

verdantix

Optimistik

# Verified Value Delivery

*Study for Optimistik*



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# Executive Summary

Many firms continue to struggle with outdated processes for managing industrial data, analytics and AI, relying on spreadsheets and disparate systems. This creates challenges in data collection, tracking and action management, often leading to data silos and unreliable information. As a result, firms are looking to adopt integrated industrial data management, analytics and AI software that provides a single, enterprise-wide source of truth for production data and delivers process improvements.

The Verdantix Verified Value Delivery (VVD) methodology assesses the financial benefits, strategic benefits and associated risks when partnering with a software provider. Verdantix has conducted this research on behalf of Optimistik and its fully integrated data management and analytics SaaS platform, OIAalytics.

The VVD methodology leverages existing research from Verdantix surveys and insights on software across Industrial Transformation and AI Applied. The data were enhanced with five interviews from Verdantix subject-matter experts, focusing on the financial and strategic benefits, potential risks and mitigation strategies associated with using Optimistik. This expert input, combined with product information from Optimistik and a defined model customer profile, informed the development of the initial financial model.

The study's model customer is a 10,000-employee process manufacturing firm with 25 sites based in the US and \$5B in annual revenue. The interim financial model, along with strategic benefits, risks and mitigation strategies, was refined and validated through interviews with four Optimistik customers from four different organizations. The final outputs include financial analysis – comprising return on investment (ROI), net present value (NPV) and break-even point – comparing Optimistik with legacy system processes for a model customer; strategic benefits categorized by key roles (Engineer/Data Scientist, Mid-Level Manager, C-Suite Leader); and the identified risks with corresponding mitigation plans for prospective Optimistik users.

The model customer can expect to see a 384% ROI across 3 years from implementing the Optimistik platform (including associated implementation fees and internal costs), with a 17-month break-even point and \$10.9M NPV. Savings are derived from improved production performance and throughput, higher quality yields, optimized resource and energy utilization, reduced equipment downtime, and fewer non-compliance costs. Time savings achieved through the adoption of Optimistik are directed to more strategic activities and reinvested in these three areas to drive further improvements.

Additionally, Optimistik customers gain various strategic benefits as they transition from legacy system processes. These benefits include a unified, trusted data foundation for consistent decision-making, standardized KPIs across operations, real-time agility to pivot between cost, yield, and quality goals, reduced administrative workload through automation, and accelerated digital and AI enablement across the enterprise.

The final section of the study outlines the potential risks of manually managing industrial data management and analytics processes, as well as the risks of partnering with a software provider such as Optimistik, alongside Optimistik-specific mitigation measures, in the form of a risk register and heat map that can be used by prospective Optimistik customers when conducting their due diligence processes.

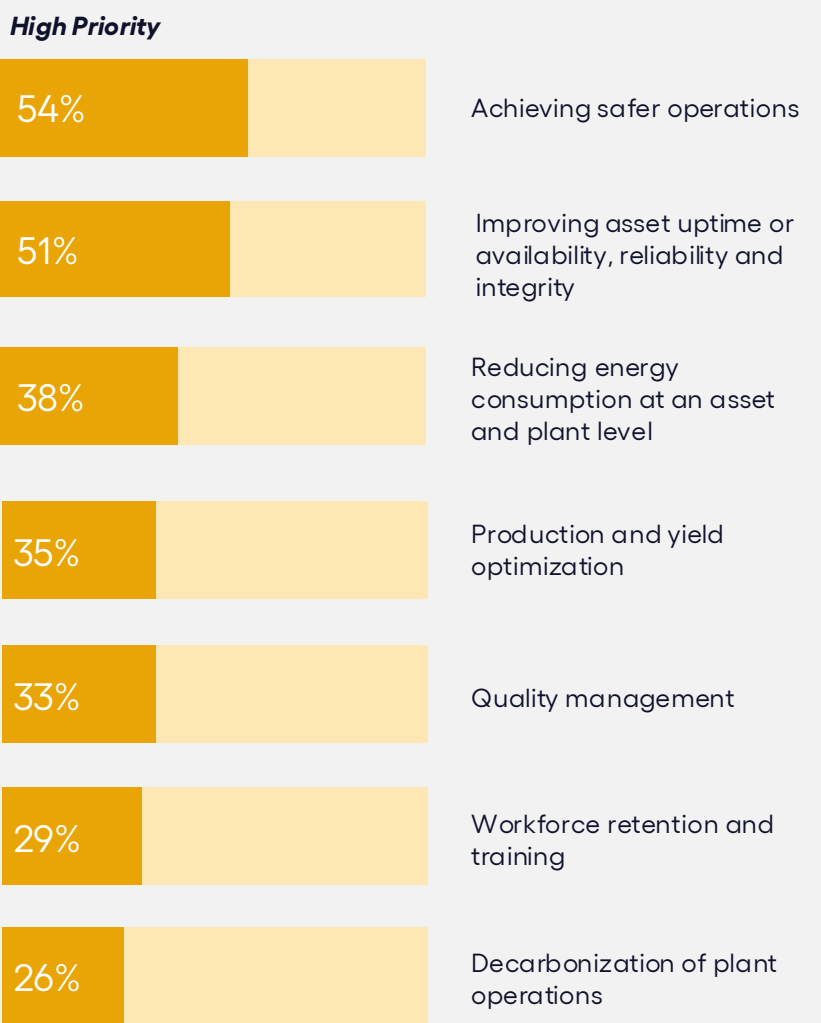
# Firms prioritize digital initiatives that boost asset performance, cut energy use, and optimize output

71%

of firms plan to boost spending on improving asset uptime and availability in the next 12 months, while 55% and 53% expect to increase investments in reducing energy consumption and optimizing yields, respectively.

Source: Verdantix Global Corporate Survey 2025: Industrial Transformation Budgets, Priorities And Tech Preferences  
N=333

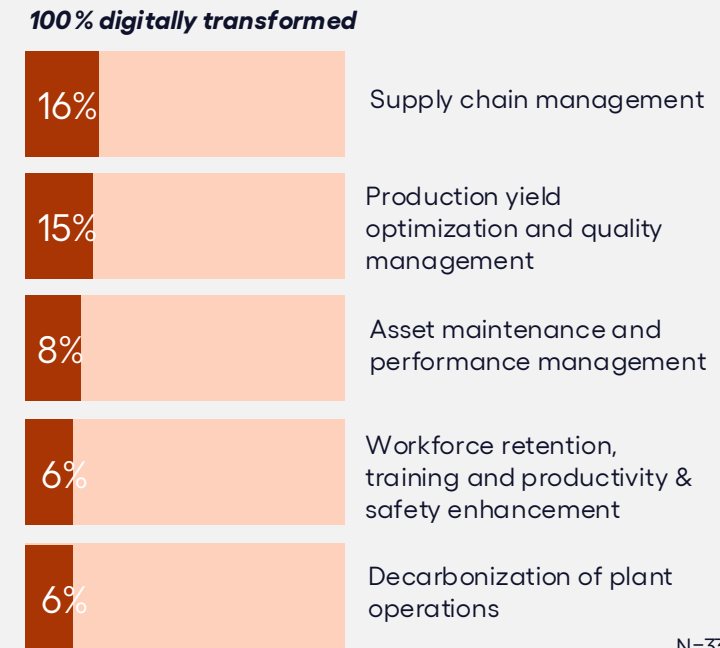
## To what extent are the following initiatives a priority for your firm over the next 12 months?



N=333

Firms are ramping up investment in industrial data management and analytics platforms as they look to improve safety, increase uptime, enhance product quality, and optimize yields. Yet most still lack a fully digital foundation across these core operational areas, relying on fragmented systems and manual processes that limit visibility and performance optimization. As a result, organizations are prioritizing unified, enterprise-level platforms that connect data from maintenance, production, quality, and energy systems to enable consistent performance tracking, root-cause analysis, and AI-driven decision-making across sites.

