

THE REILLY COMPANY

“For Success in International Business”



Workable Business Solutions

Global  ***Advantage***[®]

In Thirty Days

The Proven Formula to Solve Business Problems



Building on the Success of Others:

Global Advantage allows you to capitalize on the experiences of successful companies by tapping into the skills of front-line professionals who have worked with hundreds of companies. The Global Advantage process quickly identifies the key elements to solving the most perplexing business problems.

Personalizing the Approach:

Depending on your business challenge, the right combination of skilled professionals work with you to personalize the Global Advantage process to meet your needs. Because of the people involved, Global Advantage is able to offer a wide range of business solutions -- in the areas of: marketing, operations, and business development, both domestic and global. The process can be customized to a variety of participation levels to insure understanding and ownership. Greater participation guarantees that necessary actions are taken and profit and growth goals are met.

Thirty Days to Action:

The Global Advantage approach combines the experience of skilled and seasoned professionals with your personnel to solve the most challenging situations *within thirty days*. Our team is prepared to help you break out of “analysis paralysis” and to separate confusing **symptoms** with the underlying **problems**. Global Advantage applies proven best practices to identify critical success factors, then moves quickly from analysis to implementation.

CHALLENGES FACING ORGANIZATIONS TODAY

Most organizations today are competing in a global marketplace. Globalization is the process of establishing common infrastructure and operations throughout multiple locations and multiple lines of business. Whether your company is global or not, you need to compete in a global marketplace.

Executives today face the following challenges in effectively implementing an appropriate strategy:

- Adequate knowledge of current line and staff performance levels.
- Understanding key performance gaps at the corporate, business unit, and functional levels.
- The ability to identify and implement effective actions quickly for performance improvement.

WHY THE REILLY COMPANY & GLOBAL ADVANTAGE®?

GLOBAL ADVANTAGE® is a revolutionary-consulting concept developed and managed by experienced former line executives and consultants. The result is a company that offers pragmatic solutions to complex business problems worldwide, in a very short time. The members of the firm have extensive domestic and international business experience and have completed over five hundred projects with large and small companies. Global Advantage® is unique because:

- It is comprised of former senior line executives who have had leadership roles and experience in Fortune 500 companies and in major consulting companies;
- It offers a number of proprietary quantitative and qualitative data collection instruments that can be used to quickly identify problems and recommend cost justified solutions.
- It utilizes a practical, easy-to-understand approach. The process is easily implemented and “transfers knowledge” to your staff.

THE PROCESS PROVIDES ANALYSIS, SOLUTIONS & RECOMMENDATIONS IN 30 DAYS

OFTEN CORRECTIVE TACTICS CAN BE IMPLEMENTED IN 90 DAYS

THE ASSESSMENT PROCESS

The Global Advantage® process is a facilitated session conducted with the appropriate management team by experienced business professionals. Proven benchmark or measurement tools are used to compare corporate or functional performance levels against industry “standards of excellence”. The result is maximum participation of the group and concentration on “important” issues that identifies critical success factors and delivers specific corrective tactics in a very short period of time.

THE SERVICE

Provides analysis and solution recommendations within 30 days...with corrective tactics that can usually be implemented within 90 days.

Enables a corporation to measure current performance against industry “standards of excellence”.

The measurement criteria database includes key performance factors critical to increased growth and profit drawn from experience with over 15 industries and every business function.

A Process Valuable For Businesses When...

- Acceleration of strategic plan implementation is desired.
- Critical goals are not being met within expected time frames.
- Strategic and tactical plans are not aligned throughout the organization.
- New pressures indicate a need for a change in strategy.
- Tactics are proving to be too costly, time consuming, or ineffective.
- Business units are about to be consolidated.
- Organizations have changed due to merger or acquisition.

