Optimum Profitable Growth

for the

B2B Corporation

Strategy | Management | ProfitTech

The imperative for contemporary
B2B C-Level executives :

Profitable Growth

| CEO	CFO	CSO
Growth oriented corporate development fueling enterprise value increase	Liquidity safeguarding, increasing returns at decreasing risks for enterprise value growth	Growing, stable and better order intake in face of complex, dynamic and uncertain market conditions

Revenue and profit dynamics can combine in many ways – corporate stakeholders are comfortable with **Profitable Growth**

C-level executives have to establish and manage many cause & effect relationships to achieve **Profitable Growth**
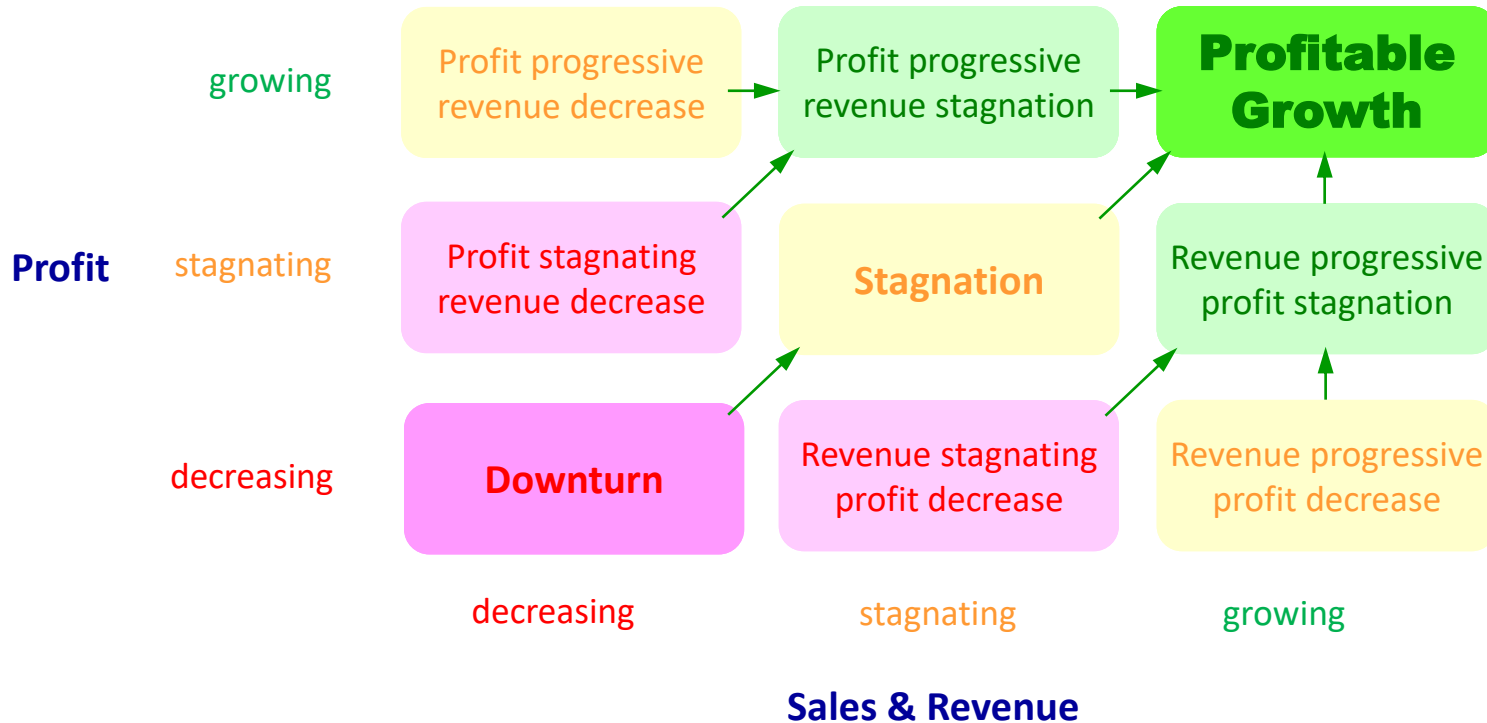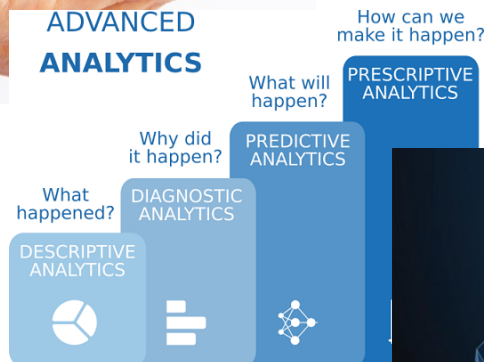
Challenge

