



***Plant-Wide Research Group, Inc.***

*P.O. Box 9  
North Billerica, MA 01862  
978-663-9212  
<http://www.plant-wide.com>  
[info@plant-wide.com](mailto:info@plant-wide.com)*

**PRESS RELEASE**

**PLANT-WIDE RESEARCH GROUP**

P.O. Box 9  
North Billerica, MA 01862-2112  
978-663-9212  
[bill@plant-wide.com](mailto:bill@plant-wide.com)  
[Info@Plant-Wide.com](mailto:Info@Plant-Wide.com)  
<http://www.Plant-wide.com>

**CONTACT:**

Scott Rich  
[pwr@pwr-consulting.com](mailto:pwr@pwr-consulting.com)  
978-663-921  
[srich@plant-wide.com](mailto:srich@plant-wide.com)

**Plant-Wide Research Forms PWR-Consulting.com**

**WE ARE GROWING IN A NEW DIRECTION:  
PROVIDING INDIVIDUAL AND CUSTOMIZED SERVICE AND ANALYSIS**

Plant-Wide forms PWR-CONSULTING as a unit of Plant-Wide Research Group. The purpose is to take advantage of Plant-Wide's most valuable resource - its seasoned professional manufacturing management consultants who have real-world hands-on experience and knowledge in mission critical manufacturing management applications selection, implementation, support and best practices. These professionals are backed up by our deep information databases, which are not only invaluable; they are irreplaceable. We have a large base of end users, a solid reputation, excellent products, and a small enough size to give direct access to our consultants and analysts and provide individual attention to our industry-defining clients.

**WHY A NEW DIRECTION?**

Globalization brings new and often disruptive challenges. The fact that a clear, action oriented understanding of an organization's strategy could significantly influence that organization's success was believed by ninety percent of our surveyed clients to be the key to survival in these chaotic market times. However, this same survey showed that less than sixty percent of senior managers and less than ten percent of the total company believed that they had a clear understanding of their company's strategy. In addition, less than thirty percent of senior managers who understood their company's strategy believed that it had been effectively implemented. Plant-Wide believes:

- A clear strategic vision is not enough. It requires constant adjustment to changing market situations and a clear communication of these changes to the appropriate knowledge workers and executives to be understood.
- When a strategic vision is in place, it typically has little or no impact on the operating goals of departments and individuals. Why? It must be tied to the goals and objectives of the individuals and departments concerned. To be effective a vision has to have direct and realistic meaning to the knowledge workers, suppliers and stakeholders.

- If companies fail to understand researched information as it may impact progress toward recognized strategic goals, then its value is lost and inertia takes over often with inconclusive or unexpected results. A strong competitive posture requires the right data be gathered and compared to other data, translated into information, only then compared to objectives in order to provide effective measurement and guidance.

### **TRADITIONAL MARKET RESEARCH METHODS DO NOT WORK IN THIS ECONOMY**

Plant-Wide understands that traditional bundled market research services and views from 50,000 feet in these challenging times does not bring results nor can it be compared to your individual vision and goals. Our clients seek:

- Real industry wide influence where it counts
- Significant end user reach
- Unique capabilities and relationships, and
- Client friendly policies and demeanor

Plant-Wide has established a series of upgraded customized client services built upon our traditional advisory services. These services can be viewed at [www.pwr-consulting.com](http://www.pwr-consulting.com) . Our Advisory clients gain a significant competitive advantage without losing anything they now have. This new customizable consulting service is built on the current plant-wide database and advisory services that our clients now enjoy, but offers them focused direct hands on personal support.

### **INDUSTRIAL BENCHMARKS AND COMMENTARY STRENGTHS**

#### About Plant-Wide Research Group

Plant-Wide Research is the leading independent analytical market research firm and think tank in the manufacturing management and enterprise resource planning software applications systems space. PWR is comprised of professional industry analysts who focus on the manufacturing, financial, planning and control systems software and hardware markets. The firm provides users, software developers and consultants with up-to-date profiles and comparative analysis on hundreds of vendors and products each year through a series of specialized reports. The firm's clients include MIS departments of leading manufacturers, software developers, consultants, investment houses, Wall Street analysts and venture capitalists. PWR has served as an expert witness in a number of legal actions and as advisors to buyer and seller alike during acquisition and buy-out situations. Plant-Wide's President and CEO, Bill McSpadden who is recognized internationally as an expert in the field of mission critical systems software, publisher, and lecturer, noted, "We have been overwhelmingly voted the number one market research firm in the mission critical applications space by our clients."

#### About PWR-Consulting

PWR-Consulting has provided its business consulting expertise to manufacturers and enterprise application vendors since 1980. Consulting expertise has been supplied in Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Manufacturing Execution System (MES), Customer Relationship Management (CRM), Product Lifecycle Management (PLM), Process Control, and Business Performance Management (BPM) disciplines. PWR brings decades of industry-specific experience in the business applications and manufacturing and supply chain market as well as a depth of knowledge in best business practices. With this foundation of

experience and knowledge, PWR-Consulting is uniquely qualified to not only provide an unbiased perspective, but is also able to engage with it's clients as an active team member. Our mission is to drive tangible results and benefits quickly and cost effectively. PWR-Consulting offers a variety of programs and service engagement options, including retainer-based consulting engagements, project-oriented engagements, management training programs, fixed-scope/fixed-price tactical projects and materials development, and subscription-based delivery of industry research.

###