

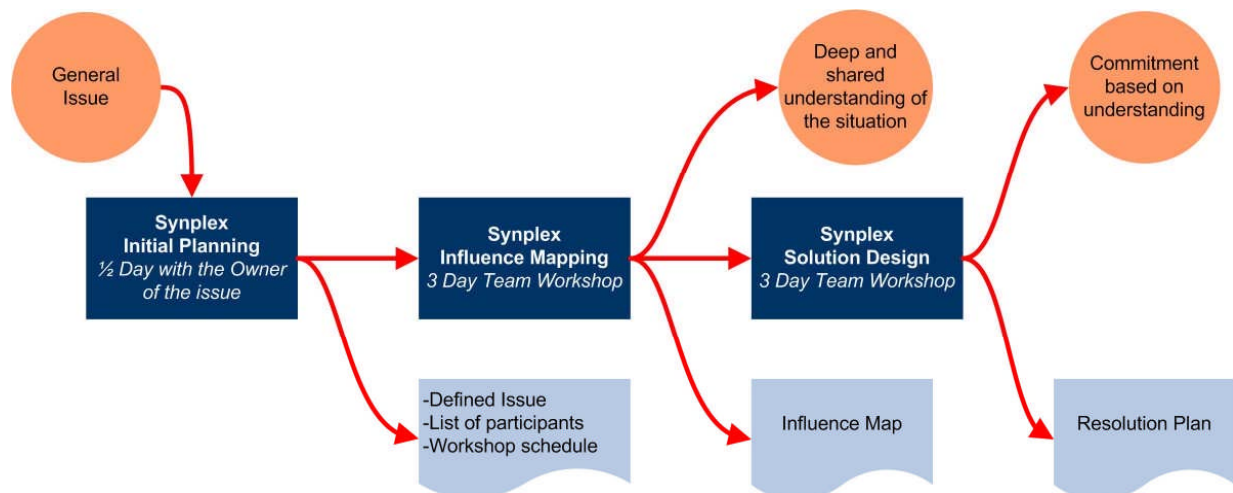


Synplex

Synplex is a proven process that enables organisations to make breakthroughs in complex situations, such as strategic development, mergers and acquisitions, and transformation projects.

Synplex can help you to discover and apply more of the knowledge and experience already embedded within your organisation, avoiding reliance on external consultants. It does this by providing the means to change the mental models and to clear the associated barriers and filters that are preventing individuals throughout the organisation from recognising the opportunities available to them.

Synplex is a combination of facilitated group techniques and language-based software, and is delivered on a fixed-price basis with pre-agreed deliverables.



The **Synplex Influence Mapping** workshop allows a complete picture of the issue to be developed, utilising the diverse perspectives of the participants.

Then, the optional **Synplex Solution Design** workshop builds on this to create a plan which will make the breakthroughs necessary resolve the issue.

Complexity Solutions has a 15-year track record in using **Synplex** to assist leading FT250 and Fortune 500 corporations and US and UK government organisations, with over 50 successful applications including strategic planning, supply chain transformation, integration of acquisitions and contingency planning for bio-terrorism.

Synplex Applications

Organisation Name	Sector	Application type
<u>EuropCar</u>	Auto rental services	Business analysis
<u>TrusJoist (Weyerhaeuser)</u>	Engineered wood products	Strategic business planning
<u>US Dept. Health & Human Services</u>	Emergency Preparedness	Bioterrorism response planning
<u>Vetronix Corporation</u>	Auto Test Instrument mfr.	Strategic business planning
<u>Bell Atlantic</u>	Telecoms services	Operations cost reduction
<u>Coca Cola</u>	Food products mfr.	Business problem audit
<u>Lucent Technologies</u>	Telecoms eqpt. Mfr.	Operations problem solving
<u>Lucent Technologies</u>	Telecoms eqpt. Mfr.	Financial process reengineering
<u>Egg (Prudential UK)</u>	Internet banking	Strategic business planning
<u>Lucent Technologies</u>	Telecoms eqpt Mfr.	Contract mediation
<u>Merck</u>	Pharmaceutical mfr.	Strategic business planning
<u>Proctor & Gamble</u>	Consumer non-durables	Organization redesign
<u>S.W.I.F.T.</u>	Telecoms services	IT project planning
<u>Trigen Inc.</u>	Power supply services	Strategic business planning
<u>Witco</u>	Chemicals mfr.	Strategic business planning
<u>DuPont Canada</u>	Plastics materials mfr.	Project management planning
<u>US Dept of Energy</u>	Weapons production	Federal Advisory Committee
<u>Bank of Montreal</u>	Banking	Strategic business planning
<u>British Telecom</u>	Telecoms services	Marketing planning
<u>Detroit Diesel (Penske Corporation)</u>	Diesel engine mfr.	Reengineering procurement
<u>GTE Government Systems</u>	Telecoms eqpt. mfr.	Process implementation planning
<u>University of Texas (INSTIL)</u>	University Institute	Advisory Board strategic planning
<u>Allmerica Financial</u>	Insurance	Business operations analysis
<u>GTE Government Systems</u>	Telecoms eqpt. mfr.	Strategic business planning
<u>National Sea Products</u>	Seafood products mfr.	Process implementation planning
<u>New England Mutual</u>	Insurance	Process reengineering
<u>A.W. Chesterton Company</u>	Pipe components mfr.	Operations cost reduction
<u>American Cancer Society</u>	Health services	Resource allocation process
<u>Georgia Pacific Corporation</u>	Pulp & paper	Supply chain strategic planning
<u>National Grocers</u>	Food wholesale/retail	Supply chain reengineering
<u>Aetna Canada</u>	Insurance	Organizational redesign
<u>Cabot Corporation</u>	Chemicals	Cultural change planning
<u>Cabot Corporation</u>	Chemicals	Communications planning
<u>Loblaws / National Grocers</u>	Food wholesale/retail	Companies' integration planning
<u>Polaroid Corporation</u>	Electronic imaging	Strategic business planning
<u>Pulsafeeder Inc.</u>	Pump mfr.	Strategic business planning
<u>Rochester Community Savings Bank</u>	Banking	Strategic business planning
<u>S.D. Warren</u>	Pulp & paper	TQM planning
<u>Sun Life Assurance (US)</u>	Insurance	IT project planning
<u>Theratronics</u>	Nuclear medicine	Strategic business planning
<u>Bell-Northern Research/Nortel</u>	Telecoms R&D	Process design
<u>Goulds Pumps</u>	Industrial pump mfr.	Strategic business planning
<u>New York State Elec. & Gas</u>	Power utility	Strategic business planning
<u>Rochester Telephone</u>	Telecomm Services	Problem analysis
<u>Xerox Corporation</u>	Electronic Imaging	Supply chain planning
<u>Atomic Energy Canada</u>	Nuclear Research	TQM planning
<u>Chicago Pneumatic Tool Co.</u>	Industrial tool mfr.	Business reorganization planning
<u>Resource Recycling Tech.</u>	Waste recycling	Strategic business planning
<u>University of Guelph</u>	Agricultural Research	Operations problem solving
<u>UK Ministry of Defence</u>	Defence	Logistics planning
<u>Morgan Stanley</u>	Financial Services	Strategic planning
<u>Major UK plc</u>	Engineering	Strategic Planning