## Which statement best describes your firm's approach to digital transformation for the following activities?



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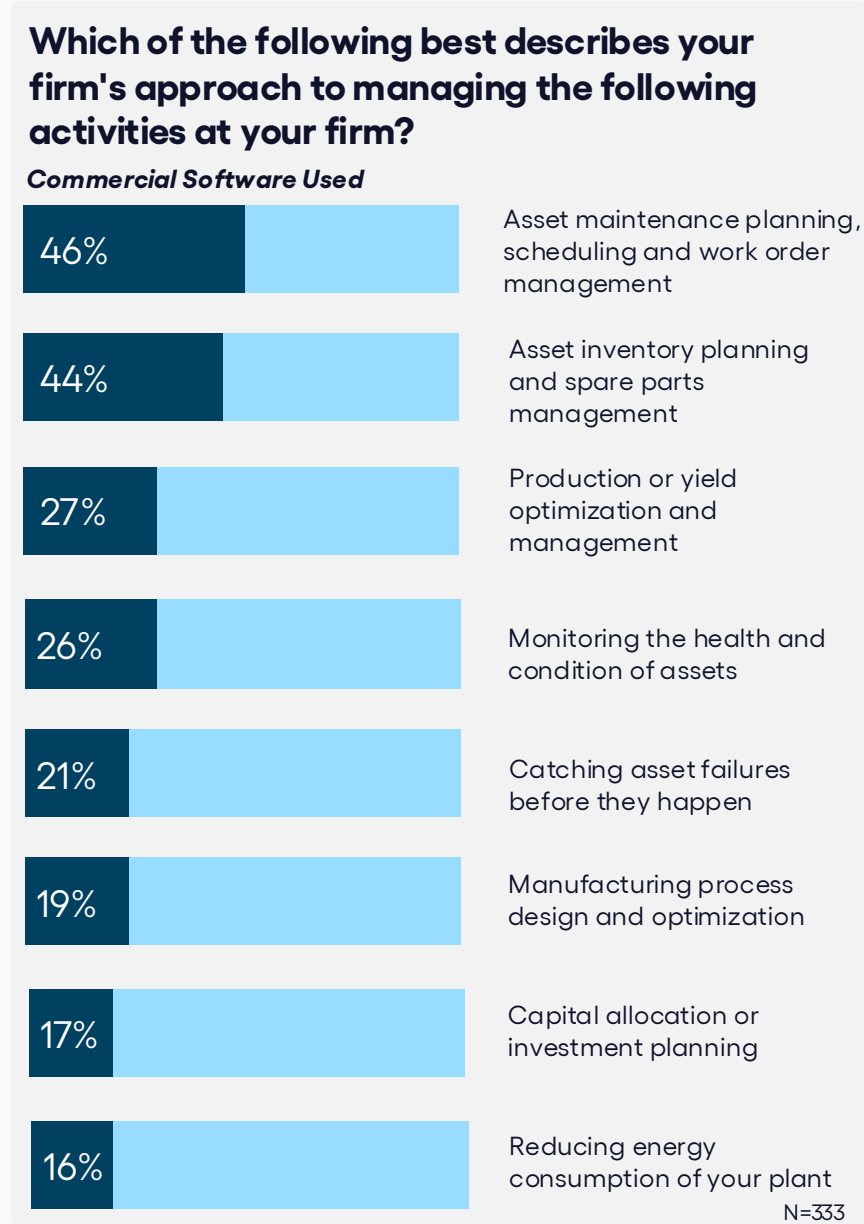
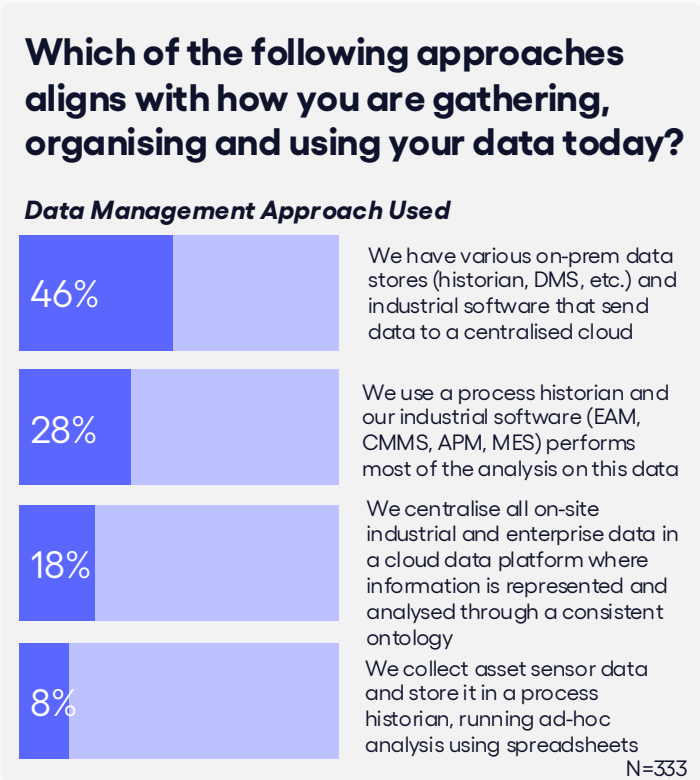
# Many firms still lack the modern software and data infrastructure needed to successfully analyse and optimize processes

18%

of firms have centralised all on-site industrial and enterprise data in a cloud data platform where information is represented and analysed through a consistent ontology

Source: Verdantix Global Corporate Survey 2025: Industrial Transformation Budgets, Priorities And Tech Preferences  
N=333

Despite the growing complexity of industrial operations, many firms still lack unified, commercial software to manage critical activities across maintenance, production, quality, and sustainability. Instead, they rely on a patchwork of spreadsheets, homegrown databases, and legacy tools that operate in isolation. This fragmented approach traps valuable operational data in silos—hindering cross-functional visibility, limiting the ability to analyse performance across sites, and constraining efforts to optimize processes at scale. Without a centralized, interoperable platform, organizations struggle to turn their data into actionable insights that drive continuous improvement and long-term resilience.



Difficulty in measuring ROI, insufficient in-house knowledge and poor data quality limit the success of industrial AI analytics projects

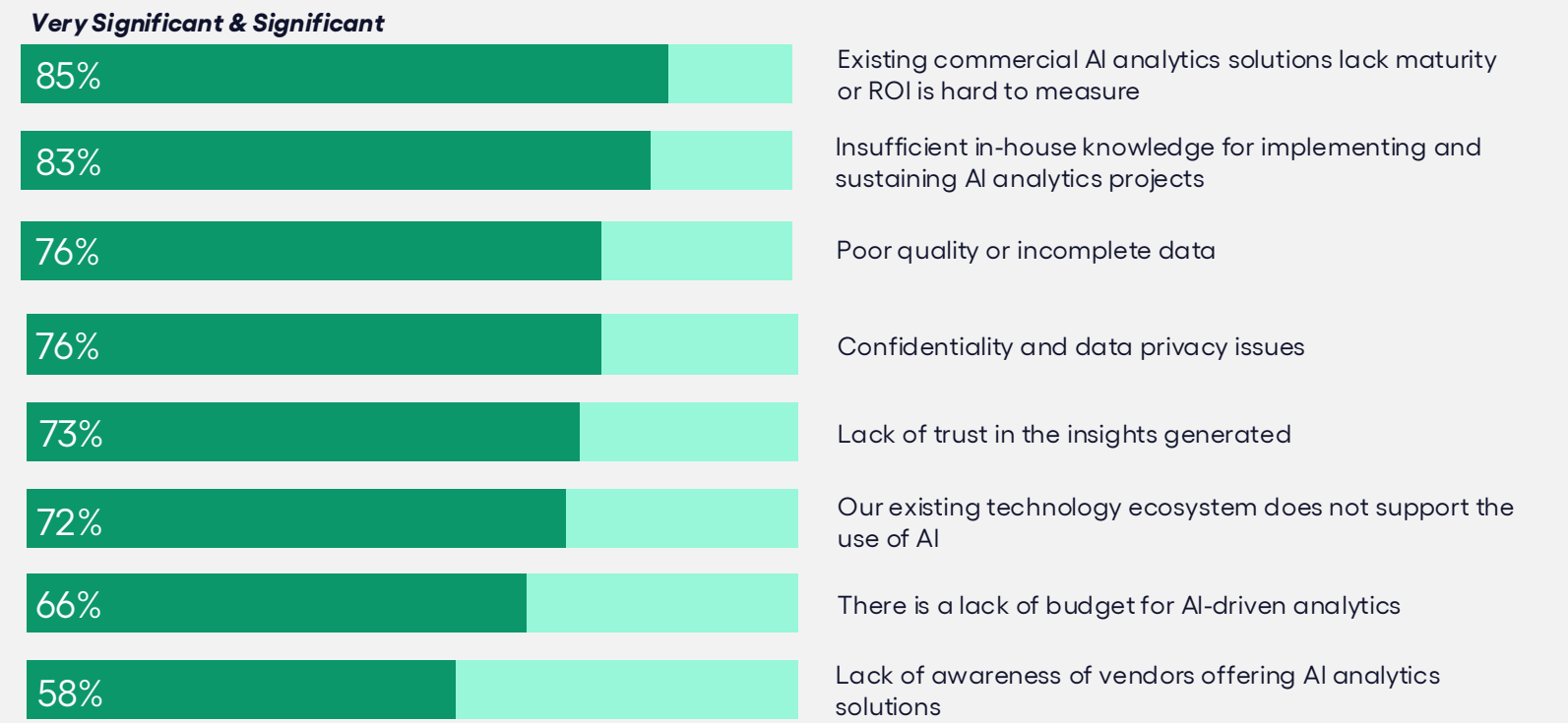
85%

of firms find that the lack of maturity of existing commercial AI analytics solutions or the difficulty in measuring the ROI of solutions is a significant or very significant barrier to the success of AI analytics projects

Source: Verdantix Global Corporate Survey 2025: Industrial Transformation Budgets, Priorities And Tech Preferences  
N=333

Many industrial firms face persistent challenges in scaling AI analytics beyond pilot stages due to fragmented data systems, skill gaps, and unclear ROI. Existing commercial AI analytics solutions often lack the maturity or proven value needed to justify large-scale investment, while insufficient in-house expertise limits the ability to deploy and sustain models effectively. Poor-quality or incomplete data further constrains accuracy and trust in AI-driven insights, and concerns over confidentiality and data privacy slow adoption across sites. To address these barriers, firms are increasingly turning to unified data management and analytics platforms that centralize, contextualize, and secure industrial data—creating a stronger foundation for scalable AI success. This Verified Value Delivery material highlights the tangible ROI achieved by customers and their firsthand experiences using Optimistik, demonstrating how connected data architectures and advanced analytics can drive measurable performance improvements across maintenance, production, and sustainability operations.

