



i n f o r m a t i o n t o o l s

Value Proposition and Discovery Guide

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Key Value Proposition

VIA MAN-IT is a purpose-built, out-of-the-box MES system that can optimize and transform your manufacturing operations. Our intelligent, automated system helps you:

- Mitigate risk with a fully supported solution that reduces downtime, enhances lot tracing, improves product quality, and maintains compliance with the latest regulations.
- Reduce costs and improve scalability with drag-and-drop, no code configuration capabilities.
- Gain valuable insights and visibility into your operations with enhanced lot tracing, as well as robust reporting and analytics.
- Get up and running quickly with expert workflow set up and training.

Improve efficiency and product quality

- Streamline production and increase throughput by implementing best practices across your organization.
- Gain valuable insights and visibility into your operations with robust reporting and analytics.

Reduce costs and mitigate risk

- Minimize risk with a fully supported system that reduces downtime and maintains compliance with the latest regulations.
- Improve revenue and your bottom line with a single, cost-effective solution.

Improve scalability

- Future proof your business with easy, self-service, out-of-the-box software that provides no code configuration capabilities.
- Get up and running quickly with expert workflow set up and training.

Messaging Pillars

Improve efficiency & product quality	Reduce costs and mitigate risk	Improve scalability
<p>Streamline production with best practices</p> <ul style="list-style-type: none"> • Easily create standardization across multiple lines and facilities. • Minimize downtime with easy-to-learn, self-service, out-of-the-box software that allows real-time changes. • Increase visibility into inventory and WIP with enhanced tracing capabilities, allowing you to track warehouse locations, batch sizes, and movement throughout your facility. • Improve productivity with built-to-order processing. • Keep your production floor running smoothly by maintaining constant communication between machines/devices. <p>Access actionable data & insights</p> <ul style="list-style-type: none"> • Gain valuable insights and visibility into your operations with robust reporting and analytics. • Make data-driven decisions with pre-built dashboards, custom KPIs, real-time shop floor performance data, workforce visibility, and the ability to launch corrective action. • Increase throughput by monitoring cycle times for each state of the production process and exposing bottlenecks. • Improve product quality with real-time monitoring and data capture, automated quality checks, and connection to supplier databases. 	<p>Minimize risk and non-compliance</p> <ul style="list-style-type: none"> • Minimize risk with a fully supported system that reduces downtime and maintains compliance with the latest regulations. • Reduce recalls and customer returns with streamlined process controls, lot traceability, and error proofing. • Maximize yield and stop manufacturing defects by creating a digital twin of every product produced. • Reduce the risk of prolonged outages or problems by ensuring issues are promptly addressed. • Easily facilitate document control, training and competency management, as well as audits associated with ISO9001 compliance. <p>Improve revenue and your bottom line</p> <ul style="list-style-type: none"> • Reduce the need for continuous customization with a single, cost-effective solution. • Minimize design and deployment efforts with 500 predefined atoms/process steps, allowing you to create your own Maps/Workflows. • Streamline production, reduce inventory, lower costs, and increase profits with functionality that enables build-to-order and pick-and-pack ordering. • Save money by eliminating excess inventory with Just-in-Time Sequencing. • Save on labor costs by launching new lines quickly with minimal additional implementation costs. 	<p>Future proof with easy, self-service, out-of-the-box software</p> <ul style="list-style-type: none"> • Increase scalability with easy-to-use, drag-and-drop, no code configuration capabilities. • Easily expand with multilingual capabilities. • Implement real-time changes and easily duplicate Maps/Workflows across the organization. <p>Superior training and support</p> <ul style="list-style-type: none"> • Easily implement enhancements and stay up to date with the latest technology, regulations, and industry trends with a flexible, fully supported solution. • Get up and running quickly with expert workflow set up and training from the Advantive team. • Minimize potential downtime with continued Advantive support.

Additional Key Takeaways & Value Adds

Best Practices: Built with more than 35+ years of experience, VIA MAN-IT meets customers' needs with a single product, reducing the need for additional tools or custom-built solutions.

Superior Support & Training: Our team will guide you through every step of implementation and set up for your new solution, ensuring your team is fully trained to duplicate and scale the initial workflows. Plus, continued Advantive support will help minimize operational risks and potential downtime.

Cost Savings: Streamlined processes and reduced downtime lead to higher productivity, lower waste, and more output from labor and raw materials. [Click here to download the ROI calculator.](#)

Future Proofing: A flexible and supported solution makes it easier to handle enhancements and stay up to date with the latest technology, regulations, and industry trends.

Scalability & Improved ROI: Our user-friendly, self-service software enables you to implement real-time changes and easily duplicate Maps/Workflows across the organization, allowing you to launch new lines quickly with minimal additional implementation costs.