Complexity, Dynamics & Uncertainty

Solution

Analytics, Optimization & AI

- in Corporate Management
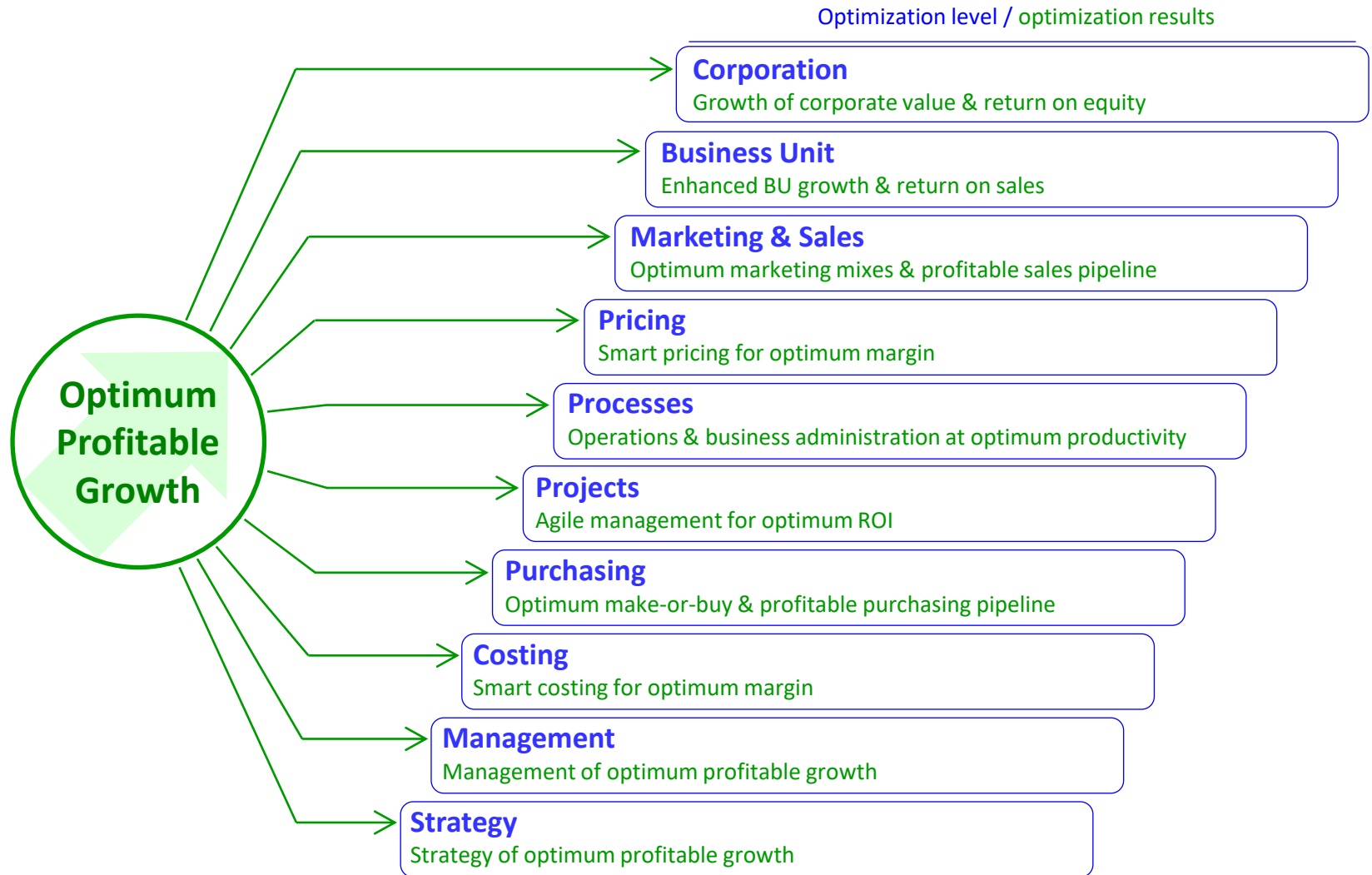- in Marketing & Sales Management
- in Operations Management

