



For more information, please contact:  
Becky Boyd  
MediaFirst PR – Atlanta  
[becky \[at\] mediafirst.net](mailto:becky[at]mediafirst.net)  
(770) 642-2080

**FOR IMMEDIATE RELEASE**

## **INSIGHT ANNOUNCES SAILS 21<sup>®</sup> V4, INDUSTRY-LEADING SOFTWARE FOR STRATEGIC SUPPLY CHAIN DESIGN**

*V4 Features Best Solver Engine, Faster Optimization, & Supply Chain Vulnerability Analysis*

**MANASSAS, VA – March 14, 2006** – INSIGHT, Inc., top international provider of planning solutions that power supply chain design for the world's foremost companies, announces SAILS 21<sup>®</sup> V4.0, which continues an uninterrupted reign as the industry reference standard for strategic supply chain design software. SAILS 21<sup>®</sup> has the muscle to tackle the toughest planning issues faced by supply chain executives, from mid-market firms to the international giants. The V4.0 release represents the most powerful, feature-rich, and easiest to use product available in the market. The package includes significant improvements to the most powerful solver engine in the industry, the INSIGHT X-System<sup>™</sup>, coupled with a redesigned and exceptionally easy to use interface, a rich collection of support databases, elaborate data preparation tools, and unparalleled ability to generate and evaluate a broad range of scenarios. With this release INSIGHT is also first to market with functionality extensions that enable a sophisticated series of analyses that uncover and mitigate vulnerabilities in the supply chain.

“Version 4 of SAILS 21<sup>®</sup>, the INSIGHT flagship product for strategic supply chain design, guides firms to top performance, from mid-market to international giants,” said Jeffrey Karrenbauer, President of INSIGHT, Inc. “SAILS 21<sup>®</sup> V4.0 provides INSIGHT customers with the optimization-based power to minimize costs, maximize profits, and reduce inventories, while simultaneously respecting the realities of capacity limits and customer service requirements. And the new supply chain vulnerability/hardening analysis options address a rapidly emerging and critical risk-management need of contemporary executives.”

### **SAILS 21<sup>®</sup> V4.0 Adds New Features For Speed, Ease of Use, Flexible Application**

INSIGHT offers a one-stop shop, a single source of software, training, technical support, professional services, audit services, and strategic design expertise for the wide ranging needs of supply chain planners. Applications range from tinkering with the design of uncomplicated finished goods networks to extensive redesign of the most complex, world-wide supply chains, from sources

of raw materials to final customers. SAILS 21<sup>®</sup> V4.0 is made available via very attractive, flexible pricing and licensing options that assure that a user pays only for the level of capability, training and support required.

During the redesign and testing phases, INSIGHT received overwhelmingly positive reaction to the features of SAILS 21<sup>®</sup> V4.0. These include an extensively redesigned user interface, solver engine improvements, and updated support databases such as worldwide geo-reference and mapping coverage, standard location lists, Less-Than-Truckload (LTL) rates, TruckLoad (TL) rates, parcel rates, regional facility construction and operating cost indices, distance and transit time tables, and other socioeconomic and site location data.

SAILS 21<sup>®</sup> V4.0 is so easy to use that INSIGHT, working in conjunction with company representatives, can build a working prototype model of a supply chain in less than a day, even if the firm has no previous experience with strategic supply chain design. This exercise illustrates all the major steps in the analysis and points the way to the more rigorous study to follow. No other software tool or vendor even comes close to delivering prototypical results in such a short time. And the combination of user interface, support databases, data preparation tools, scenario generation and evaluation capabilities and powerful optimization engine ensures that the study team will meet follow-on deadlines as well.

## **ABOUT INSIGHT, INC.**

INSIGHT software and consulting provide optimization-based supply chain tools and analytical expertise for many of the world's foremost companies. INSIGHT solves critical, complex problems for 40% of *Fortune Magazine's* top fifty, 70% of *Business Week's* most profitable corporations, and 70% of the companies judged to have the best supply chains. Clients often select INSIGHT when other solutions have failed and come to rely on Insight to gain and maintain significant competitive advantage. They include Abbott Laboratories, BASF, Cardinal Health, Clorox, ExxonMobil, Goodyear, GE, Kellogg, PepsiCo, Nestle, Pfizer, Procter & Gamble, Toyota, and Unilever.

The X-System<sup>®</sup>, a proprietary optimization engine, powers a family of planning and scheduling solutions, from the design of a global supply chain to transportation procurement. In recent years, INSIGHT has also established successful partnerships with third party software providers, such as Optiant with PowerChain<sup>™</sup> Inventory and ILENS with IBID Transport<sup>™</sup> to deliver best-of-breed solutions. Call INSIGHT at (703) 366-3061. On the Web, visit [www.INSIGHT-MSS.com](http://www.INSIGHT-MSS.com).