Discovery Questions

Company Information	<ul style="list-style-type: none"> • Tell me a little more about your company. <ul style="list-style-type: none"> ▪ What are your current manufacturing processes? ▪ How many employees do you have? ▪ What type of data do you capture? ▪ How do you get new lines or plants up and running?
Current Solutions/Software	<ul style="list-style-type: none"> • Are you currently using an MES? <ul style="list-style-type: none"> ▪ What MES do you currently have implemented? ▪ How long have you been using it? • How effective is your current solution, on a scale of 1-5? • Are your current solutions developed in house? <ul style="list-style-type: none"> ▪ If so, how are you supporting these applications and customizations of these applications? • What other software do you currently use (i.e., ERP, PLM)? • How are your current systems integrated with each other?
Current Issues/Concerns	<ul style="list-style-type: none"> • What issues/concerns are you looking to solve for with a new solution? • What's driving you to solve this problem now rather than later?
Purchasing Process	<ul style="list-style-type: none"> • What is your timeframe for implementing a solution? • What is your budget for a new solution? <ul style="list-style-type: none"> ▪ Year one? ▪ Years 2+? • Does anyone else need to be involved in the purchasing decision process?
Future Insights	<ul style="list-style-type: none"> • Are there any other initiatives you are rolling out? • How do you think a solution like VIA MAN-IT will help you and your team? • What do you hope to achieve by implementing a solution?

Product Comparison Chart

	VIA MAN-IT	Proplanner
Where we win (ideal industries)	Automotive (very repetitive manufacturing)	<ul style="list-style-type: none"> • Industrial Agriculture • Industrial Trucks • Automotive • Recreational • Appliances (mixed model assembling)
Who we sell to (personas)	<ul style="list-style-type: none"> • Operations Manager • Control Engineers • Manufacturing Engineers • Plant Managers • IT 	<ul style="list-style-type: none"> • Industrial Engineers • Manufacturing Engineers • Engineering Manager
What they currently using	In many cases, a home-grown solution. They may have a current ERP system.	Most cases Excel, Access, or paper method.
Key pain points	<ul style="list-style-type: none"> • Reacting to a recent quality/recall issue • Struggle with a home-grown solution • Scaling issues • Error-prone manual process hindering production • Need for full traceability 	<ul style="list-style-type: none"> • Complexity in developing PFAPs (Plan for every part) development • Complex mixed model assembly • Managing their operations using spreadsheets • Significant time & effort goes into complex sets of intertwined processes • Risk of stagnating the entire process data set • Difficulty managing process documentation changes in a standardized way • Management of engineering design changes • Identifying which systems need to be updated when changes are made
What they are looking for	An MES or WMS solution	A process planning PLM solution

Objection Handling

Objection	What they are really saying	Questions to ask	Answer	Proof point(s)
I want you to recreate our home-grown solution.	We know how our home-grown solution works, and we don't want to have to train on a new solution, but we also don't want to support our current solution anymore.	<ul style="list-style-type: none"> • How long have you been using your home-grown system? • How often does your home-grown system go down? • How do you keep up with regulatory changes? • How do you support your home-grown system? • How do you provide updates or customization? 	With over 35+ years of experience, our purpose-built MES solution arms you with best practices that can streamline your operations. VIA MAN-IT can meet your needs with a single solution that can reduce your need for additional tools and integrations.	VIA MAN-IT's flexible and configurable solution will allow you to create and enforce your processes without having to change how your current processes flow. The use of MAN-IT can give you more options and more room for growth while being fully supported.
VIA MAN-IT seems like a lot of time and work to implement.	Transitioning to MAN-IT will take months of set up and training. This could ultimately cost us a lot in downtime.	<ul style="list-style-type: none"> • Do you have a timeframe in mind for getting the implementation done? • If we could implement the solution on just a few machines for a proof of concept, would that make you feel more comfortable? • Do you have one person who can be a champion for this implementation? 	<p>Although it seems like a lot of work, our team will guide you through every step of implementation and setup for your new solution, ensuring your team is fully trained to duplicate and scale the initial workflows. Plus, continued Advantive support will help minimize operational risks and potential downtime.</p> <p>Additionally, we can consider tiered implementation structure that will allow you to implement only a portion of your plant on MAN-IT as a proof of concept.</p>	<p>An MES like VIA MAN-IT can</p> <ul style="list-style-type: none"> • Increase productivity by 10%-20% • Decrease waste and rework by 2%-8% • Reduce inventory carry costs by 10%-20% <p>Click here to download the ROI calculator.</p>

Objection Handling – Cont.