How significant are the following barriers in impacting the success of your industrial AI analytics projects?

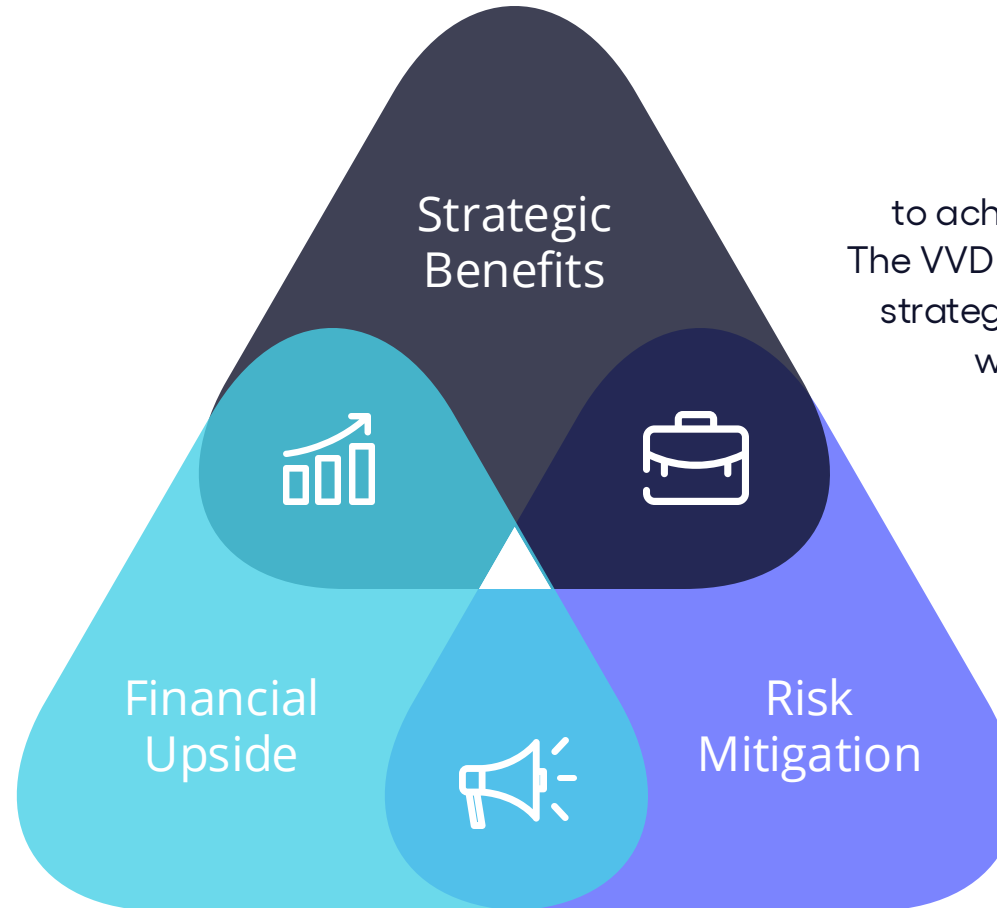


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Verified Value Delivery is a digital project evaluation methodology that provides prospective buyers with a fact-based assessment of the financial upside, strategic benefits and risk mitigation actions associated with a digital project.

### Financial Lens

Securing commitment to invest in digital projects may require sign-off by an investment committee. The VVD methodology includes a financial model with verified cost-saving line items and financial upside factors.



### Strategy Lens

Technology investment is key to achieve strategic business goals. The VVD methodology documents the strategic benefits of the technology, which can be hard to quantify.

### Risk Lens

Transformational digital projects have several risk vectors. The VVD process unearths these risks and recommends mitigating actions.



Verified Value Delivery utilizes the following methodology to develop and validate the financial upside, strategic benefits and risk mitigation actions.

### Vendor Demo

Software demonstration to define the scope of Optimistik's digital solution.

### Verdantix Analyst Interviews

Interviews with Industrial Transformation and AI Applied analysts to input their knowledge of market trends and requirements into the financial model.

### Verdantix Survey Data

Survey data of industry decision-makers in Industrial Transformation functions across multiple regions, focused on their budgets, priorities and preferences.

### Model Customer Definition

Defines the characteristics of the model customer that will be used for calculations in the financial model.

### Interim Financial Model

A financial model is developed to calculate return on investment (ROI), net present value (NPV) and break-even point, based on savings categories pulled from analyst interviews and existing research.

### Optimistik Customer Interviews

Interviews conducted with existing Optimistik customers to verify and validate the financial model and its outputs. Strategic benefits and project risks also captured.

### Financial Model

Finalized financial model providing project ROI, NPV and break-even point, validated by customer interviews.

### Strategic Benefits

Finalized strategic benefits validated by customer interviews.

### Risk Mitigations

Finalized project risks and their associated mitigation efforts validated by customer interviews.





## Expert Interviews

To provide insightful analysis on market drivers, customer priorities, and Optimistik product capabilities and benefits, Verdantix interviewed five experts with over 30 years of combined experience across Industrial Transformation and AI Applied sectors.

Interviewees	Research Focus Area(s)
Research Director	Industrial Transformation
Senior Analyst	Industrial AI Analytics and Asset Management
Industry Analyst	Industrial AI Analytics and Field Service Management
Senior Manager	Asset Management and Industrial Data Management
Senior Analyst	Industrial Data Management and Enterprise AI

## Customer Interviews

To provide insightful analysis on the financial and strategic benefits and risks of deploying Optimistik within an organization, Verdantix interviewed four decision-makers with experience of implementing and using Optimistik across four businesses.

Interviewees	Industry	Region	Employees
IT Product Line Manager	Mining & Metals	Global (Europe Headquarters)	10,000
Operations Manager	Chemical Manufacturing	Global (Europe Headquarters)	3,000
Head of the Industry 4.0	Clay Product Manufacturing	Global (Europe Headquarters)	3,400
Industrial Director	Food & Beverage Manufacturing	Global (Europe Headquarters)	23,000

## Summary of the financial upside, strategic benefits and risks mitigated when using Optimistik



- Production performance savings from reduced underutilization and improved throughput efficiency
- Quality savings from lower scrap, rework, and warranty-related claim costs
- Resource savings from optimized energy, material, and consumable utilization
- Maintenance savings from reduced equipment downtime and spare parts consumption
- Non-compliance savings from fewer fines and production process deviations
- Replacement of existing software to manage industrial data and analytics



- Unified, trusted data foundation for consistent, enterprise-wide decisions
- Standardized KPIs and reporting across sites and functions
- Real-time agility to pivot between cost, yield, and quality goals
- Significant time savings and reduced administrative workload through automation
- Stronger collaboration across operations, maintenance, and engineering teams
- Centralized data backbone accelerating digital and AI initiatives
- Predictive insights reducing downtime, waste, and variability
- Continuous improvement driving long-term resilience and competitiveness



The following risks associated with legacy system processes can be mitigated with Optimistik:

- Risk of inaccurate production and asset performance reporting due to inconsistent or siloed data
- Risk of delayed issue detection and response from limited real-time visibility into operations
- Risk of ineffective maintenance planning caused by incomplete or outdated equipment data
- Risk of missed optimization opportunities due to disconnected analytics across production, quality, and energy systems
- Risk of regulatory and audit non-compliance from manual data handling and limited traceability

# Financial Benefits

# Section Summary

This section provides details on the assumptions and savings categories used to develop the financial model; the financial KPI highlights, outlining the key benefits of Optimistik; and detailed figures showcasing the financial benefits.

1

## **Financial Model Assumptions**

The statistics of the model organization and Optimistik contract that will be used to populate the financial model and evaluate the financial benefits of Optimistik over a 3-year timeline.

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2

## **Financial Model Savings Tree**

A detailed breakdown of the financial savings experienced with Optimistik used to develop the financial model ROI calculator.

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## **Financial KPI Highlights**

The key outputs of the financial model showcasing the ROI, break-even point, total benefits and NPV of Optimistik for the model organization.

