

Profitable Growth

Professionally optimized, reliably realised

profit



Profitable Growth

The name of today's B2B business : **Profitable Growth**



Profitable Growth

Profitable growth, the simultaneous growth of revenue and profit, is the top discipline in B2B business management.



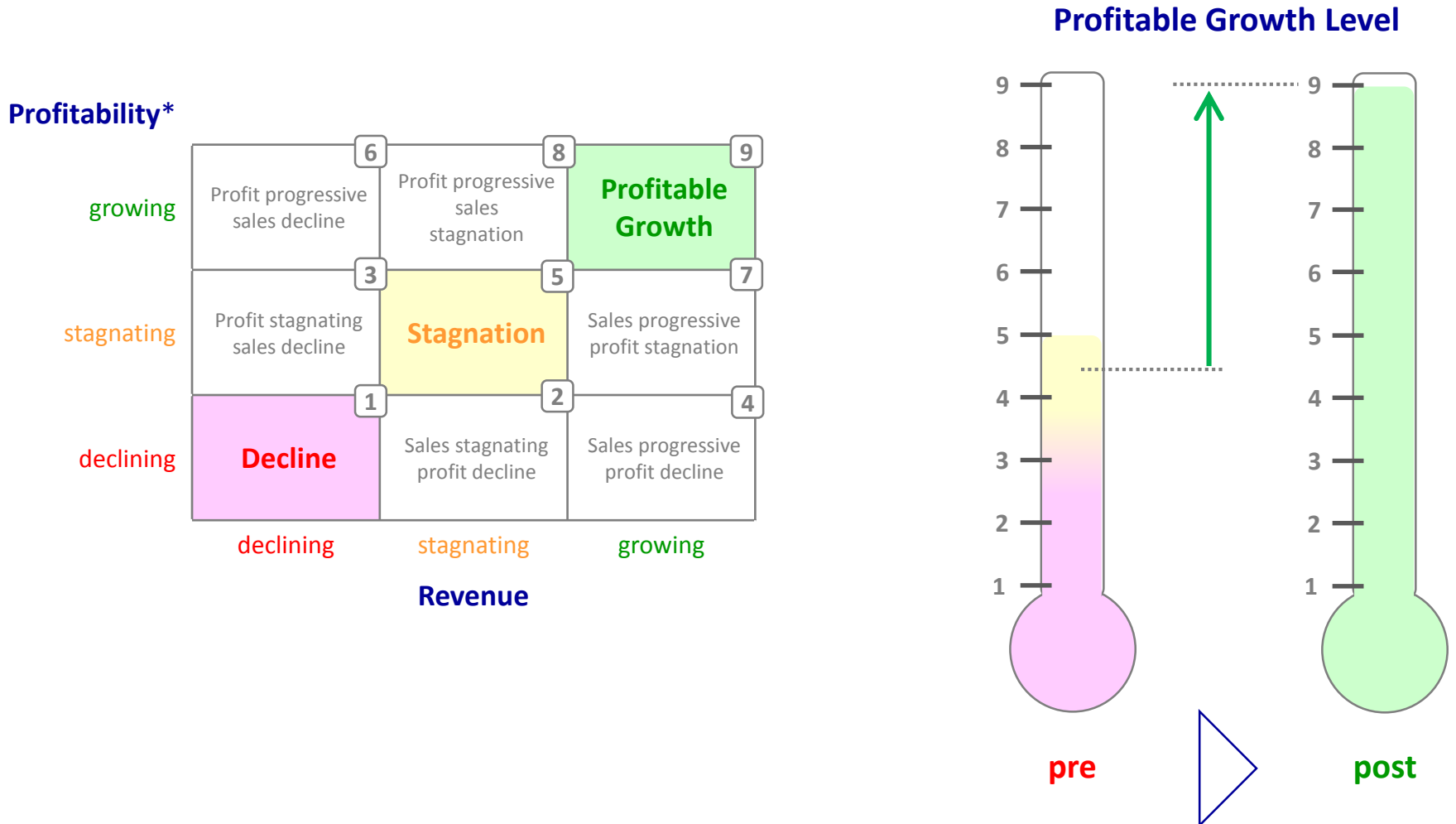
Profitability*

growing	Profit progressive sales decline	Profit progressive sales stagnation	Profitable growth
stagnating	Profit stagnating sales decline	Stagnation	Sales progressive profit stagnation
declining	Decline	Sales stagnating profit decline	Sales progressive profit decline
	declining	stagnating	growing
	Revenue		

* Return on Sales ROS or Return on Assets ROA

Profitable Growth for your Enterprise

Strategy B2B optimizes the Profitable Growth of B2B enterprises.



