

## Lone Star Courses and Workshops Offerings

Lone Star Analysis offers four families of training. Our objective is to help our customers make better decisions faster. Our pragmatic training is part of achieving that goal.

*Courses for the Internet of Things (IoT)* provide insights to how value can be created by networking sensors, objects and assets.

*Courses for Analytics Best Practices* apply to a wide range of analytic processes.

*Competitive Differentiation* courses help companies improve their “top line” by improving the number of new business wins.

*Software* training is targeted at users and potential clients of Lone Star software titles, and clients with custom applications from Lone Star.

These courses can be tailored to the markets where a client works. We have extensive experience working in Oil & Gas, Transportation & Logistics, Industrial Products & Services, Aerospace & Defense, and the Public Sector. All these courses can be proposed for training grants.

### The Internet of Things

Lone Star has worked with many important corporations and thought leaders in IoT (Internet of Things). We’ve distilled a structured way to think about creating value - for any company in any value chain. Our training builds on the knowledge clients have about their own markets, customers, and products. We provide a set of tools to help our clients apply what they know to IoT and, to generate new opportunity for value creation.

- **Value creation with IoT – A Structured Approach** – Teaches the five ways IoT creates opportunities for value along with the four IoT enablers. The Ten “Commandments” to achieve IoT goals is also included. A one-day course for up to 15 people held at your facility, or at Lone Star’s training center in Addison Texas. The day is a mix of lecture, discussion, and practical exercise. Provided: A value creation template, a book, and other course materials.
- **What Executives Must Know about The Internet of Things** – A two-hour discussion condensing the principles of structured IoT value creation and risk areas. An executive discussion format for a group of up to 10 people. What executives need to know to manage internally, talk to customers, and talk to investors about IoT. Provided: the value creation template and a book.
- **IoT Value Creation Across the Value Chain** – A workshop for customers and suppliers to collaborate in win-win value creation with IoT. Many IoT opportunities can only be achieved by cooperation, A series of pre-meeting interactions leading to a one-day workshop for up to 15 people. The workshop focuses on developing actionable IoT use cases with the promise of value creation for all the parties and creating a common understanding of the value created.

### Analytics Best Practices

Working with several professional societies, industry groups, and non-profits, Lone Star led an international benchmarking projects in analytics, simulation and modeling. Whether called analytics, data science, big data, artificial intelligence, algorithms or modeling, the project examined best practices and how to achieve success. After hundreds of interviews, assessments and surveys, the courses distill the factors critical to success.

- **Analytics Best Practices; Success in the Algorithm Age** – A one-day course for up to 15 people based on a multi-year global study. The course can be held your facility, or at Lone Star’s training center in Addison Texas.

The day is a mix of lecture, discussion, and practical exercise. Provided; a book including three checklists on best practices.

- **What Executives Must Know About the Algorithm Age** – A two-hour discussion condensing the principles of managing analytics, including analytic risk assessments for the non-technician, how to support your team in achieving best practice, and how to avoid legal pitfalls from data and algorithm mistakes. The seminar is designed for up to ten people.
- **Data, Algorithm, and Analytics Success Across the Value Chain** - A workshop for customers and suppliers to collaborate in win-win value creation with data and analytics. Many opportunities can only be achieved by cooperation. A series of pre-meeting interactions leading to a one-day workshop for up to 15 people. The workshop focuses on developing actionable use cases with promise of value creation for all the parties, and creating a common understanding of the value created.
- **Analytics for Litigators and Dispute Resolution** – We live in an age of algorithms. Machines guide humans and even make independent decisions which impact our lives. Lone Star’s work in best practices can help a litigation team learn how to quickly assess the potential vulnerability in analytics based decisions in machines, financial services, and government regulations, including Benefit-Cost Analysis. Participants learn the most common legal pitfalls, best practices which can be traced to credible authority, and where expert witnesses should be used.

## Competitive Differentiation

Lone Star approaches the practices of Competitive Intelligence (CI), Price-to-Win (PTW), and Protest Strategy differently than other firms. It stands to reason we approach training differently as well. Our approach to all aspects of Competitive Differentiation is rooted in our analytic and objectivity-focused disciplines, not on the “wisdom” of a few “experts.” Our approach to training is to truly equip clients with tools to do real CI, PTW and Protest Strategy that will enhance the probability of win (P-win) on a specific opportunity or in a general market area. Our experts are nationally recognized in each of these fields. Nearly every major federal contractor uses our services, as well as the federal government - from program managers to the House Armed Services Committee.