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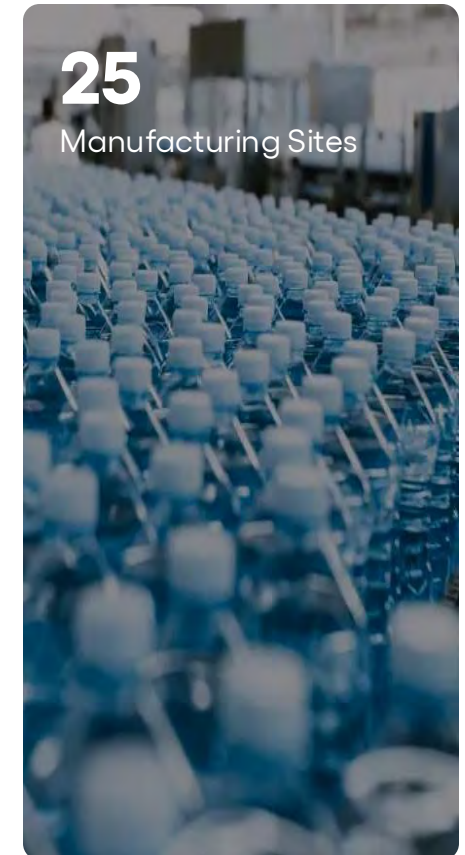
## **Financial Model Figures**

Figures showcasing the financial costs and benefits of Optimistik, providing a more detailed summary of KPI highlights.

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## Model Organization Stats

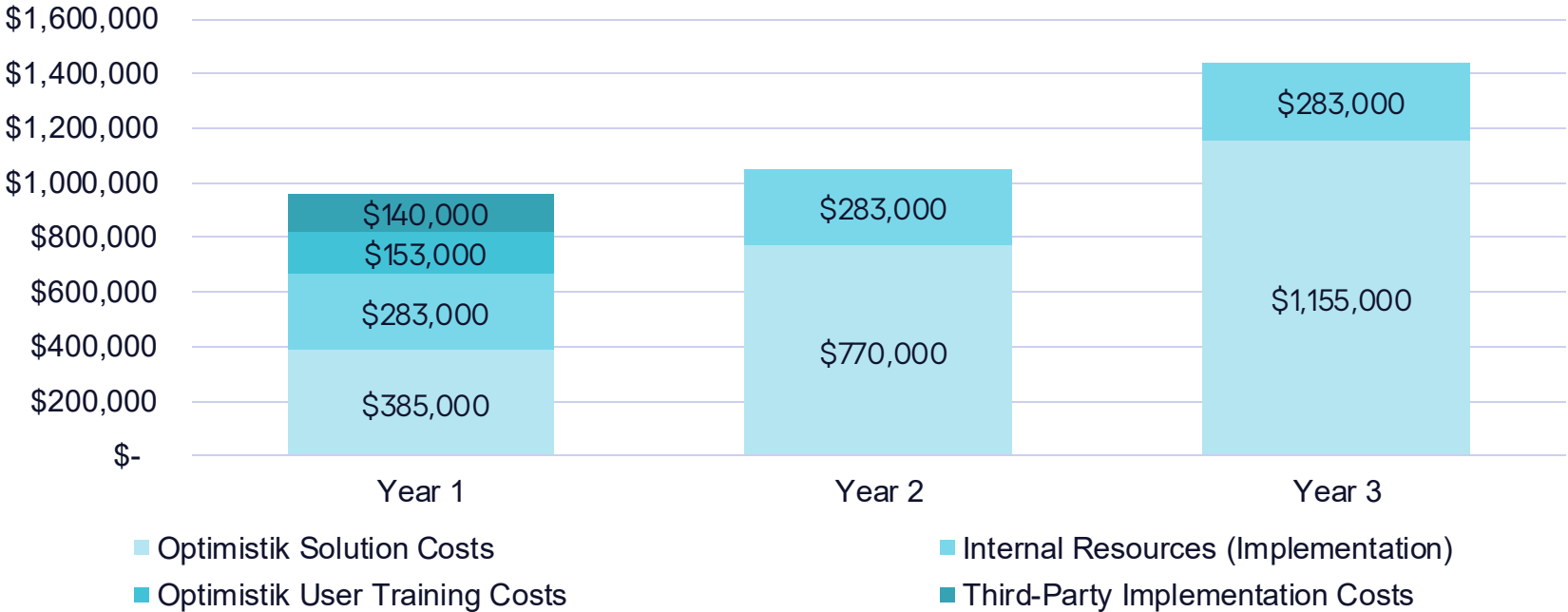
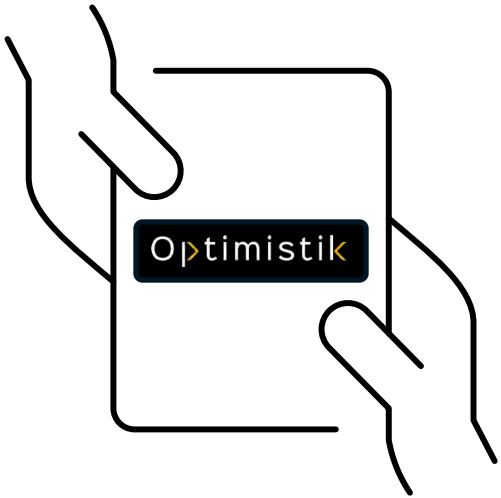
For the purposes of this study, Verdantix aggregated the interviewees' experiences with Optimistik and developed a model organization. The organization has been managing its data and analytics through spreadsheets and legacy systems, but has decided to invest in software to better handle these activities. The assumed statistics of the model organization can be seen to the right.



# Model Customer Contract

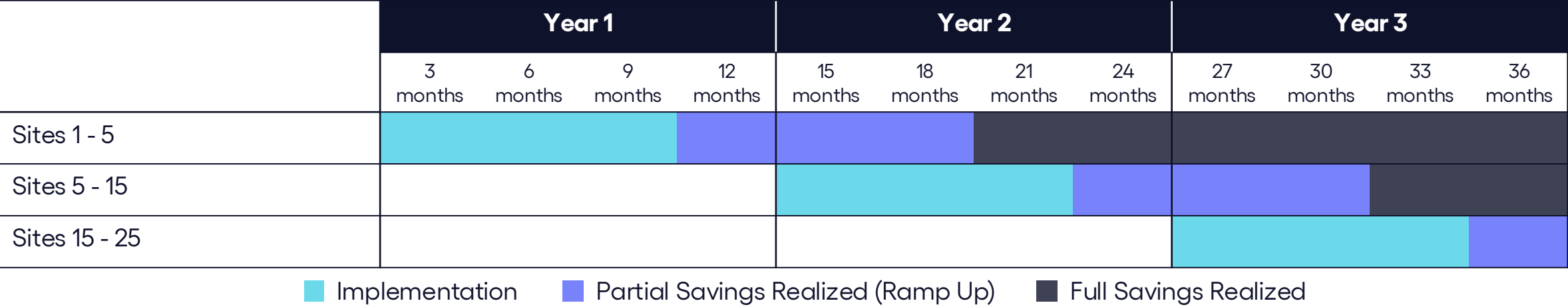
Accounting for the model organization’s size, number of sites, number of users and software requirements, Optimistik subscription fees, implementation costs and user training costs were calculated.

The model organization, comprising 10,000 employees across 25 sites, has chosen to implement the Optimistik platform through a staggered rollout: five sites in year one, ten sites in year two, and the remaining ten sites in year three. Under this three-year contract, Optimistik offers a phased pricing model aligned with the deployment schedule. The customer will pay one-third of the full annual subscription cost in year one, two-thirds in year two, and the full \$750,000 annual subscription in year three. Given the scale and complexity of the implementation, the customer will incur a \$140,000 cost in year one for engaging a third-party system implementor/integrator to support deployment at the first two sites. After this initial phase, the organization plans to manage the remaining implementations across the final 23 sites internally. To support the rollout, the customer will allocate three full-time internal resources—a system administrator and two IT project managers—dedicated to implementation and change management over the three-year period, with a combined annual salary cost of \$283,000. User training for the platform will include two system administrators, 50 power users, and 800 end-users. The estimated cost of training, based on employee hours utilized, is \$153,000.





Model Customer 3-Year Timeline



“ Starting with a proof of concept in 2022, we reached full deployment in early 2024 and scaled to 11 sites within a year, integrating external data sources and managing over 10 million data points daily with a lean two-person team. ”

Head of the Industry 4.0,  
Clay Product Manufacturing

“ Adoption was quick once people saw its value. The platform is intuitive and open to everyone, not only data scientists. Data democratization has been key to engagement across the company. ”

IT Product Line Manager,  
Mining & Metals

## Financial Model Savings Tree

Based on the use cases discussed during customer interviews and those explored throughout existing Verdantix research on industrial data management and analytics processes, a financial model savings tree and subsequent return on investment (ROI) calculator was developed to break down anticipated savings for the model organization.