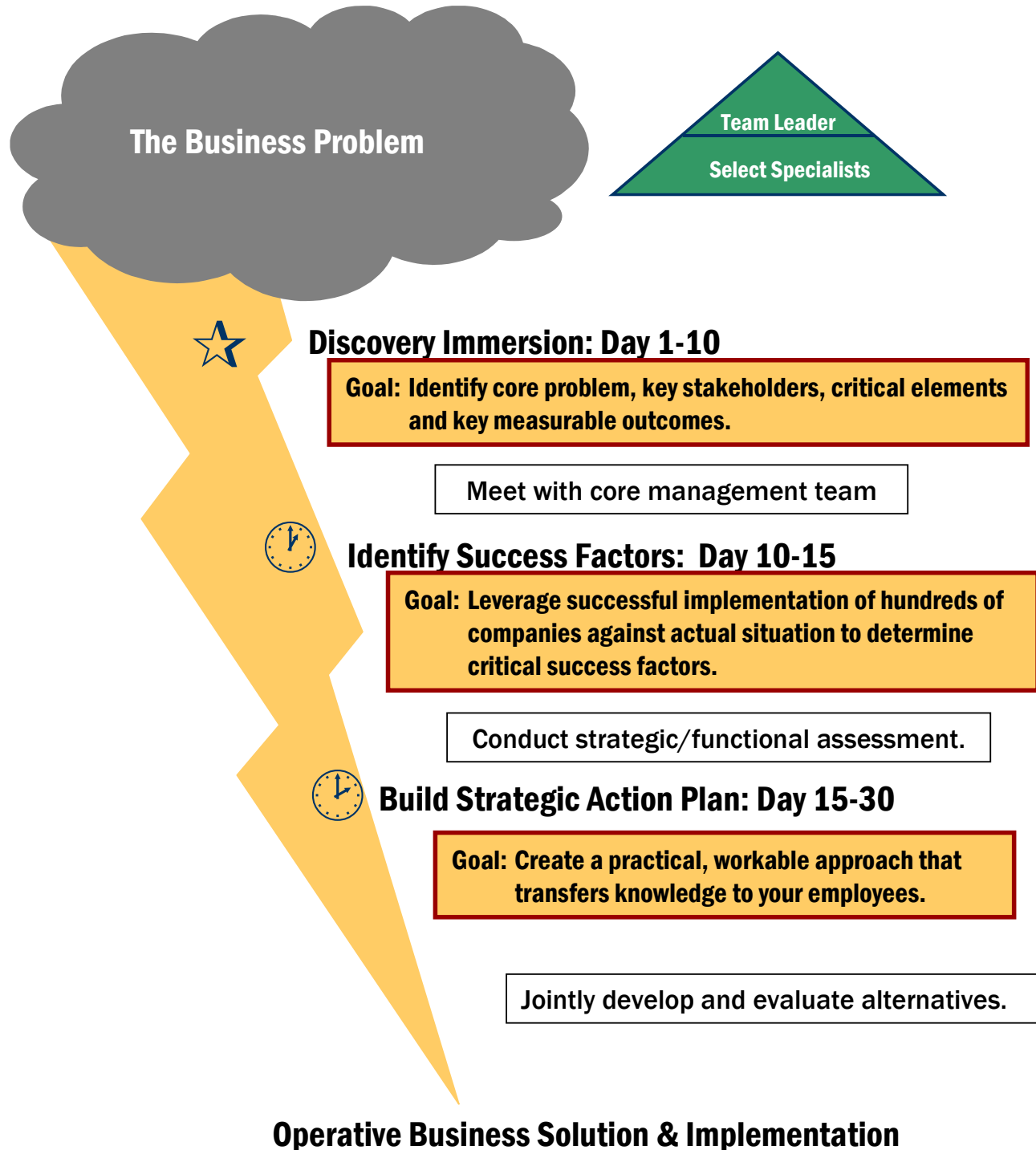
THE RESULT

- Measures the probability of strategic goals being met within the designated time-frame.
- Identifies which strategic elements and tactics have the least probability for success and offers actions needed to correct and accelerate growth and profit.
- Identifies business areas needing further development.
- Evaluates organizational understanding of the strategy along with the capability to execute, commitment levels, and adequacy of resources needed to meet goals.
- Measures organizational performance and critical areas to improve.

