

The background is a dense field of orange water droplets of various sizes. In the upper right, there is a faint white line graph with a vertical y-axis and a horizontal x-axis. A series of white dots are connected by a line that starts at the origin and curves upwards and to the right. Some of the axes and data points are labeled with small white letters: 'z' on the y-axis, 't' at the top right, 'd' on the x-axis, and 's' near the origin.
$$\text{profit} = p \cdot q - r \cdot c \cdot q$$

The science of greater profits

ADVANCED ANALYTICAL
CONSULTING GROUP

Join us online for our new series on price optimization:

Advanced Analytical Consulting Group has helped our clients make \$100s of millions of additional profits by scientifically pricing their products. We may be able to do the same for you.

We have developed and deployed business enhancing models and computer systems for quality control, performance measurement, and profit maximization based on advanced economics, statistics and computing techniques.

Join us for The Foundations of Price Optimization to find out how it is done.

It could be the most profitable hour of your corporate life.

Market Power and How to Use It
May 19th

The Cost Half of the Profit Equation
July 19th

Measure Using the Right Type of Elasticity
September 14th

Optimizing the Multi-Product Portfolio
TBA

Competitive Pricing and Cost Strategies
TBA

The Foundations of Pricing Optimization webinars

The Cost Half of the Profit Equation

Tuesday, July 19th 2:00 pm EST

Register online:

aacg.com/events

GO



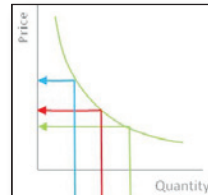
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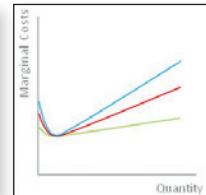
Join us on Tuesday, July 19th at 2:00 pm EST as Stephen Nyquist, Principal at Advanced Analytical Consulting Group, provides you with an understanding of how costs and their variability can be scientifically leveraged to determine the optimal, profit-maximizing prices of your products.

We will discuss the key concepts of fixed vs. variable costs based on the industry and timeframe that you are modeling, the consequences of using inappropriate or inaccurate costs to set prices, and how to graphically identify the correct costs for scientific price optimization.

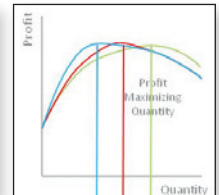
The session will draw on more than a decade of experience scientifically measuring costs and optimizing pricing strategies as the market and companies' products evolve. Using the correct costs in your modeling and price optimization is critical to setting optimal prices and maximizing profit.



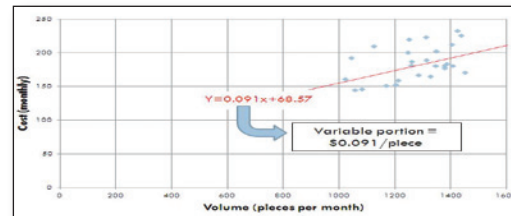
Price



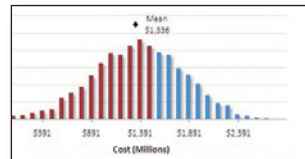
Cost



Profit



Cost Relative to Volume



Forecasted Cost 2011



Forecasted Profit 2011

Join us to learn:

- How a clear understanding of fixed and variable production costs is critical to selecting profit-optimizing prices
- How variation in costs affects your optimal prices and predicted profits
- How to identify risks associated with highly variable costs and protect your company against them
- How to graphically identify fixed vs. variable costs within your organization
- How to model variability in costs to determine optimal prices

Instructor:

For over a decade Stephen Nyquist has advised the C-suites of Fortune 500 companies about analytical and scientific approaches to pricing and profitability management derived from detailed, large-scale data analysis. He has led projects that enhanced profitability and improved performance in a number of industries throughout the Americas and Europe. Mr. Nyquist has developed integrated pricing and profitability management practices that deliver immediately enhanced profits and alignment of corporate processes in the long-run.

Prior to joining AACG, Mr. Nyquist held senior positions at Deloitte Consulting LLP, Toyota Motor Sales, and Ford Motor Company. He received his M.S. in mechanical engineering from the University of Michigan.

For more information: Stephen Nyquist, M.S. (Principal) = 617 338 2224 = StephenNyquist@AACG.com

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