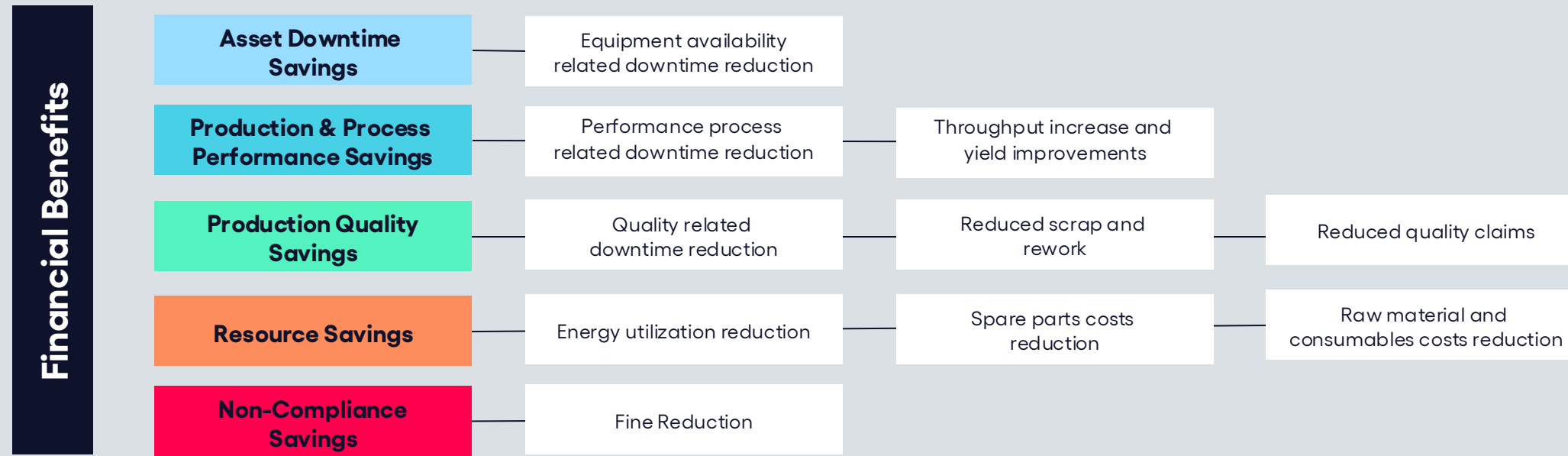
“

The real payoff comes from scale. Once the data foundation was in place, every new use case from quality to maintenance delivered faster returns and measurable savings.

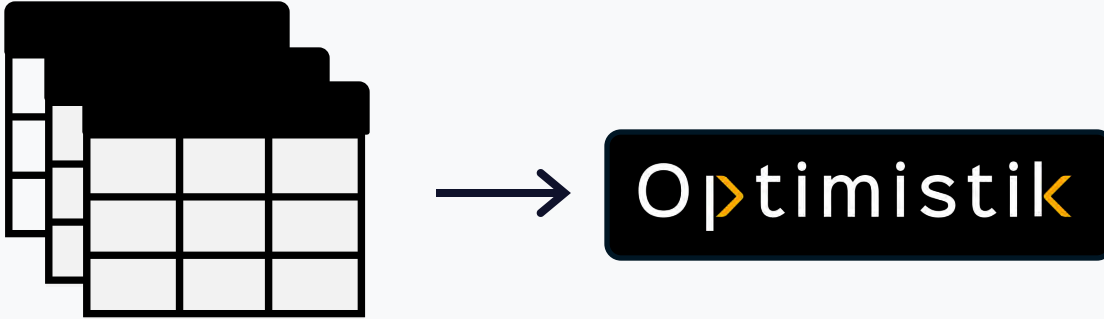
”

Operations Manager,  
*Chemical Manufacturing*

### Time savings due to Optimistik adoption leading to improvements across financial savings categories



## Financial KPI Highlights



“After switching to Optimistik, we cut model runtimes from nearly an hour to seconds, unified data across sites, and empowered 500 users with live analytics, anomaly detection, and process monitoring—all from a single, trusted source that delivers faster insights and stronger ROI.”

