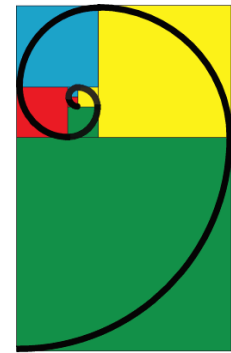


Case Study: Wholesale/ Distributor Sample File



Customer Profile



- Wholesale/
Distributor of light-
ing fixtures
- Using Quickbooks ®
Premier
- 5 employees

- \$411k Revenue
- \$110k Net Income
- 50 inventory items
- \$45k in Inventory
- \$130k in Cash
- \$200k in Net Worth

ePhiphony Incorporated

Reveal your hidden wealth.

Profit and Loss	Jan 1 - Dec 15, 11
Total Income	\$ 411,809.53
Total COGS	\$ 209,720.05
Gross Profit	\$ 202,089.48
Total Expense	\$ 90,817.36
Net Ordinary Income	\$ 111,272.12
Net Other Income	\$ (2,175.20)
Net Income	\$ 109,096.92

Balance Sheet	Dec 15, 11
ASSETS	
Total Current Assets	\$ 211,293.85
Fixed Assets	\$ 90,201.88
TOTAL ASSETS	\$ 301,495.73
LIABILITIES & EQUITY	
Total Liabilities	\$ 122,350.74
Equity	\$ 179,144.99
TOTAL LIABILITIES & EQUITY	\$ 301,495.73

Phitch OC 9.0 Delivers:

- *Significant wealth revealed*
- *Optimized inventory*
- *Opportunities to grow identified*
- *Opportunities to improve highlighted*

Benefits of Phitch OC 9.0

- \$115k in wealth revealed
- Roughly 36% of items in surplus
- Roughly 46% of items in shortage
- Opportunity to seize demand variability
- Opportunity to drive out supply variability



Item Name	Phitch Reorder Point (Units)	Phitch Order Qty -- EPQ (Units)	Phitch Safety Stock -- EPSS (Units)	Demand Variability (%)	Supply Variability (%)	Change In Economic Profit (\$)
Specialty bulbs:HY20CL/MC	57	237	34	100%	0%	\$ 47,539.48
Exterior Fixtures:TG1720 SS	43	210	28	57%	43%	\$ 23,805.39
Chandeliers:P4232-37	7	40	4	94%	6%	\$ 8,478.04
Chandeliers:P4044-27	5	35	3	92%	8%	\$ 7,188.85
Ceiling fixtures:P5047-33	5	66	2	100%	0%	\$ 5,471.80
<i>Other Items</i>						\$ 22,212.10
Total Items						\$ 114,695.66

For more information call 877-TRU-SOUND or visit www.phitch.com