Objection	What they are really saying	Questions to ask	Answer	Proof point(s)
<p>Your yearly software subscription cost is reasonable, but the up-front costs for implementation are too high.</p>	<p>I don't understand why it costs so much to implement. Your competitor is cheaper.</p>	<ul style="list-style-type: none"> • If we could spread some of the implementation /training cost over several months, grouped with your subscription fee, would that help? • What is your spending limit for this year on a new solution? • If we could cut the upfront costs by cutting some of the training provided, would that help? 	<p>Much of the upfront cost is not just for implementation, but also for extensive training our team provides to make sure you are up and running and self-sufficient.</p> <p>And although the first-year costs are high, you will see a return on your investment down the road.</p> <p>Streamlined processes and reduced downtime lead to higher productivity, lower waste, and more output from labor and raw materials.</p> <p>Plus, our user-friendly, self-service software enables you to implement real-time changes and easily duplicate Maps/Workflows across the organization, allowing you to launch new lines quickly with minimal additional implementation costs – saving you money.</p> <p>Additionally, we can consider a tiered implementation structure that will allow you to implement only a portion of your plant based on your current budget.</p>	<p>An MES like VIA MAN-IT can</p> <ul style="list-style-type: none"> • Increase productivity by 10%-20% • Decrease waste and rework by 2%-8% • Reduce inventory carry costs by 10%-20% <p>Click here to download the ROI calculator.</p>

Objection Handling – Cont.

Objection	What they are really saying	Questions to ask	Answer	Proof point(s)
Your solution is just too expensive.	I like your solution, but I am not going to be able to convince the higher ups to spend this much money.	<ul style="list-style-type: none"> • If I could show you an estimate of how much you would save with MAN-IT and how many months it would take for you to break even, would that help you sell this to the higher ups? • What is your spending limit for this new solution? • If we could cut the upfront costs by cutting some of the training provided, would that help? 	<p>With VIA MAN-IT, you'll be able to streamline processes and reduced downtime lead to higher productivity, lower waste, and more output from labor and raw materials. In fact, we can estimate what those savings will be with our ROI calculator.</p> <p>Additionally, we can consider a tiered implementation structure that will allow you to implement only a portion of your plant based on your current budget.</p>	<p>An MES like VIA MAN-IT can</p> <ul style="list-style-type: none"> • Increase productivity by 10%-20% • Decrease waste and rework by 2%-8% • Reduce inventory carry costs by 10%-20% <p>Click here to download the ROI calculator.</p>
Is VIA MAN-IT an ERP system?	We have existing systems in place and want to continue using them. OR, we are looking for both an ERP and MES solution, does VIA MAN-IT offer both?	<ul style="list-style-type: none"> • Do you currently use an ERP solution? • If so, what solution do you do use? • If you don't, would it help for us to recommend a few we can integrate with? 	VIA MAN-IT is an MES/WMS; however, we can link to any external ERP system of your choice to give you an end-to-end solution.	MAN-IT utilizes APIs and works well today with ERP systems such as SAP, QAD, JDE, Plex, and others, with seamless integration and communication to fit any type of interfacing need.

Objection Handling – Cont.

Objection	What they are really saying	Questions to ask	Answer	Proof point(s)
<p>The VIA MAN-IT system seems old? We want a system that works on our browser or in the cloud.</p>	<p>We want the latest technology. We don't want to purchase something that is already out of date.</p>	<ul style="list-style-type: none"> • What other solutions are you looking at? • Is there something they offer, outside of it being a browser or cloud-based, that MAN-IT does not? • Do you have consistent and reliable internet on your factory floor? 	<p>Just because a solution is browser- or cloud-based doesn't mean it offers the latest technologies. On the flip side, just because a solution is on-premises, doesn't mean it is outdated. On-prem solutions offer several benefits, including:</p> <ol style="list-style-type: none"> 1. Minimized disruption or downtime due to internet failure 2. More control over your instance of MAN-IT 3. Increased security from hackers and bad actors 	<p>Having an on-prem MES actually has significant advantages based on how closely they are tied to production. In modern production environments, there is an increasing need to connect MES with machines and equipment to provide real-time data, and with on-prem, you won't be dependent on internet connectivity. Operations will continue even during network outages.</p>
<p>Do you have an accounting system?</p>	<p>We currently don't have an accounting solution and would like an all-in-one solution.</p>	<ul style="list-style-type: none"> • Do you currently use an ERP solution? • If so, what solution do you do use? • If you don't, would it help for us to recommend a few we can integrate with? 	<p>The reason I asked these questions is because most accounting systems are housed in an ERP solution. VIA MAN-IT is an MES/WMS; however, we can link to any external ERP system of your choice to give you an end-to-end solution.</p>	<p>Most companies of a certain level of maturity end up adopting both an ERP and MES, for different purposes. ERPs focus on broader business processes and MES (such as MAN-IT) focuses on optimization of throughput, manufacturing processes, and operations on the shop floor.</p>

Objection Handling – Cont.

Objection	What they are really saying	Questions to ask	Answer	Proof point(s)
Do you have PLM capabilities?	We are not looking for an MES, but more of a PLM solution.	<ul style="list-style-type: none">• How are you currently handling process change management?• Do you already have an MES/ERP? (if so, which one/s)	VIA MAN-IT is strictly an MES/WMS; however, we do have our Proplanner solution that is a process planning PLM system.	Proplanner specializes in process management and seamless translation to the shop floor and can integrate with other ERP/MES systems.