Who is ProModel?
ProModel Corporation is a leading provider of predictive, simulation based decision support solutions that help organizations to
make better decisions faster by Visualizing, Analyzing and Optimizing future plans today. ProModel’s Process Simulator® addresses
critical issues such as Lean and Six Sigma Implementations, Capacity Analysis, Resource Allocation, Increasing Throughput and
Decreasing Cycle Time. ProModel delivers innovative technology and services that help companies more rapidly improve
performance throughout the enterprise with less risk. This is a powerful addition to the tool kit for LSS Trainers and Consultants.

ProModel’s BPA/CI (Business Process Analysis/Continuous Improvement) Solution
In the BPM/CI space, ProModel’s Channel Partner tool is Process Simulator, a Microsoft Office Visio Plug-in. Process Simulator
allows you to quickly and seamlessly create and run simulation scenarios inside Visio. Dynamic, animated visual models and data
graphics allow users to watch their processes in action and see the effect of changes. Informative output reports and charts help
lead the user to the best COA’s (Courses of Action) for process improvement.

Brief Background
ProModel Corporation was founded by Dr. Charles Harrell in 1988, to provide 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. Our
customer base is extremely diverse and loyal with over 300 of the Fortune 500, and over 6000 individual licenses sold, coming from
Manufacturing, Government, and Academia in virtually every industry across the globe. Over 90% of our customers maintain their
licenses year after year.

ProModel has a global presence with U.S. offices in Allentown, PA; Ann Arbor, MI; and Orem, UT as well as trained value added
channel partners throughout the world.

ProModel has been recognized by Microsoft for the value of our leading edge technology and services with the Gold Partner status
and several of our customers have won awards for solutions we have developed with them.

ProModel Value Propositions

Throughput Improvement
Everyone has ideas on how to improve the throughput of a process. But how do you know which ideas will work best? How do you
test them without disrupting the actual process and risking customer delays? ProModel allows you to Visualize, Analyze and
Optimize your processes in a no risk computerized simulation environment, before investing resources into changes which may not
work.

Capacity Analysis and Resource Allocation
In today’s resource constrained environment, most decision makers are required to get more done, with the same or even fewer
resources. ProModel’s tools enable you to determine very precisely which specific processes or resources are keeping your
processes and systems from performing optimally, and then lets you test multiple ideas to come up with the best solution.

Channel Partner Commitment and Opportunity

ProModel currently has a solid channel partner base. We are committed to increasing this part of our business because we know
there are too many organizations out there, whom we won’t reach on our own, that would benefit greatly by implementing our
solutions.

The best way to do this is to work with value added partner companies who already have trusted relationships and know what their
customers need. This also strengthens the value proposition of our partners to their customers while providing them with the
opportunity for significant revenue and market share increases.