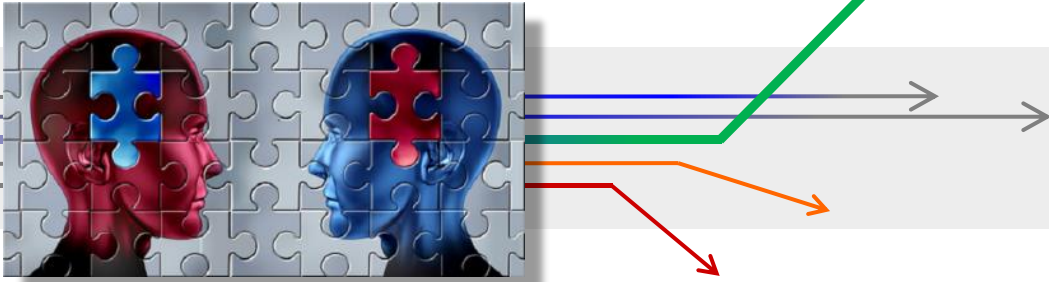


Executive Seminar

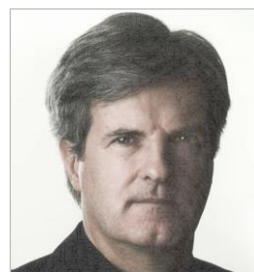
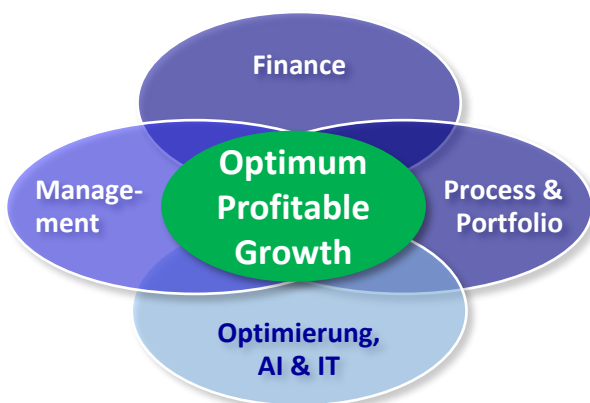


Profit & Business Process Mgmt for the B2B Corporation

Tools & methods, systematics & strategies for the management
of optimum profitable business processes for the B2B corporation

Professional know-how for profitable business process mgmt (ProBPM) in B2B :

- Profitable growth via ProBPM : from status quo to top performance
- Elements of ProBPM : process design, process mgmt, process performance
- Effective ProBPM methods : from conventional to professional, from flop to top
- Always on track : dynamic optimization of profitable business process mgmt
- Digital ProBPM: from data to insights, actions & results with ERP, CRM, AI & Co
- Pro method : Profit & Business Process Management B2B system (ProBPM B2B)
- ProBPM B2B system – implementation & realization
- ProBPM B2B system – blueprints & case studies



Your expert
Prof. Dr.
Uwe Hilzenbecher

The programme (9:00 a.m. – 6:00 p.m.)

Session 1: Profitable Growth – the Imperative

- Value creation (VC) & profitable growth (PG)
- VC & PG – the drivers
- VC & PG – processes as profit drivers
- From status quo to profitable process performance

Session 2: Processes - Primer

- Processes in Marketing, Sales, Ops & Finance
- Processes: parameters, observability, controllability
- Process design: maps, modeling, SIPOC, BPMN etc.
- Profit & processes: I/O, resources, make-or-buy

Session 3: Profit & Process Mgmt (ProBPM) Primer

- BPM: from conventional to professional, flop to top
- BPM: 6 Sigma, reengineering, control rules, SCM
- BPM: maturity models, agile, best practices
- ProBPM : margin & profitability focus (CM, EBIT)

Session 4: Optimum ProBPM

- (numeric/digital) optimization : primer
- Dynamic optimization in ProBPM
- Optimum profits via optimum ProBPM
- ProBPM optimization – demo

Session 5: ProBPM Digital

- From data to insights, actions & results
- Data-driven ProBPM: big data & right data
- Analytics evolution: predictive, prescriptive & Co
- AI: powerhouse for optimum ProBPM

Session 6: ProBPM B2B System

- Elements of professional ProBPM system
- The ProBPM B2B system and it's variants
- ProBPM B2B interfaces to Ops, Admin, Finance
- ProBPM B2B system – demo

Session 7: ProBPM B2B - Intro in the Corporation

- From status quo to productive ProBPM B2B
- ProBPM B2B project plan & roadmap
- IT integration: from ERP, CRM & Co to ProBPM B2B
- Introduction & organisation of ProBPM B2B

Session 8: ProBPM - Blueprints & Case Studies

- ProBPM B2B blueprints
- Case study 1 : equipment industry
- Case study 2 : high-tech industrie
- Case study 3 : machine tooling industry

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Secretary, point of contact

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Seminar location

Nuber of participants

Date, signature

Seminar language : english or german

How to sign in for you and your executive team :

- Please complete form (left) and e-mail it to us

Date

- Acc. To mutual agreement (also on weekends)

Event venue

- Your enterprise or a
- Business hotel (your site or Lake Constance)

Participants

- CEO, CFO, CSO, COO, CIO, BU lead
- **Documentation**
- All informations as electronic files (pdf, mp4)

Price

- Upon request

Questions and informations

- We are pleased to answer your questions regarding this inhouse executive seminar

Contact

- See bottom line

Strategy B2B (since 2002) provide optimum profitable growth for B2B enterprises powered by advanced analytics & artificial intelligence. From data to insights to actions in Marketing & Sales, Ops & Management to results and returns in Corporate Finance.