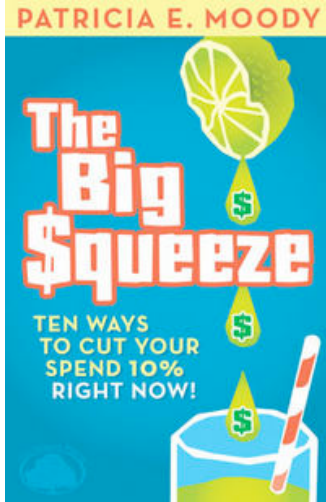


## Akoya Featured in *The Big Squeeze*, by Patricia Moody.



Excerpt from *The Big Squeeze*:

Brett Holland  
COO  
Akoya, Inc.

"When we look at cost savings, we know that 90% of it can be created in the design phase. But for most companies, the task for finding these opportunities can be overwhelming. It's hard to know where to begin with thousands of products and components that have accumulated over years and years of development. Sometimes companies decide to outsource parts to China without actually knowing the true costs that these products could achieve, and without giving engineers the opportunity to study and improve the cost of

designs. We have a technology tool that takes product design data from a CAD file, and runs it through a number of algorithms to identify possible cost savings.

Right now Akoya is working on castings but will soon be analyzing other input materials using designs from various CAD file formats." The application is called Cost Management Analytics, and the basis of the technology was developed by Caterpillar. Cost Management Analytics is commercially available as a web-enabled on-demand tool. Basically the user dumps a CAD files, among other purchasing data, into the machine and out pop gorgeous analytics displayed as graphics or neat charts looking at "should-costs", vs. market pricing or other costing approaches.

It's all part of moving the cost focus to analytics that allow buyers to truly understand their spend. Questions such as "what would this design change do to total cost," or "what does this group of items generally cost" or "what would happen if we changed material specs", are easily answered with good technology tools. Right now Cost Management Analytics is working on castings but will be analyzing other input materials using designs from CAD files. Akoya estimates that it can cut 10% to 15% from the cost of castings just by looking closer at analytics.

The brain of the software is the modeling genius of Dr. Syamala Srinivasan and Nelson Jones of Caterpillar.

### *About The Big Squeeze*

*This book draws on the collective brainpower of hundreds of executives across America and around the globe, who work for such distinguished companies as Dell Computers, Motorola, and Ford Motor Company. Employing their suggestions, the author tells how any business can use to save money and trim waste. Patricia Moody, a top consultant on supply chain management, created a blog dedicated to savings suggestions for executives who have hands on their companies' purse strings. The result is a wealth of information she has distilled into twelve steps any company can take to immediately implement ten powerful ways to cut spending without sacrificing quality. Ms. Moody begins by telling an amusing story of executives caught in a frenzied rivalry to cut costs. Ultimately, one group finds an avenue that leads to success and an action plan to implement ten powerful ways to cut the company's spend. The remaining half of the book is a distillation of actual blogs providing real case histories any executive looking for ways to save will find invaluable.*