IT Product Line Manager,  
*Mining & Metals*

**384%**

Return on Investment (ROI)  
- over 3 years

**\$17.8m**

Total Benefits - over 3 years

**\$10.9m**

Net Present Value (NPV) -  
over 3 years

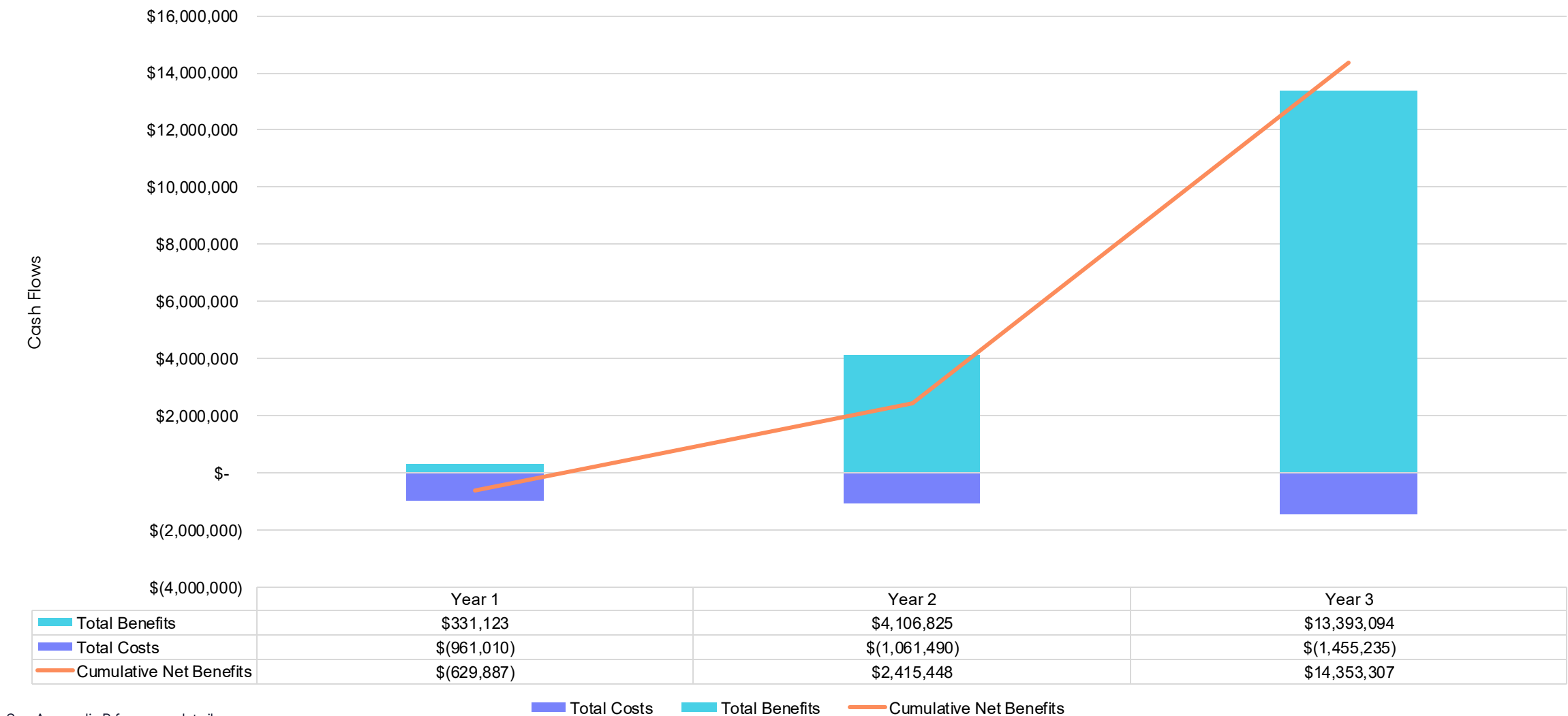
**17 months**

Break-Even Point

Industry Specific Financial KPI Highlights & Use Case Focus Areas

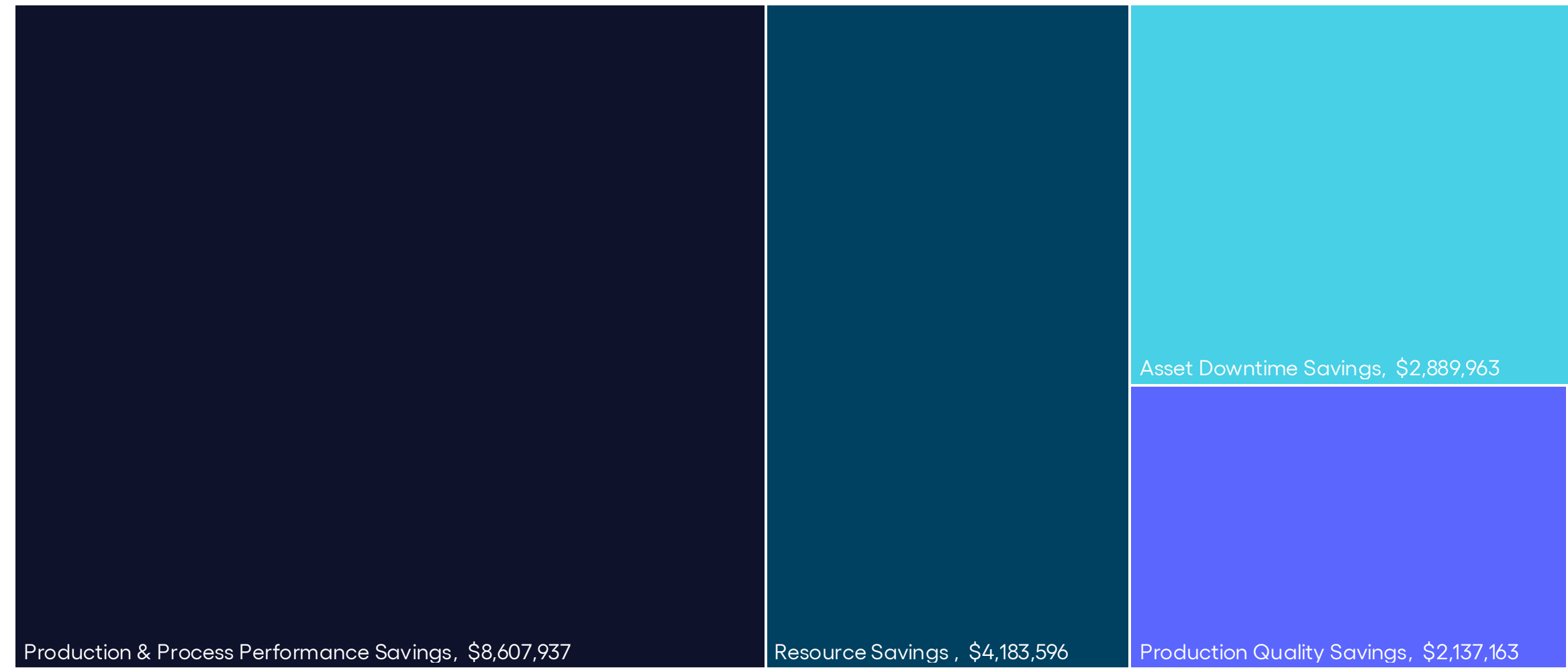


# Model Customer Three Year Cost/Benefit Analysis From Using Optimistik



See Appendix B for more details

Model Customer Industrial Data Management, Analytics and AI Cost Reduction Breakdown From Using Optimistik



# Strategic Benefits



# Section Summary

This section provides customer quotes on the non-quantifiable strategic benefits of Optimistik and showcases the key benefits of utilizing integrated industrial data management and analytics commercial software throughout an organization.

## 1 **Customer Interview Quotes**

Quotes from Optimistik customers about the non-quantifiable benefits they have experienced from partnering with Optimistik.

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## 2 **Industrial Data Management and Analytics Strategies**

The benefits and risks of deploying different strategies within an organization to support industrial data management and analytics processes.

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## 3 **Stakeholder-Specific Strategic Benefits**

A breakdown of operational benefits, stakeholder benefits and competitive advantage created by Optimistik for different stakeholders.

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## Quotes from customer interviews

“

By automating data flows, standardising quality analytics, and rolling out a scalable edge connectivity model, we've cut manual reporting and freed up valuable engineering time to focus on solving real production challenges.

”

Head of the Industry 4.0,  
*Clay Product Manufacturing*

“

Having a unified data foundation means every plant now works from the same KPIs and insights, which has transformed how we make decisions with greater speed, confidence, and alignment across the business.

”

Operations Manager,  
*Chemical Manufacturing*

“

The real success was in accessibility. Once people saw how quickly they could turn raw data into dashboards, adoption spread on its own. Now data is part of everyone's work, not just a specialist's job.

”

IT Product Line Manager,  
*Mining and Metals*

“

The platform gave us visibility we never had before. Teams can clean, link, and analyze data instantly, which has improved traceability, reduced waste, and helped us move from preventive to predictive maintenance.

”

Industrial Director,  
*Food & Beverage Manufacturing*

## Industrial data management & analytics digital maturity stepladder

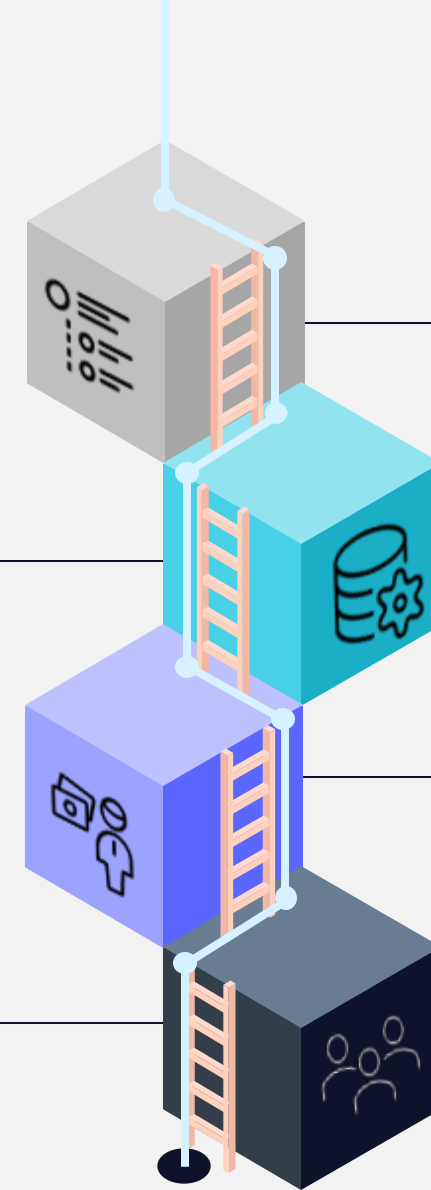
### Stacked User **Benefits** and **Risks**

Multiple point solutions from separate commercial software providers

Allows flexibility to pair a centralized data warehouse or lake with multiple analytics tools, but integration and maintenance costs quickly escalate. Managing separate systems drives duplication, vendor overlap, and rising total cost of ownership, while fragmented data limits holistic performance insights.

Manual in-house processes

No upfront investment and existing familiarity with spreadsheets, but a labour-intensive approach that increases administrative workload and risk of human error. Manual processes limit scalability, create inefficiencies as operations expand, and often result in gaps or inconsistencies in critical operational data.



Partner with an integrated industrial data management and analytics software provider

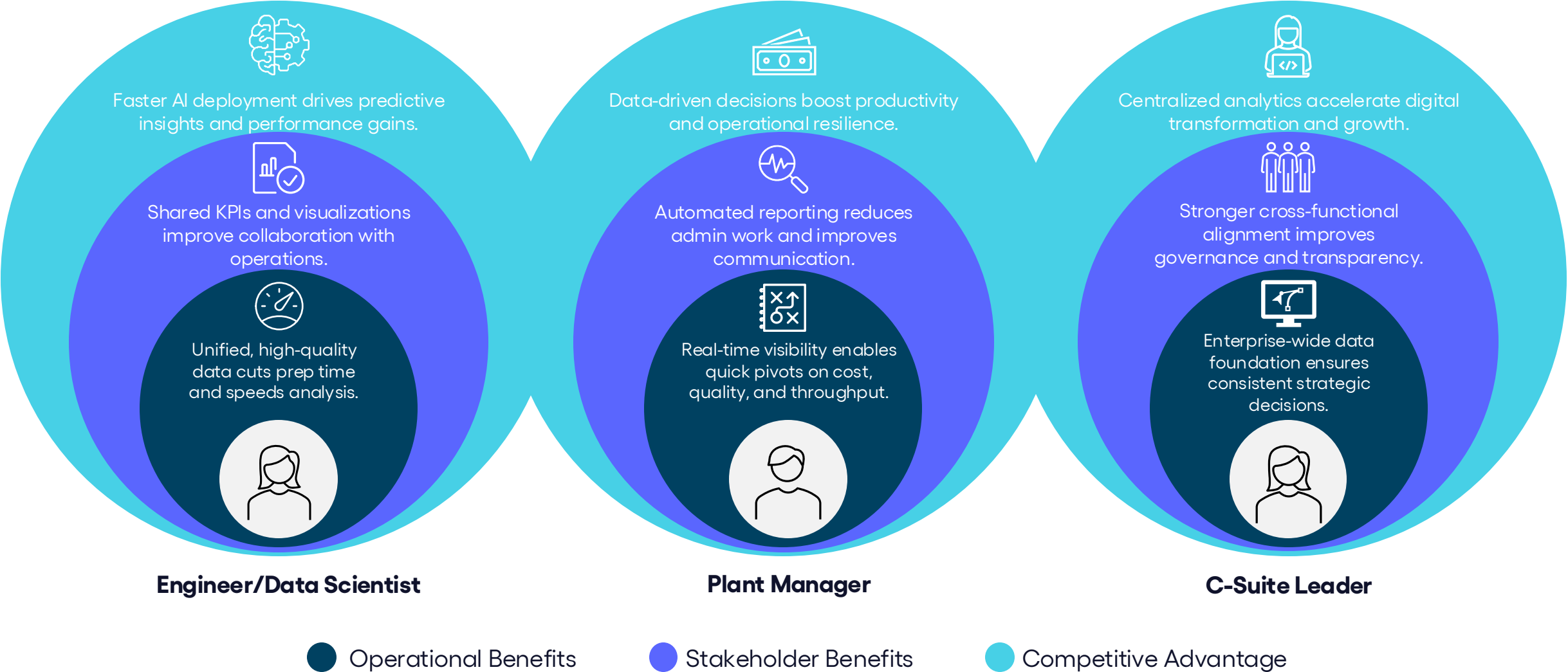
Delivers a unified platform for managing industrial data and analytics, creating a single source of truth that reduces silos and improves reporting accuracy. Enhances collaboration across operations, maintenance, and engineering while providing a scalable, cost-efficient foundation for advanced analytics and AI adoption.