- **Price-to-Win Workshop** – The PTW workshop provides an in-depth, hands-on experience designed to teach anyone involved in capturing business how to develop and use Price To Win to maximize P-win. Students will go through the 10-step process by working through simulated PTW modules. Designed as a 1-day course, the Introductory Price to Win Training course will allow students to understand multiple approaches to pricing predictions, bias and uncertainty in bidding, and the impact of elements outside of price on the PTW. This course can be provided for 15 people at Lone Star’s training center, or an unlimited number of students at a client’s own facility.
- **Competitive Intelligence Workshop** – The CI workshop provides a detailed understanding of the types and uses of CI in making strategic decisions. Understanding the difference between strategic and tactical, primary and secondary, and internal and external CI can change the way information is consumed and acted upon. A typical 1-day workshop will teach how to differentiate between types of CI, sources to collect CI from, CI pitfalls, and how to interpret, analyze, & use CI in the most effective manner to make successful business decisions. This course can be provided for up to 15 people at Lone Star’s training center, or an unlimited number of students at a client’s own facility.
- **Protest Strategy Workshop** – Typically a 1-day workshop based on Lone Star’s groundbreaking study for the House Armed Services Committee. This workshop is often most valuable to a bid team shortly after a proposal is submitted. Participants learn the five methods which bidders use to create shareholder value.



Working with a Lone Star facilitator, participants can map the potential motivations and actions for each bidder in a competition. They are prepared to maximize their own value creation. The one-day version of the workshop is suitable for teams of up to eight people and competitions with up to five bidders. Government teams can use the workshop to assess protest risks around a real competition, or around a hypothetical case.

## **Software Training**

Lone Star provides a wide range of analytic solutions. Most of them are based on our TruNavigator® family, or, on our AnalyticsOS™ family. Our courses provide users with the basic skills needed to use Lone Star sourced applications.

- **Custom Solution Training** – Lone Star typically provides training with solutions. As client teams change, and usage of a solution matures customers often want additional training. Costs vary with the application, number of students, and the location of training delivery.
- **Introduction to TruNavigator®** – Students learn the theory of operation of this powerful toolset. Students learn to use the features and functions of the toolset. They learn the basics of analytics discovery, including finding “the big question.” They learn to use the toolset family for modeling a problem, creating an application, testing, and deployment. This hands-on training is designed for groups of up to ten students and is delivered in Lone Star’s training facility. Price varies with length and class size.
- **Introduction to AnalyticsOS™** - Students learn the theory of operation for this powerful toolset, and the basics of IoT operations for real time analytics. An overview of how to determine the “point of need” for analytics is provided covering Edge, Fog, and Cloud concepts. They learn the basics of sensor section. Students learn to use the features and functions of the toolset. They learn to use the toolset family for modeling a problem, creating an application, testing, and deployment. This hands-on training is designed for groups of up to ten students and is delivered in Lone Star’s training facility. Price varies with length and class size.

## **About Lone Star**

Lone Star Analysis enables customers to make insightful decisions faster than their competitors. We are a predictive guide bridging the gap between data and action. Prescient insights support confident decisions for customers in Oil & Gas, Transportation & Logistics, Industrial Products & Services, Aerospace & Defense, and the Public Sector.

Lone Star delivers fast time to value supporting customers planning and on-going management needs. Utilizing our TruNavigator® software platform, Lone Star brings proven modeling tools and analysis that improve customers top line, by winning more business, and improve the bottom line, by quickly enabling operational efficiency, cost reduction, and performance improvement. Our trusted AnalyticsOS™ software solutions support our customers’ real-time predictive analytics needs when continuous operational performance optimization, cost minimization, safety improvement, and risk reduction are important.

Headquartered in Dallas, Texas, Lone Star is found on the web at <http://www.Lone-Star.com>

Lone Star, Lone Star Analysis, TruNavigator, AnalyticsOS, TruPredict, TruNav, Eleven Questions and other marks are Trademarks, Service Marks of Lone Star.