminology, industry specific modeling constructs, and icon libraries. These comments led to the parallel development of three distinct yet similar products that would run under the Windows operating system, namely, ProModel for Windows, MedModel, and ServiceModel.

These core products continue to be advanced in order to keep up with customer needs and technological developments such as 3D animation and reports, architectural enhancements (C# and .Net platforms), and the capability to run on the latest Windows Operating Systems XP and Vista. We continue to improve our traditional general purpose modeling technologies for organizations which maintain internal simulation modeling experts.
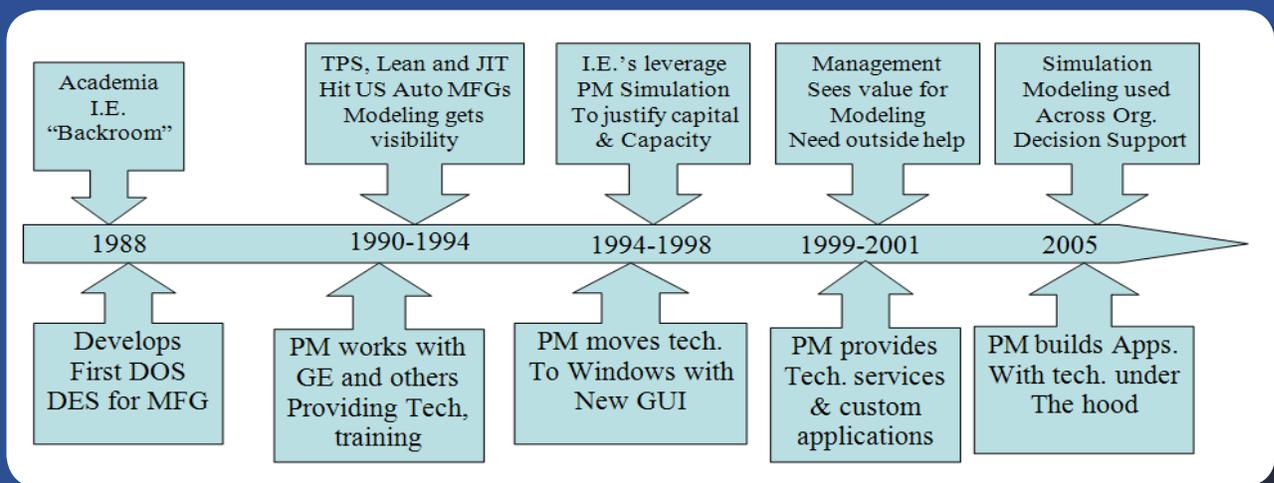
In the late 1990's many organizations began wanting more of a complete solution, not just software and training, so they could benefit from simulation technology without having to develop simulation modeling as a core competency. ProModel responded by significantly expanding its consulting services to complement and help implement simulation based modeling solutions. By the end of 1999 ProModel's annual consulting revenues increased almost 300% from the previous year.

In the early 2000's, another segment of the market began looking for more initiative specific, targeted tools which were easy to use, and did not require engineers or programmers to utilize them effectively. As a result, ProModel developed customized application specific simulation tools that no longer required a modeling expert. Tools such as Portfolio Simulator, Process Simulator, which is a plug-in to Microsoft Visio, and Project Simulator which is a plug-in to Microsoft Project have expanded the use of simulation into the BPM, BPR, Portfolio & Project Management and Lean/Six Sigma space. Additionally, with the development of these Microsoft Plug-In tools, ProModel has become a Certified Microsoft Partner.

The mid and late 2000's are experiencing yet another new market - the Business Intelligence (BI) space. Industry Analysts are projecting it to be a $200 billion market. Organizations needing solutions in this space come from both industry and the government. They are seeking enterprise wide solutions which bridge the gap between strategic planning and tactical/operational planning to help forecast their futures and deal with the incredible risk in today's competitive global business environment. ProModel is again filling this need by providing custom, leading edge, enterprise predictive analysis BI solutions such as AST (Army Force Generation Synchronization Tool Suite) and SEE (Sourcing Excursion Engine) developed for the US Army.

ProModel is positioned to build on our predictive methodology and technology platform to help lead organizations in both the public and private sectors and gain the most value from these solutions. Our intent for the future is to provide an increasingly collaborative predictive analysis decision-making environment that supports ProModel's "traditional" customers as well as those seeking BI solutions.

Customer

Academia I.E. "Backroom"	TPS, Lean and JIT Hit US Auto MFGs Modeling gets visibility	I.E.'s leverage PM Simulation To justify capital & Capacity	Management Sees value for Modeling Need outside help	Simulation Modeling used Across Org. Decision Support
1988	1990-1994	1994-1998	1999-2001	2005
Develops First DOS DES for MFG	PM works with GE and others Providing Tech, training	PM moves tech. To Windows with New GUI	PM provides Tech. services & custom applications	PM builds Apps. With tech. under The hood

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