



INTRODUCTION TO ALIDADE MER

ALIDADE MER, INC.

THE ALIDADE WAY

INSIGHT, ADVICE AND SUPPORT

DISCOVER THE BENEFITS OF WORKING WITH ALIDADE AND OUR PROFESSIONAL NETWORK

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SPECIAL POINTS OF INTEREST:

- Dedicated to Maintenance & Reliability Profession
- Motivated by a Passion for Maintenance & Reliability Excellence
- Services aligned with customer views
- Network of Exceptional Professionals

ABOUT ALIDADE MER

We are a professional services firm with integrity, devotion to our profession and respect for our clients as core values. Our purpose is to partner with our clients to bring them the expertise they need, when they need it, at a pace they determine.

Our services are delivered through a full time staff, a network of independent professionals and other complimentary businesses. This allows us to best align services with customer needs.

Because we maintain a small staff, our overhead is very low and we are therefore not driven by pressures to maximize cash flow to pay for large offices and support staffs.

Our team members are moti-

vated by their passion for maintenance and reliability. Our sense of accomplishment is achieved through our client's success.

We provide discrete projects such as Failure Modes, Effects and Criticality Analysis on a single system, or strategic projects such as assessments and implementation of work management and proactive reliability programs.

Our typical professionals have over 25 years as practitioners—from craftsmen to senior managers—with professional credentials such as Professional Engineer, Certified Maintenance & Reliability Professional, LEAN and Six Sigma certifications. Our network part-

ners each have specific expertise in technical areas such as CMMS software, asset condition assessments, predictive/condition-based maintenance and other specialties.

A short list of past clients :

- Gulfstream Aerospace
- Rio Tinto Energy America
- Northrop Grumman Ship Systems
- EG&G Government Services
- Arkema Chemical
- BE&K
- Tesoro Refining

We're ready to focus on your project.

WHY WE ARE CHOSEN

Alidade MER is chosen for our professional expertise & our ability to work collaboratively with our clients.

Alidade MER believes the basis for excellence is solid leadership resulting in control & stability of process.

Solid leadership at all levels

creates a pipeline for sustained health of an organization. Control & stability provides data. Raw data is converted to actionable information for continuous improvement efforts.

Alidade MER has a strategic model—the Organizational Reliability Model—which provides

the framework for performance.

We believe there are many ways to achieve great success. Unlike many professional firms, we believe the flexibility of our model, the creativity of our people in concert with our clients perspectives will yield the best solution for each client.

THE ORGANIZATIONAL RELIABILITY MODEL

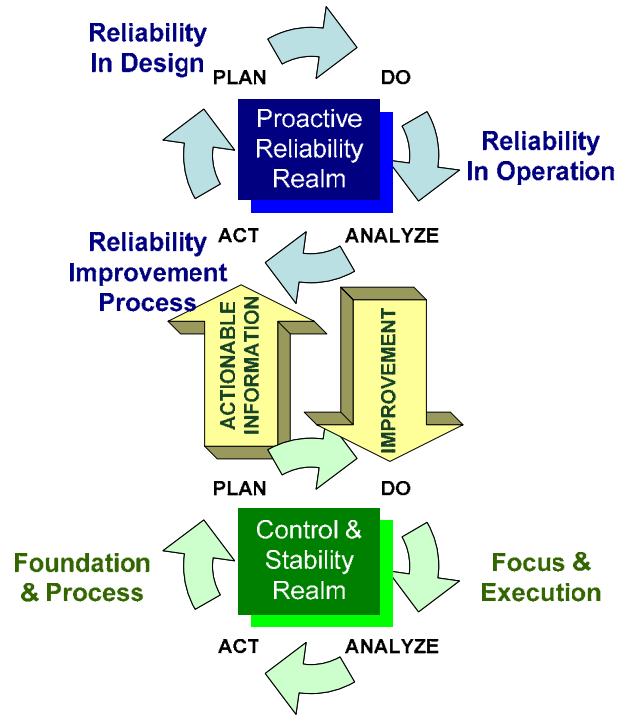
The heart of our philosophy is the Organizational Reliability (OR) Model. The lower loop is the Control & Stability Realm which is built on:

- Focus & Execution—Leadership, unleashing human potential
- Foundation—Having the tools and capability to perform
- Process—Defining what to do and how to do it

The upper loop is the Proactive Reliability Realm that converts the data developed in the Control & Stability Realm into actionable information

for reliability improvements:

- Reliability Improvement Processes— Evaluation and selection of improvement opportunities; Risk assessment, cost-benefit, life cycle costing, etc.
- Reliability in Design— Tools for maximizing reliability; RCM, FMEA, Criticality, Root Cause Analysis, etc.
- Reliability in Operations— Standards for PM, PdM, Operator Care, Lubrication, etc.