Strategy B2B optimize
Profitable Growth of the B2B enterprise
by means of Advanced Analytics & Artificial Intelligence

Strategy **B2B** optimize **Profitable Growth** on key levels

Optimization level / optimization results

Optimum Profitable Growth

Corporation
Growth of corporate value & return on equity

Business Unit
Enhanced BU growth & return on sales

Marketing & Sales
Optimum marketing mixes & profitable sales pipeline

Pricing
Smart pricing for optimum margin

Processes
Operations & business administration at optimum productivity

Projects
Agile management for optimum ROI

Purchasing
Optimum make-or-buy & profitable purchasing pipeline

Costing
Smart costing for optimum margin

Management
Management of optimum profitable growth

Strategy
Strategy of optimum profitable growth

Optimum Profitable Growth for your corporation :
from know-how transfer to design towards realization

Optimum Profitable Growth (OPG)

Know-How	Design	Realization

Executive Seminar / Webinar **Optimum Profitable Growth**	Know-How Transfer from Strategy B2B to your exec team	Project
Digital Service **Analyze - OptimAIze – Profitize** (AOPro)	OPG Design by : Advanced Analytics & Artificial Intelligence	**Optimum Profitable Growth implementation**
Executive Workshop **Optimum Profitable Growth**	OPG Know-How Transfer & OPG Design Teamwork : your executive team, Strategy B2B, Advanced Analytics & Artificial Intelligence	your exec team & Strategy B2B

All services available at the 10 optimization levels : corporate, business unit, marketing & sales, pricing etc.

Strategy B2B
Optimum Profitable Growth

Digital Service ‚Analyze, OptimAIze, Profitize'(AOPro)

The digital service
   ‚Analyze – OptimAIze – Profitize' (AOPro)
enables executive managers
(CEO, CFO, CSO …) to ignite and sustain
Profitable Growth