Develop in-house software

A tailored solution that aligns with specific business needs, but typically involves high development and maintenance costs, long implementation timelines, and significant technical expertise. In-house development can divert resources from core operations, maintenance, quality, and supply chain functions, creating bottlenecks and missed opportunities for innovation and scalability.

Do nothing

No upfront investment, but a high-risk strategy that leads to ongoing data silos, inconsistent insights, and limited visibility into production and asset performance. Firms risk poor decision-making, missed optimization opportunities, mounting inefficiencies, and non-compliance with regulatory or customer data requirements, ultimately resulting in reputational damage and financial loss.



# Risk Management

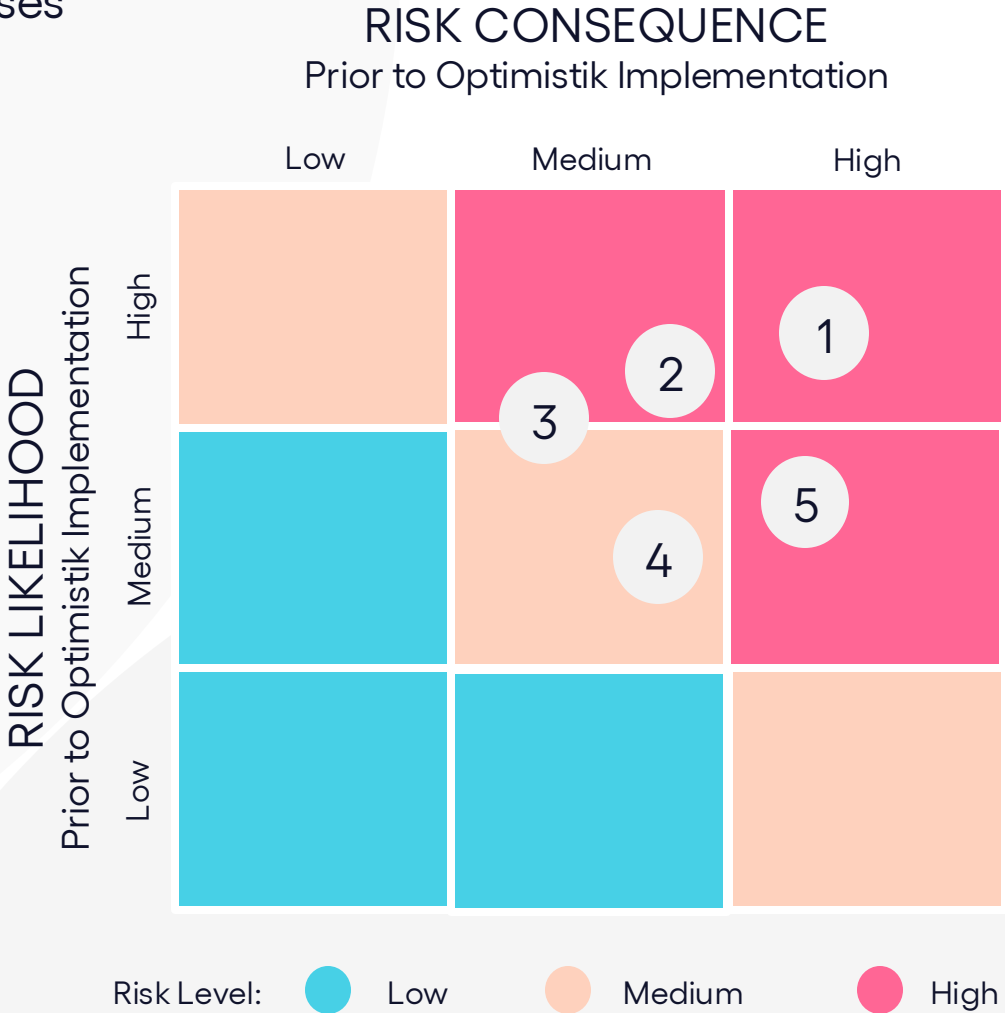
# Section Summary

This section provides a summary of the risks associated with manually managing industrial data and analytics processes, as well as the risks from implementing and deploying Optimistik within an organization. It also includes the mitigation actions that can be put in place to reduce the likelihood and impact associated with each risk.

- 
- 1 Risks with Legacy System Processes & Heat Map**  
The risk table summarizes risks related to a spreadsheet and legacy system way of working and highlights how Optimistik mitigates those risks. The risk heat map showcases the likelihood those risks will arise and the potential impact they could have on your organization.
  - 2 Customer Interview Quotes**  
Quotes from Optimistik customers about the potential risks of a digital project and Optimistik's mitigating actions.
  - 3 Risks with Digital Projects & Heat Map**  
The risk table summarizes risks related to a digital project, across implementation and deployment, and how Optimistik mitigates those risks. The risk heat map showcases the likelihood those risks will arise and the potential impact they could have on your organization.
-

Optimistik mitigates risks associated with legacy system processes

#	Risk Description	Optimistik Risk Mitigation
1	<b>Data Inaccuracy and Loss of Trust</b>	A unified, validated data foundation ensures accuracy, version control, and real-time updates, giving all users a single source of truth.
2	<b>Limited Operational Visibility and Slow Response</b>	Real-time dashboards and automation enable early detection of performance deviations and faster, data-driven responses.
3	<b>Inefficiency and Resource Drain</b>	Automated data collection, contextualization, and reporting free staff from repetitive tasks, enabling focus on higher-value analysis.
4	<b>Scalability and Integration Limitations</b>	Scalable, interoperable architecture connects enterprise systems, enabling growth, advanced analytics, and long-term flexibility.
5	<b>Limited Industrial Agility</b>	Centralized, real-time analytics enable agile decision-making and rapid reprioritization across functions and sites.





## Quotes from customer interviews

“

We avoided the usual pitfalls by pairing the right technology with strong data governance. Our master data team ensured the foundation was clean and reliable before scaling anything.

”

Operations Manager,  
*Chemical Manufacturing*

“

Choosing an intuitive platform like Optimistik helped us bypass the usual adoption and integration issues. The system just works, and engineers can build dashboards or models without waiting on data teams.

”

IT Product Line Manager,  
*Mining and Metals*

“

Our main risk was getting stuck in semi-manual processes. Starting with partial automation gave us quick value while keeping IT and cybersecurity aligned. It made scaling to full automation much smoother.

”

Head of the Industry 4.0,  
*Clay Product Manufacturing*

“

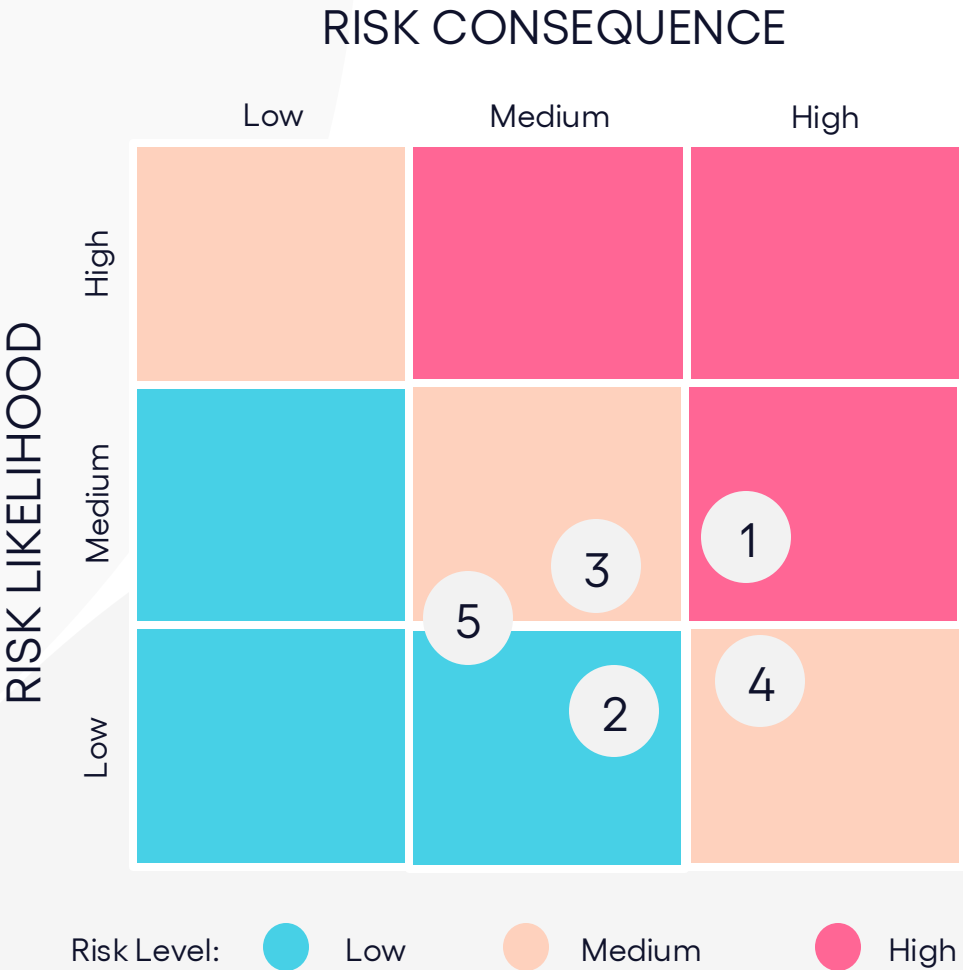
We chose Optimistik because it fit our reality. It was easy to deploy, intuitive for non-specialists, and backed by a very engaged team that helped us avoid the usual digital growing pains.