* Return on Sales ROS or Return on Assets ROA

Optimum Profitable Growth

Strategy B2B optimizes the Profitable Growth of B2B enterprises by means of professional methods of Advanced Analytics & Artificial Intelligence



Profitable Growth - Approach

Profitize

Hard facts count – when it's about data and financial results.
The effective and sustainable operative execution of the der profit-optimal growth strategy provides for zu Profitable Growth.

Strategy B2B escorts your business along the realisation of Profitable Growth.

OptimAlze

Why should you be satisfied with less than the profit optimum ?
The digitalisation era technology allows to run your Ihr B2B enterprise close to or at the profit optimum by means of intelligent AI-apps like the „Profitable Growth OptimAlzer“.

Strategy B2B enables you to optimize the top line and the bottom line of your business by means of powerful methods like Advanced Analytics and Artificial Intelligence.

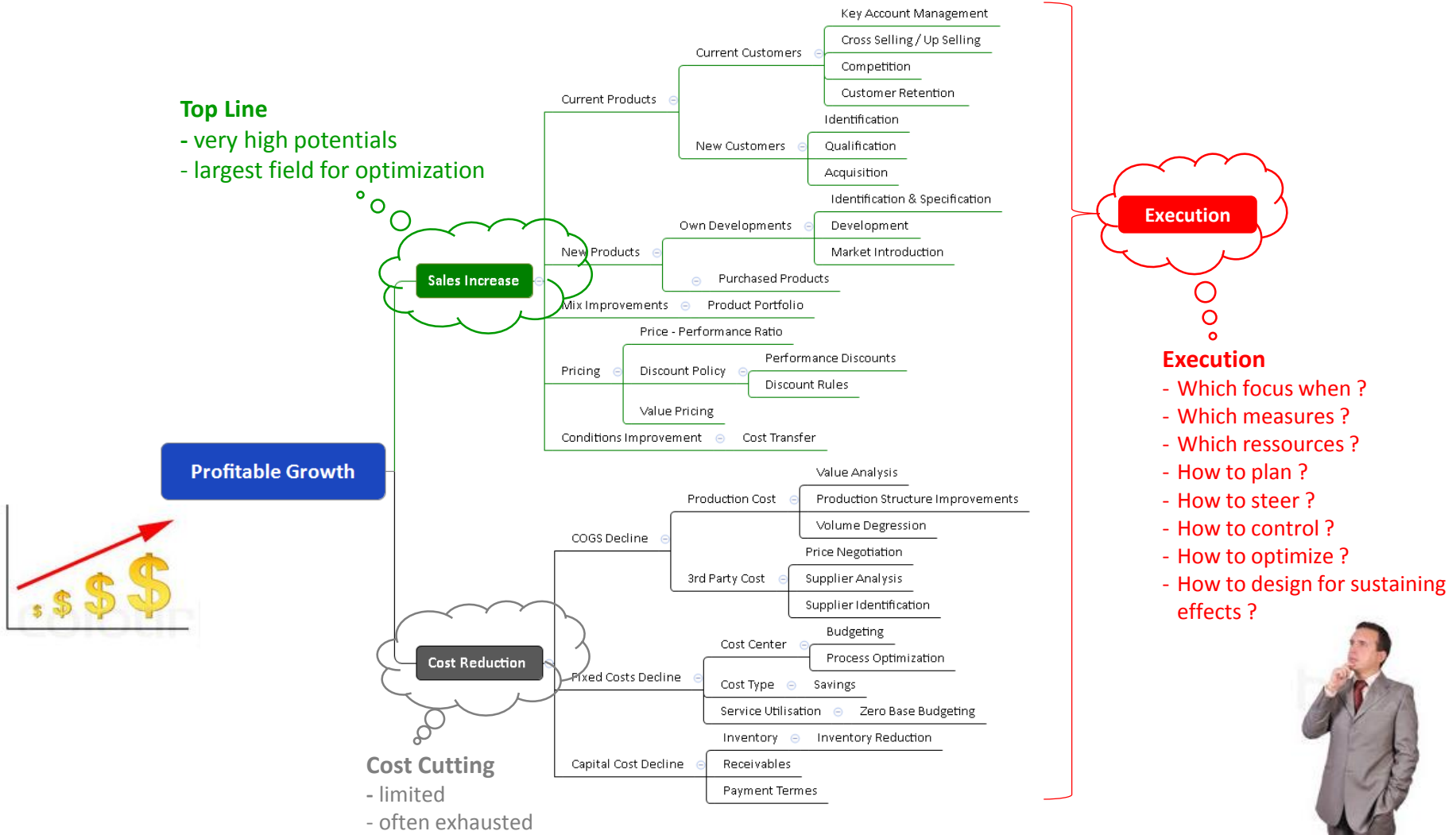
Analyze

The right strategy is the basis of success in B2B business.
Nowadays (almost) every B2B enterprise owns a strategy.
The effectiveness of such strategy becomes evident in case it leads to profitable growth – or not.

