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Č R

Tento projekt je spolufinancován se státní  
podporou Technologické agentury ČR v rámci  
Programu TREND.

[www.tacr.cz](http://www.tacr.cz)  
Výzkum užitečný pro společnost.

# Brand Essence

The value of the PPROI brand

PPROI

THE ROI  
IN ACTION



# Mission

We **increase the efficiency** of our **clients' business** in order to **maximize their capital**.

## Key Value Product

Fully implemented and long-term functioning information system that comprehensively manages the physical & financial elements of an enterprise according to the ROI - general all purpose enterprise criterion.

## We give a common direction to activities across the enterprise

Companies are in practice governed by partial, often contradictory criteria.

We unify the management of business activities according to the universal criterion, which is the rate of employed capital.





## We count with capital

Counting capital in processes for products allowing us to manage the business from an investor perspective.





## Scientific basis

The core of the system is the breakthrough management theory of prof. Milan Matějka, which integrates knowledge from the field of economics, physics, mathematics and statistics.



# New Dimension for Decision Making

PPROI provides a whole new insight into the processes in the company that make it possible to re-evaluate their current settings.



## Enterprise as a living organism

We observe the individual parts of an enterprise in their interdependence as an organism whose existence function is to reproduce its value. From this perspective, we provide all relevant information for its economically sound operation at all levels.

## Process decomposition into micro-phases

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## A new definition of the standard

Detailed and at the same time effective business reality description using micro-phases allows you to set new standards that are the basis of planning, management and continuous improvement.



## Simulation of changes

In addition to analyzing current status we also allow you to simulate planned changes before they are introduced to ensure their benefits to the company.



## Manufacturing under control

We can manage production processes in real time and on the basis of up-to-date information to ensure smooth running and high productivity.



# Physical processes under financial control

We align financial management with physical parameters of products, processes & resources. As a result, any managerial decision can be financially evaluated in real time.





Aligning **P**roducts,  
**P**rocesses and **R**esources to  
maximize **ROI**