”

Industrial Director,  
*Food & Beverage Manufacturing*

Optimistik mitigates risks associated with digital projects

#	Risk Description	Optimistik Risk Mitigation
1	Limited adoption and change management	Provides intuitive interfaces and low-code tools accessible to all user levels, not just data scientists. Offer embedded training modules and configurable dashboards tailored to each role.
2	Data governance, security, and residency	Security is covered under ISO 27001 policies. Optimistik maintains a Disaster Recovery Plan (DRP) and backup policy built on AWS IaaS services. The SaaS solution benefits from redundancy, 14-day backup retention, and point-in-time recovery leveraging multi-site S3 backup.
3	Architectural complexity and software overlap	Provide open APIs and standard connectors (e.g., OIBus, OPC-UA, REST) that integrate with existing systems to contextualize data.
4	Integration and interoperability	Provide pre-built connectors, modular ingestion pipelines, and harmonized data models to accelerate integration. Support real-time contextualization between edge, cloud, and enterprise layers.
5	Vendor dependence and platform longevity	Maintain open architecture and data portability while backing the platform with a robust product roadmap and continuous development initiatives to ensure long-term innovation and reliability.



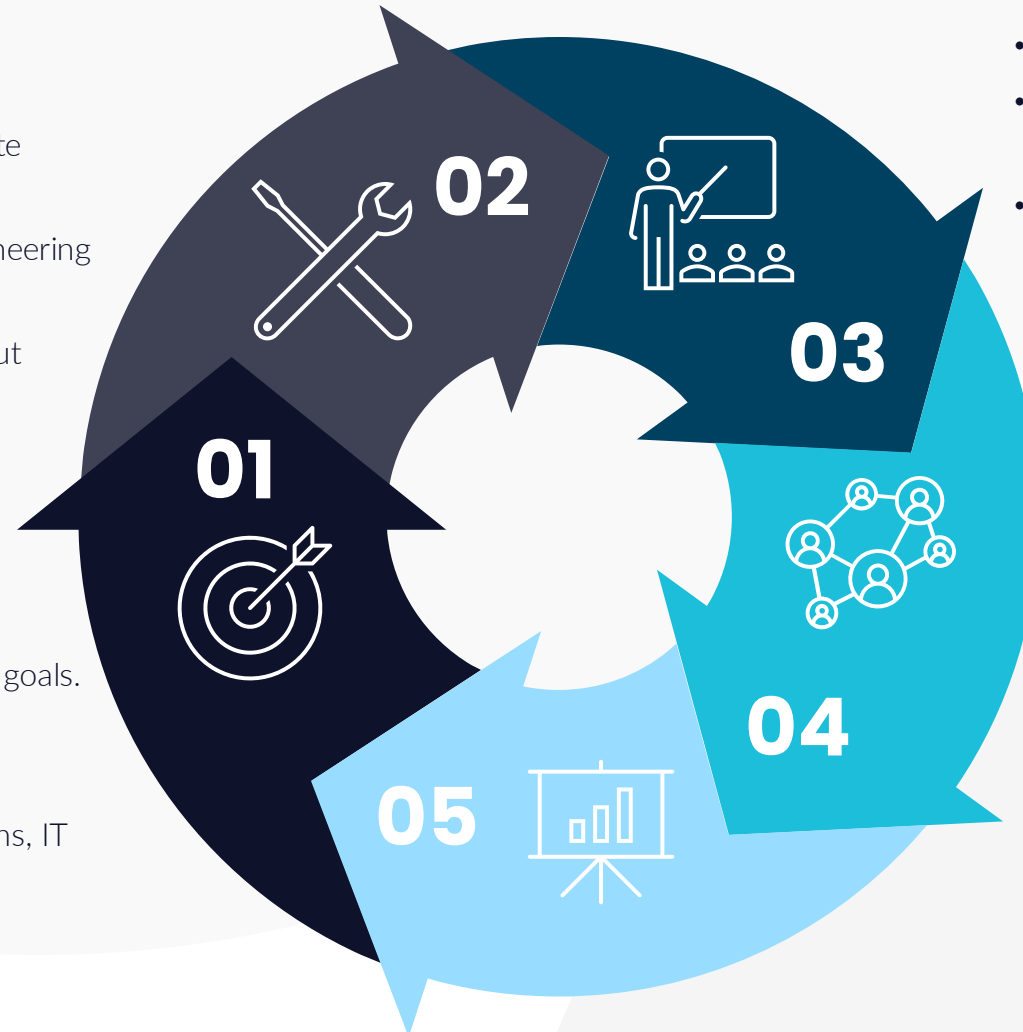
## Best Practices: Change Management For Digital Projects To Mitigate Adoption Risk

### Simplify & Pilot

- Launch a small, high-impact pilot to validate value quickly.
- Streamline workflows and avoid overengineering early stages.
- Capture wins and feedback to refine rollout strategy.

### Assess & Align

- Define business outcomes and measurable goals.
- Secure leadership sponsorship and allocate resources.
- Identify change champions across operations, IT and OT.



### Educate & Empower

- Deliver role-based training for every user level.
- Build internal advocates and enable peer-to-peer learning.
- Maintain continuous communication and support.

### Scale & Standardize

- Replicate success across sites and functions.
- Implement unified data models, dashboards, and KPIs.
- Align operations, IT, OT and cybersecurity for long-term scalability.

### Monitor & Evolve

- Track usage, performance, and ROI through clear metrics.
- Celebrate success stories to maintain momentum.
- Apply lessons learned to future use case deployments.

# Appendix:

# Financial Model Tables

## Model Customer OEE Improvement Assumptions

OEE Metrics				
	OEE	Availability	Performance	Quality
Start w/o Optimistik	69.8%	80.0%	90.0%	97.0%
End w/ Optimistik	72.9%	81.5%	91.0%	98.5%
Improvement w/ Optimistik	3.2%	1.50%	1.00%	1.50%

Quality and Good Units Produced/Scrap Assumptions	
Site Revenue	\$160,000,000
Initial Scrap Rate	3%

Downtime	
Max Production Hours (24x7, 365)	8760
Production Hours w/o Optimistik	7008
Downtime Start w/o Optimistik	1752

Optimistik Savings; By Savings Category Versus Legacy Systems

Savings Category	Year 1	Year 2	Year 3	Total	Present Value
Production & Process Performance Savings	\$ 138,000	\$ 1,989,960	\$ 6,479,977	\$ 8,607,937	\$ 6,638,552
Asset Downtime Savings	\$ 45,000	\$ 648,900	\$ 2,196,063	\$ 2,889,963	\$ 2,227,125
Production Quality Savings	\$ 33,278	\$ 479,870	\$ 1,624,016	\$ 2,137,163	\$ 1,646,986
Resource Savings	\$ 114,786	\$ 987,778	\$ 3,081,032	\$ 4,183,596	\$ 3,235,521
Non-Compliance Savings	\$ 59	\$ 317	\$ 12,006	\$ 12,382	\$ 9,336
Total Benefits	\$ 331,123	\$ 4,106,825	\$ 13,393,094	\$ 17,831,041	\$ 13,757,520

3 Year Total Cost Savings; Optimistik Versus Legacy Systems

	Year 1	Year 2	Year 3	Total	Present Value
Total Costs	\$ (961,010)	\$ (1,061,490)	\$ (1,455,235)	\$ (3,477,735)	\$ (2,844,249)
Total Benefits	\$ 331,123	\$ 4,106,825	\$ 13,393,094	\$ 17,831,041	\$ 13,757,520
Net Benefits	\$ (629,887)	\$ 3,045,335	\$ 11,937,859	\$ 14,353,307	\$ 10,913,271
Cumulative Net Benefits	\$ (629,887)	\$ 2,415,448	\$ 14,353,307		
ROI	384%				
Break-even Point (months)	17 months				

Category	3 Year Savings	% of Total
Production & Process Performance Savings	\$ 8,607,937	48.3%
Resource Savings	\$ 4,183,596	23.5%
Asset Downtime Savings	\$ 2,889,963	16.2%
Production Quality Savings	\$ 2,137,163	12.0%
Non-Compliance Savings	\$ 12,382	0.1%