The Benefits

- ✓ Significant bottom-line results in cycle time, operating costs, productivity and quality.
- ✓ A clear understanding of critical performance problems.
- ✓ Actionable, pragmatic recommendations to address immediate and “longer-term” issues.
- ✓ Helps employees better understand the business
- ✓ Improves focus and priorities of every function and employee
- ✓ Improves organizational communications
- ✓ Shortens response time to environmental change
- ✓ Improves capability to identify *internal* strengths and weaknesses
- ✓ Improves capability to identify *external* opportunities and threats

Global Advantage[®] Process





Companies Who Have Completed The Global Advantage® Assessment Process

A Partial Listing Of Client Companies

3M[®]

Allance, Ltda, Argentina[®]

Andersen Windows[®]

Armco[®]

Bergquist Company[®]

Black Millwork, U.K.[®]

Cigna Insurance

Coshockton Stainless[®]

Crown Chemtech, U.K.[®]

Crown Iron Works[®]

Dashwood Industries, Canada[®]

Deluxe Corporation

De La Rue Company PLC

The Donaldson Corporation[®]

DuPont Pharmaceuticals

Eastern Stainless

LAB Equipment/Techlab Systems

Empire Blue Cross/Blue Shield

FSI International

Federal Cartridge

Frigidaire Home Products

Gtech

HQ Companies[®]

Hale Products

Hoesch, Germany[®]

Hunter Douglas Window Fashions

Hu-Friedy[®]

Hypro Corporation[®]

IDQ International[®]

Jostens, Inc[®]

Krupp, Germany[®]

LaFlamme, Canada[®]

Insurance Auto Auctitons

Mannington Floors

Hispanic Alliance for Career Management

Medtronic Corporation

Mercedes Benz

New England Nuclear

Osteotech Inc.

Pfizer Pharmaceuticals

Research Incorporated[®]

St. Paul Software[®]

Heuft

Schwans Foods[®]

Scimed Corporation[®]

Sorvall Products

SSE Distribuidora, Brazil[®]

TMCI, Italy[®]

HRMS, LLC.

Telex Communications

The Toro Company[®]

Uniroyal Agricultural Chemicals

Vichay

Warner Lumber Company

The West Company

Witco Corporation

Wurster & Sanger Engineering[®]

Zinpro Corporation[®]

Mission

The Reilly Company is an international management services company experienced in providing solutions to management, marketing, distribution and sales problems worldwide. The company is dedicated to identifying areas of potential performance improvement and market opportunities thereby helping to achieve increased growth and profit.

Our objective is to understand the clients' needs and complement in-house skills to implement practical, cost-effective programs that enhance domestic and international performance.

Major Services

Corporate Performance Assessment - we use the *Global Advantage*® process to quickly get an organization on a strategic and tactical plan they can implement for both domestic and international success.

International Expansion - after gaining a clear understanding of your business and your objectives we help you quantify and prioritize key markets, recommend the local channel strategy and build a measurable business plan. We can also directly manage your channels of distribution and provide on-going assessment of their performance.

Structural Recommendations and Implementation - once the local channel strategy is determined we recommend the appropriate structure to support the business plan and guide you through the entire development process including investment alternatives (direct or with a local partner), legal and tax strategy and contract negotiation.

Staff Capabilities

The Reilly Company's professional staff is experienced in foreign business practices and the inter-cultural characteristics essential to success overseas. The company consists of a group of professionals with expertise in virtually every functional area of business - especially in strengthening a company prior to overseas involvement. The rate of repeat business with client companies is over fifty percent.

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