“Alidade’s people put our workforce at ease and drew out ideas from people who had never offered their insight before.”

-Pharmaceutical Plant Maintenance Manager

SIZES & TYPES OF PROJECTS

Alidade MER supports a wide range of projects; strategic and discrete.

Strategic projects include full assessments of current performance at one site or multiple sites. Following the assessment we have a structured Action Planning Workshop to align the leadership team, and prioritize imple-

mentation projects. Successful waves of implementation occur at the client’s pace.

Discrete projects are normally smaller in scope. Examples of discrete projects include FMECA, or RCM workshops, Root Cause Analysis, or workshops on supervisor leadership and management development.

Client project managers often prefer to initiate smaller scope projects. Smaller projects allow organizations to achieve improvements with much less risk, and with better control of funding and results.

We have also been hired to research and report on new developments and trends.

MANAGING FOR SUCCESS

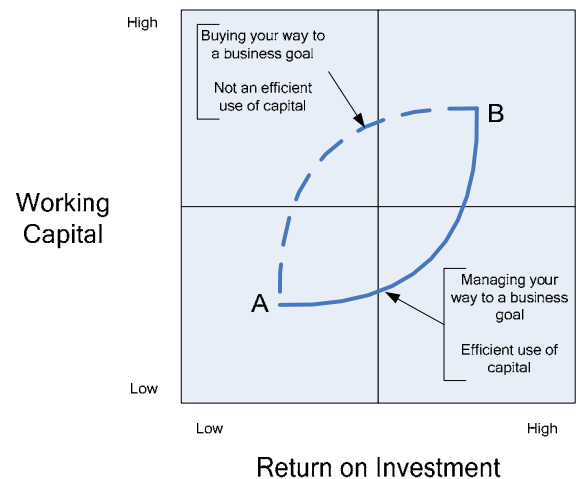
Many people believe if they could just get some project funding they could implement some really great improvements.

The reality is that shareholders and executives care most about return on investment (ROI). If you haven’t demonstrated the ability to efficiently manage the resources you have, decision-makers are less willing to provide additional capital or other resources.

Efficient performance through control & stability allows the organization to demonstrate their efficient use of resources.

When shareholders and executives see excellence in management they are compelled to invest in that team.

Investment increases job security, opportunity and capacity expansion.



THE TROUBLE WITH CONSULTING PROJECTS IS...

Trust. Does the consulting firm have our best interest at heart? Will they provide you the insight, advice and support that is truly what you need?

There are many reasons to hire professional support; to supplement your staff, to provide specialized knowledge or expertise, or to give a program sponsor advice and insight.

As the person responsible for a project or program you are tied to the success or failure of it. It is imperative that you develop a level of trust with your service provider.

The first step is to understand the prospective firms motivations.

Consulting firms are concerned with cash flow and overhead as is any business entity. Trust issues surface

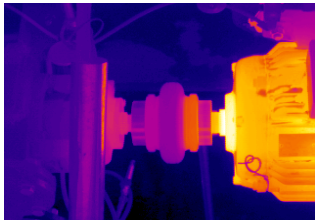
when cash flow and profit margin skew doing what's right for the client.

Regardless of the firm you choose, you should be in the drivers seat; not your service providers cash flow and profit margin concerns.

Alidade provides professionals who are motivated by seeing the success of their clients. We are energized by seeing you succeed.

“As an operations person I have a greater appreciation for the maintenance guys after this FMEA project.”

**- Mining Company,
Senior Operator**



Improvements in maintenance management can be used to shift resources to proactive activities such as vibration analysis, infrared imaging, acoustic emissions and advanced oil analysis techniques.

MORE THAN ONE WAY TO ACCOMPLISH RESULTS

Another issue with many consulting firms is their insistence that all organizations are the same; regardless of size or industry. They do this because their staff has been trained to one rigid model.

