

Analyze - OptimAlze - Profitize (AOPro B2B)

Optimum Profitable Growth for the B2B Corporation
powered by
Advanced Analytics & Artificial Intelligence



Profitable Growth : the Challenge

Profitable Growth is both an imperative and a challenge for the B2B corporation.

Shareholder requirements for growing returns at shrinking risks exist during normal economy as well as during and post economic crisis.

Common management techniques have often shown poor return results, as they struggle to deliver robust performance in face of complex, dynamic and uncertain market environments.

AOPro B2B : the Results

AOPro B2B delivers the building blocks of Profitable Growth (PG) :

- PG analysis • PG forecasts
- PG potentials • PG optima
- PG strategy • PG scorecards
- PG management system
- PG implementation – programme and actions
- **Bonus** : Profitable Growth OptimAlzer (core module)

Analyze - OptimAlze - Profitize : the Solution

The digital service AOPro B2B enables executive managers (CEO, CFO, CSO ...) to ignite and to optimize Profitable Growth, using Strategy B2B’s proprietary **Profitable Growth OptimAlzer**, an Advanced Analytics and Artificial Intelligence powered profitable growth optimization solution.

AOP B2B adresses and optimizes all perspectives being relevant for Profitable Growth :

- from data to insights to actions in Marketing & Sales, Ops & Management
- to results and returns in Corporate Finance.

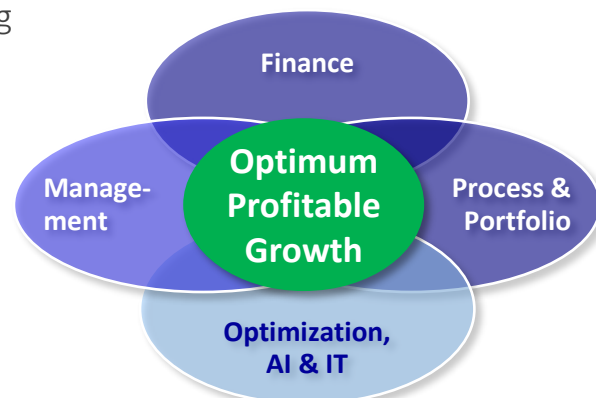
AOPro B2B is applicable in the editions : Enterprise, Business Unit, Marketing, Sales, Pricing, Processes, Management, Strategy und Corporate Finance.

AOPro B2B: Values&Benefits

B2B corporation ready to

- implement PG programme
- ignite PG fast
- OI growth** : 5 - 15 %
- CM growth** : 3 - 8 %

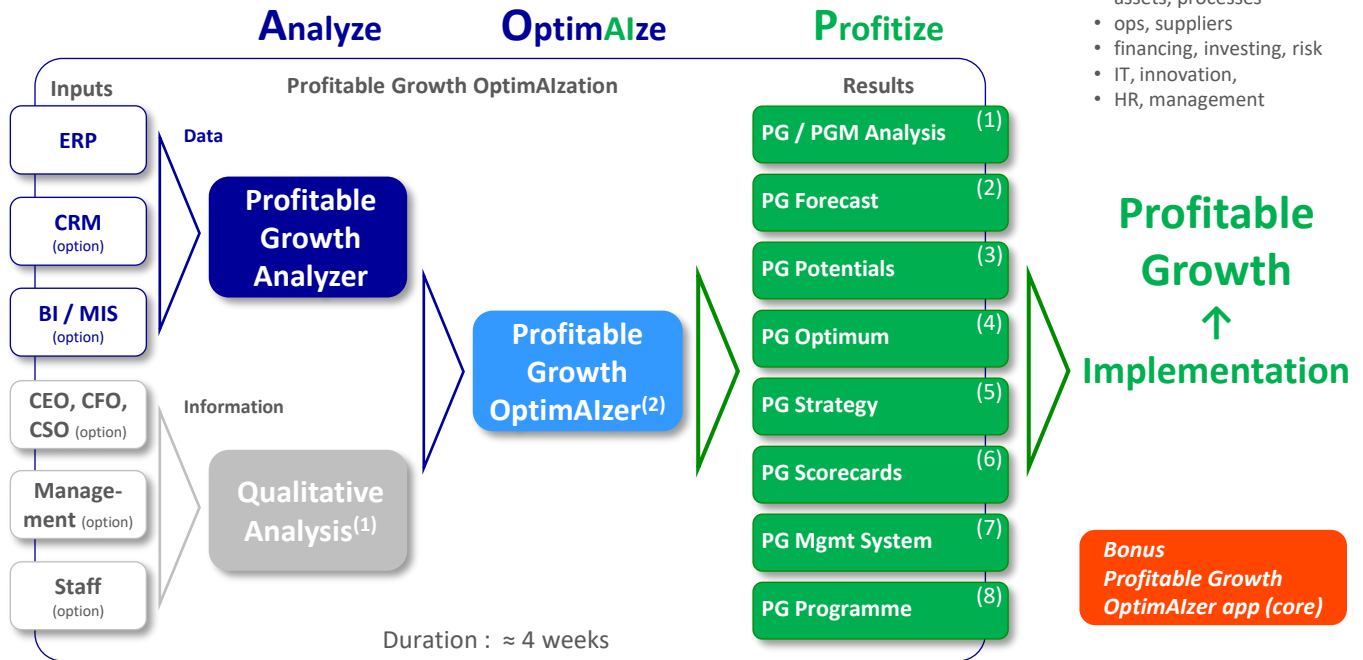
** depending on PG programme implementation



AOPro B2B starts from a data-based multi-perspective* enterprise PG analysis based on transaction data from ERP, CRM etc. [e.g. SAP, Microsoft, Salesforce]. Subsequent steps determine PG forecasts, potentials and optima, using the PGO.AI solution.

AOPro B2B specifies a ready to implement Optimum Profitable Growth Programme, including PG strategy, scorecards and PGM system. Results are delivered and presented to the Exec Mgmt after ≈ 4 weeks. The Profitable Growth OptimAlzer app (core) will be provided for PGM/PGO operative use.

- * key value driving perspectives
- segments, customers
 - marketing, products, pricing
 - sales pipeline
 - sales force
 - assets, processes
 - ops, suppliers
 - financing, investing, risk
 - IT, innovation,
 - HR, management



- (1) Qualitative analysis via self-assessment tool / interview (optional)
 (2) Profitable Growth OptimAlzer (AI-based dynamic multi-objective optimization using CMA-ES, NSGAII et.al.)

PG = Profitable Growth
 PGM = Profitable Growth Management
 PGO = Profitable Growth Optimization

Other Strategy B2B professional services enabling for Optimum Profitable Growth

Workshop ‘Optimum Profitable Growth’

- Exec mgmt involved in AOPro results preparation
- Exec mgmt defines PG strategy & mgmt sys
- Exec mgmt defines PG programme

Seminar ‘Optimum Profitable Growth’

- PG drivers, PG analysis, PG potentials
- PG optimization, strategy & implementation
- PG management & controlling

Workshop ‘Profit & Sales Pipeline Mgmt’

- Profit & sales pipeline basics (process, perspectives, structure, I/Fs, dynamics)
- Profit & sales pipeline optimization
- Profit & sales pipeline management

Seminar ‘AA & AI for B2B Profitable Growth’

- PG & PGM - primer
- Advanced Analytics (AA) for PG - primer
- Artificial intelligence (AI) for PG - primer
- AA and AI for optimum PG in B2B

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.