Strategy B2B escorts you along the analysis and the „finetuning“ of your growth strategy.

The Elements of Profitable Growth

Common value driver schemes (simplified version below) show generic elements of profitable growth from the top line down to catalogues of potential measures.



Profitable Growth for your Enterprise – our Services

Profitize



Profitable Growth

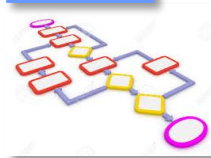
Our services aim at the realisation of Profitable Growth (OI, revenue, GP, EBIT)

OptimAlze

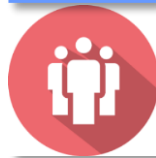
Optimization

Depending on your needs we optimize your management systems with focus on

Processes



People



IT Systems



OR & AI



Management



Analyze

Growth Strategy

We finetune and / or optimize your enterprise's growth strategy with focus at



Profitable Growth : the Steps

Strategy B2B enables the realisation of Profitable Growth in the following steps :

Analysis & Identification of Potentials & Roadmaps for Profitable Growth

- Quantitative analysis of business performance based on (transaction-) data from ERP, CRM & BI (Descriptive, Diagnostic, Predictive and Prescriptive Analytics)
- Qualitative analysis of growth strategy in place and of management system
- Identification of accessible potentials of profitable growth
- Definition of alternative growth strategies and -programmes

Optimization of Profitable Growth

- Derivation of an optimum target business portfolios* for profitable growth
- Finetuning and / or optimization of growth strategy in place
- Upgrade of current management system towards „closed loop“ process- & portfolio management (e.g. Profit & Sales Pipeline Management (PSPLM))
- Management system optimization by means of ‚Profitable Growth OptimAlzer‘

Realisation of Profitable Growth

- Operative transition from current portfolio towards target portfolio (e.g. by means of PSPLM)
- Rolling performance forecasting and performance optimization
- Management decision support by means of ‚Profitable Growth OptimAlzer‘ app
- Optional : IT implementation in ERP, CRM & BI systems (e.g. per SQL)
- Fast installation, high effectiveness

* Products and services, segments, customers, order, prices / conditions

About Strategy B2B

Strategy B2B (founded 2002) enables B2B enterprises to grow profitable and reliable. We introduce highly effective methods of Predictive & Prescriptive Analytics, Optimization and AI in the management & IT-systems of our clients for the realization of Profitable Growth of their enterprises. Our Know-How is the result of experiences from 40 years in analytics and strategy and more than 200 projects in 25 countries and 25 industries.

Strategy B2B
Profitable Growth OptimAlzers

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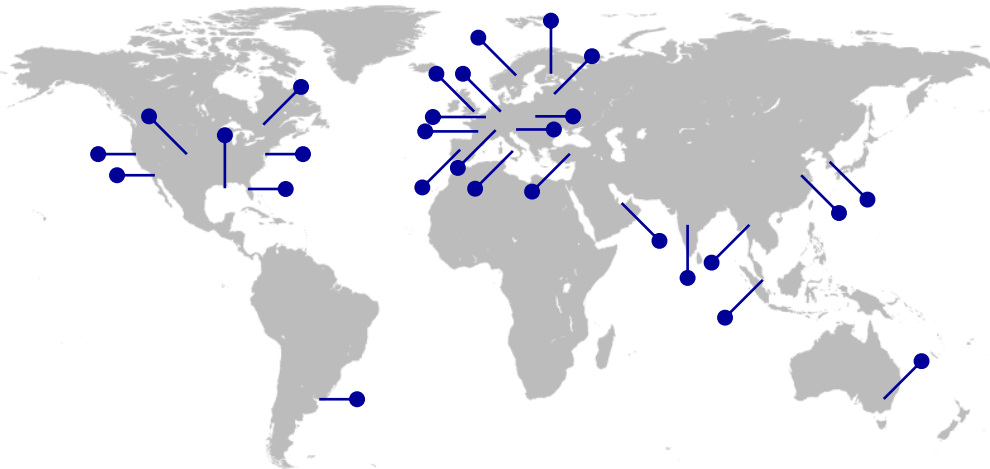
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B2B Experience

Countries



Clients (samples)



Industries

- | | | |
|-----------------------|----------------------------|------------------------|
| Aerospace | E-Biz | Machine construction |
| Airline | Electr. Components | Mech. Components |
| Asset Management | Electr. Manufact. Services | Medical Technology |
| Automotive OEM | Electronics | Pharma |
| Automotive Components | Food & Beverages | Pneumatics |
| Avionics | Furniture | Real Estate |
| Biotech | Gas & Oil | Sensor Technology |
| Chemical | Hydraulics | Services, professional |
| Computer | IT | Machine tools |
| Corporate Banking | Logistics Systems | |
| Defense | Logistics Equipment | |

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Profitable Growth Optimizers

www.StrategyB2B.com

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