Alidade believes that, just like any purchase, there are many ways to achieve value from services. Some ways are better than others in terms of time, quality and cost.

Our professionals have the experience and expertise to evaluate each situation and to assist each client in designing an implementation approach that is aligned with their specific circumstances.

We welcome small projects or large projects; as long as it advances your organization towards better performance.

The Alidade Way is to maximize our client's staff and

workforce effectiveness. It's your people who learn and apply improvements. Our people provide insight, advice and support so your people are enabled.

The details on what the final state looks like and how it is achieved are done through education and collaboration.

Alidade's staff and network of professionals use experience and expertise to deliver what you need, how you need it.

QUESTIONS TO ASK A PROSPECTIVE CONSULTING FIRM

How do you know whether the consulting firm you are considering is right for you?

The questions to ask prospective consulting firms are about their delivery model and their employee turnover rate. If their model is rigid, they will likely not be accommodating of your specific situation and requirements.

They will have high consultant turnover rates as professionals are asked to check their knowledge and experience at the door.

Alidade's Pledge reflects the trust we place in our team's knowledge and experience.

Do what is right and treat our customers in a way that we

wanted our support contractors to treat us.

You see, our professionals carried tools, supervised work crews, managed maintenance departments and were responsible for entire organizations just as you are.

We care about doing what's right for our clients.

“Alidade's assessment report was much more detailed and informative than we were used to.”

**-Plant Manager
Chemical Manufacturing**

We are on the Web:
www.alidade-mer.com

ALIDADE MER, INC.

460 Tortoise View Cir
Satellite Beach, FL 32937
Phone: (321) 773-3356
Cell: (321) 961-4306
E-mail: info@alidade-mer.com



MOTIVATED BY RELIABILITY
KNOWLEDGEABLE PROFESSIONALS
COLLABORATIVE SOLUTIONS

ABOUT OUR PRESIDENT

Tom Moriarty, PE, CMRP began his career as an enlisted machinery technician in the U.S. Coast Guard. After several years as a “wrench turner” and division supervisor Tom was accepted to Officer Candidate School and remained in the maintenance engineering and logistics career field.

After 24 years of service, Tom retired in 2003 having attained the rank of Lieutenant Commander, a Bachelor of Science in Mechanical Engineering, and a Masters in Business Administration. He was recognized as the Coast Guard’s 2003 Federal Engineer of the Year for his leadership in work management efficiency and bringing condition based maintenance to the cutter fleet.

Along the way Tom also earned credentials in RCM, performance specification development, government contracting and became experienced with re-

engineering, Balanced Scorecard, Total Quality Management and ISO 9000.

As a leader, Tom found the most satisfaction in mentoring and developing others in how to be great supervisors and leaders. He is a featured author in Plant Services Magazine (www.plantservices.com) and has presented at several conferences including SMRP and IMC Annual Conferences.

Following his Coast Guard career, Tom was employed by other consulting firms where he learned assessment techniques, applied strategic planning and implemented new processes. Tom has worked in many sectors including water/wastewater, oil exploration, oil refining, chemical plants, fossil power plants, discrete manufacturing, government facilities, pharmaceutical, mining and metals.

Having earned a reputation for integrity and for being a consummate professional Tom

Always Looking for a Few Good Professionals...

If you are an experienced and credentialed maintenance and reliability professional, or represent a maintenance and reliability or technology product or service and would like to learn how to be a part of the Alidade Professional Network please provide your resume or business profile via Email to:

info@alidade-mer.com

Our typical professional has over 20 years of leadership, maintenance and reliability or other relevant professional experience. They typically have four year college degrees (mainly in engineering or business management); many have Masters degrees. In addition they have credentials as a professional engineer, CMRP, CRE, CPMM, LEAN, Six Sigma and other certifications.

If you have the drive and experience to focus on client leadership, maintenance and reliability improvements contact us to discuss how we can work together.



Thomas J. Moriarty, PE, CMRP
President, Alidade MER, Inc.

was sought out to provide structure and direction for two firms that initiated reliability consulting business units. After experiencing several consulting firms from the inside and as a sub-

contractor, Tom observed first hand the impact of having the wrong focus. Tom decided the professional maintenance & reliability services business needed a new approach.

The Alidade Way elevates the profession of maintenance & reliability—a passion for improvement—creating an environment that focuses on the client’s needs.