

PHRED Background

PHRED Solutions creates problem solving systems. Typically, these are embedded in manufacturing operations and engineering to guide people through thinking, collaborating and using that information to improve. PHRED makes the individual knowledge collective by capturing it in the problem solving process and reusing the information.

PHRED is a SaaS, web-enabled system typically running on the cloud. Alternatively, it can be installed on a company's server.

PHRED can be configured to any problem solving standard. Most commonly, it is configured to 8D (the Ford standard); it can also be configured to A3 (the Toyota standard) or DMAIC (the 6Sigma standard). These standards are problem solving methodologies used by quality departments to find the root cause of issues and implement permanent fixes so that problems do not recur. These standards are often required by customers so they can ensure the products they're receiving are of the utmost quality and reliability.

Our uniques are:

- Expertise. Since 1991, we have been doing only problem solving and we do it well.
- User-friendly. Anyone in a company can use it and perform root cause analysis.
- Configurable. It can be tailored to our clients' needs both during implementation and at any point thereafter.
- Out-of-the-box. PHRED can be up and running in a matter of days. Our competitors can take years to implement.
- Affordable. Our direct competitors, SAP QM and Salesforce, are much more expensive for similar or less functionality/usability.

PHRED is designed to allow companies to change from a hierarchical, expert based "do as I say" approach for problem solving to a collaborative, social structure where people work together and have maximum input.

The result of PHRED is to make companies more profitable by engaging the people across the company in a collaborative reasoning structure that allows different departmental specializations, communication styles and knowledge holders to work together to solve the problems of the customers, suppliers and internal manufacturing. It ensures problems don't recur and problem knowledge is used to improve. Fix it once, fix it everywhere.

PHRED makes knowledge collective and institutional, not individual. Across most companies, problem solving knowledge is either in peoples heads or on their individual computers. By using PHRED and making knowledge collective and institutional, it gives a company value. Large companies have large institutional knowledge bases of people, for instance, they might have 500 engineers. These companies have invested in knowledge systems so it can be retained, shared and used to improve. This has been PHRED's traditional marketplace. As companies get leaner and

there are fewer knowledge holders, the need to capture that knowledge becomes more important. It needs to be retained otherwise the company rapidly loses value as people leave.

PHRED's Experience

Our expertise in designing systems for knowledge capture and sharing around problem solving is unmatched. Our iterative design process and the need to compete with SAP, Salesforce and other players in this market means we have a technically unmatched piece of software. PHRED's iterative design process, customer need to customer need over the years, means that we have built a problem solving system that is better than or equal to anything else in the market, particularly SAP QM. We have created an easy to use system that works from the shop floor through management to the leadership team.

PHRED can accommodate a wide range of industries because the system is configurable, meaning it can be changed easily using our built-in admin function to reflect our clients' process, product lines, languages, locations and much more.

Below are some of the companies we have worked with over the years to design and/or implement their problem solving systems.

- Toyota
- Shell
- Kaiser Permanente
- INCO
- HP
- Braskem
- Alcoa
- Key Safety System/Joyson Safety
- Intel
- Carpenter Technology
- Clorox
- Honeywell
- Cardinal Solar
- Bobcat
- Pall
- Gate Gourmet
- Cymer
- Thyssen Krupp
- BlueBird
- BorgWarner
- Belden
- L3
- ZF
- Spectra Physics
- Strategic Materials Inc

- Pexco
- Milwaukee Tool
- Telit
- Hella
- Coors
- Amphenol
- Avnet
- Tremec
- Lhoist
- Skyworks
- Energizer
- Schindler
- View Glass
- Oetiker
- Cornerstone Building Brands

Our current customer base is Ball, Coca-Cola Consolidated, Graphic Packaging, Grote, Jamco, JELD-WEN, Kemet, Marvell, Mondi, NEG, Schlumberger, Solvay, Trimble, AdelWiggins, Rightline.

PHRED is a lifestyle company. Having no external funding nor necessity to follow money has left us free to explore the technology of collaborative reasoning. We have not chased growth, but rather have preferred to have a technology focused company working closely with a select group of companies.