



*iThink*TM

Systems Thinking for Business

“Systems Thinking software like iThink is an increasingly valuable tool for constructing understanding about all kinds of dynamic systems from natural environments to team dynamics to economic markets.”

— Peter Senge, Author of *The Fifth Discipline*,
Founding Chairperson, Society for Organizational Learning

Businesses must change to survive and grow. Why?

- Once-productive processes bow to new competition
- New markets challenge current methods
- Government regulation compliance adds work and cost
- Labor market shifts inspire new employee recruitment and retention programs

Change implies risk. What if the change doesn't work? What if things get worse? If the pilot project fails, what do we try next?

“It is estimated that more than 75% of reengineering efforts do not produce targeted performance efforts.”

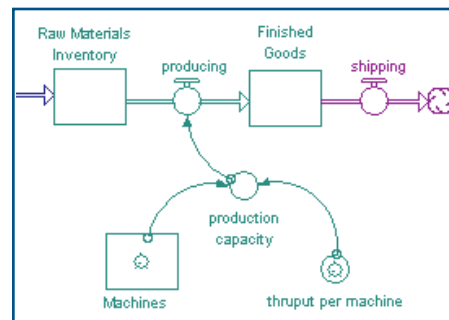
— Barry Richmond,
Founder of isee systems

Improving Business with *iThink*

iThink offers a risk-free way to make decisions that drive business improvement. Using *iThink*, you and your business team will create models that simulate business processes and scenarios; pointing out the impacts of a new procedure or policy, and offering opportunity to fix undesirable outcomes. Based on Systems Thinking, *iThink* models serve as “practice fields,” showing you outcomes that could be painful, costly, or embarrassing if discovered in reality.

See the Big Picture

What if you radically increased sales and marketing efforts without adding network bandwidth? Website hits and download demands would go up (good), networks would go down (bad). *iThink* helps you identify key leverage points for improving business performance without losing sight of unintended consequences.



iThink models identify leverage points to improve business processes.

Going beyond spreadsheets and other linear approaches to business planning, *iThink* provides a whole system or big picture view of your entire operations. These views are based on dynamic modeling and Systems Thinking; all points of a system are included and can be examined or changed in any order. You avoid making decisions that have negative impacts on seemingly unrelated processes.

Create Shared Insight

iThink is a powerful tool for communicating interdependencies between processes and problems. Your entire business team will understand the variables that impact your business. Shared insight enables teams to work together, further ensuring that decisions are fully implemented and mitigating risk.

Customer List

These are just a few of the organizations using *iThink* models to improve business performance:

- Accenture
- Americredit Corp
- A.T. Kearney
- Bayer SpA
- Boston Consulting Group
- Bristol-Myers Squibb
- British Telecom
- Canadian Ministry of Health
- Dow Chemical
- DuPont
- Eastman Kodak
- Eli Lilly
- Equity Residential
- Ford Motor Company
- General Dynamics
- General Motors
- Hewlett Packard
- Honeywell
- Kaiser Permanente
- Kennedy Space Center
- Keynote Financial Services
- London Business School
- McKinsey & Company
- MetLife
- Pfizer
- Raytheon
- Rohm and Haas
- Samba Financial Group
- Sanofi Aventis
- Seagate Technology
- Shell
- Shering Plough
- Sony Pictures
- Telcordia
- Towers Perrin
- US Air Force
- US Coast Guard
- Verizon
- Warner Lambert
- Wyeth-Ayerst Pharmaceuticals

Use *iThink* to:

- Reduce the risk of policy or process change
- Identify key leverage points for improving business performance
- Build models that simulate your business
- Create what-if scenarios for decision support
- Develop shared understanding across functional teams

“We estimate *iThink* models helped the International Olympics Committee save about \$18 million on the Athens Olympic Games.”

**— Peri Loucopoulos, Professor,
The University of Manchester**

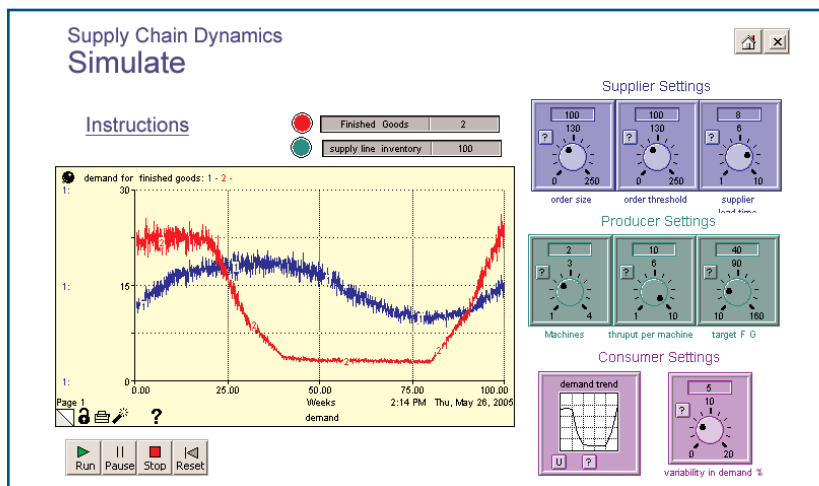
Key Features

Mapping and Modeling

- Stock and Flow diagrams support the common language of Systems Thinking and provide insight into modeled business processes
- Enhanced stock types enable discrete and continuous process with support for queues, ovens, and enhanced conveyors
- Model equations are automatically generated and made accessible beneath the model layer
- Built-in functions facilitate mathematical, statistical, and logical operations
- Arrays simply represent repeated model structure
- Sub-models support hierarchical model structures

Simulation and Analysis

- Simulations “run” processes represented in models
- Sensitivity analysis reveals key leverage points and optimal conditions
- Partial model simulations focus analysis on specific sectors of the model
- Results presented as graphs, tables, animations, QuickTime movies, and files



Dashboards make it easy to create "what-if" scenarios for decision support.

Communication

- Flight simulators and dashboards describe model components and facilitate manipulation
- Input devices include knobs, sliders, switches, and buttons
- Output devices highlight outcomes with warning flashers, text, graphs, tables, and reports
- Storytelling supports step-by-step model unveiling
- Sketchable graphs allow easy comparison of expected results with actual simulations
- Save as Runtime option creates full-screen, runtime models
- Multimedia support triggers graphics, movies, sounds, and text messages based on model conditions
- Model security features allow locking or password protection

System Requirements

Windows PCs Recommended

233 MHz Pentium
Windows 98/2000/XP (English Version)
English version only
64 MB RAM
70 MB hard disk space
16-bit color
Soundblaster-compatible sound card
QuickTime 4 or greater

Macintosh Recommended

120 MHz PowerPC
Mac OS 9.2.2 or higher (English Version)
128 MB RAM
70 MB hard disk space
Thousands of colors
Quicktime 4 or greater



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isee systems (formerly High Performance Systems) is the world leader in Systems Thinking software. Founded in 1985, isee developed STELLA, the first software to bring Systems Thinking to the desktop. In addition to STELLA, which is used primarily by educators and researchers, isee offers *iThink* for business simulation. isee is a privately-held company with substantial global reach in business, education, and government markets.