AOPro adresses and optimizes all perspectives
being relevant for Profitable Growth :
* from data to insights to actions
* in Marketing & Sales
* in Ops & Management
* towards results in Corporate Finance
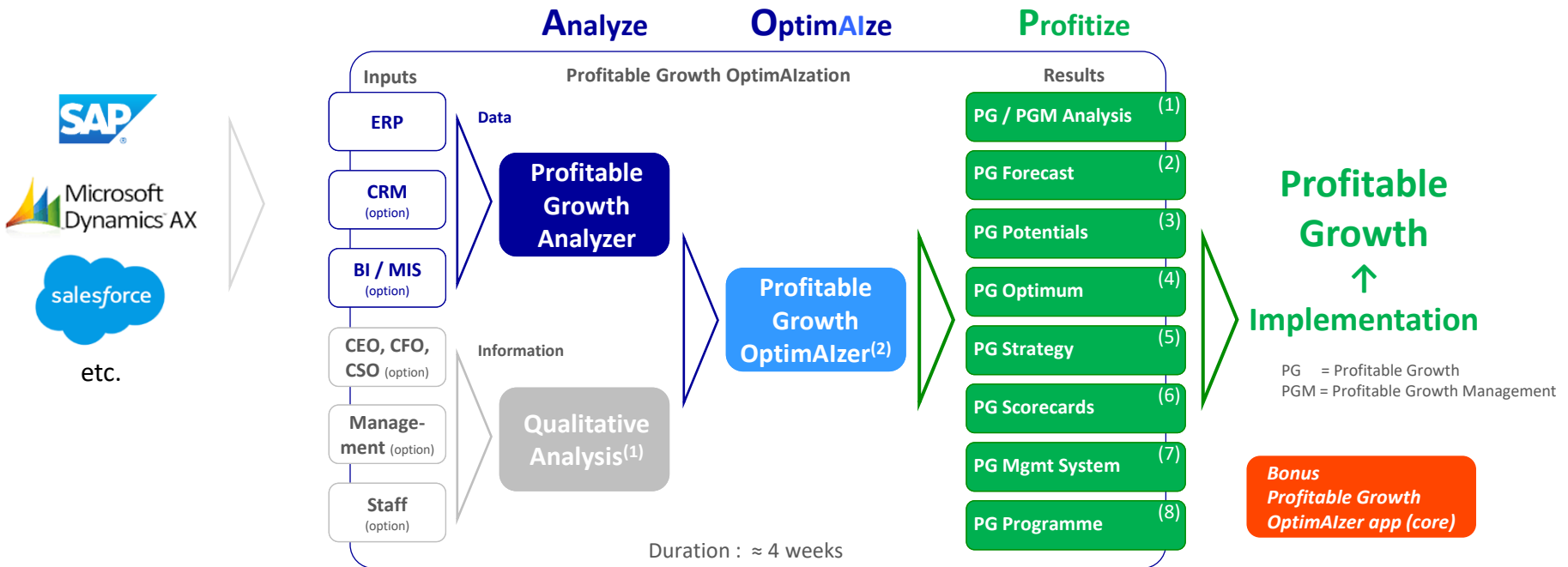
(1) Qualitative analysis via self-assessment tool / interview (optional)
(2) Profitable Growth OptimAIzer (AI-based dynamic multi-objective optimization using CMA-ES, NSGAII et.al.)

10 reasons for the **Optimization of Profitable Growth**
by means of Advanced Analytics & Artificial Intelligence


Advanced Analytics & Artificial Intelligence …..

(1)   work data based - free of subjective influences, biases and errors
(2)   search through millions of alternatives and identify & select profit optimal solutions
(3)   save (a lot of …) time & cost (as well as stress …)
(4)   work fast and eliminate many (operative and strategic) planning iterations
(5)   can be used dynamically, e.g. in rolling forecasting and controlling
(6)   provide digital twins for all kinds of ‚what-if' analyses
(7)   are applied to operational processes in Marketing, Sales etc. & to financial parameters
(8)   represent effective methods for performant closed loop management
(9)   enable for both predicitve and prescriptive management
(10) are the most effective technologies for optimum profitable growth management under complexity, dynamics and uncertainty

Strategy B2B optimize **Profitable Growth of the B2B Corporation**
Strategy | Management | ProfitTech

Strategy B2B
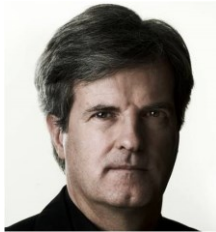
Prof. Dr.
Uwe Hilzenbecher

Since 2002
− 250 projects
− 40 industries
− 25 countries

Strategy B2B is partnering with :

mylantech GmbH

strategy dynamics

Munich, Germany
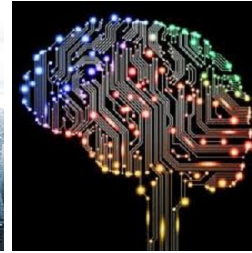*AI engineering*

London / UK

Industries served

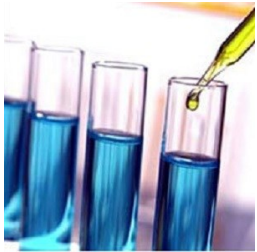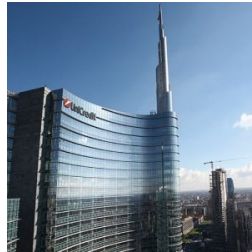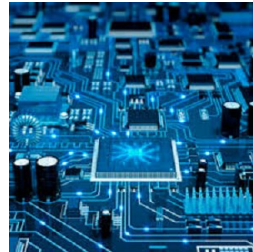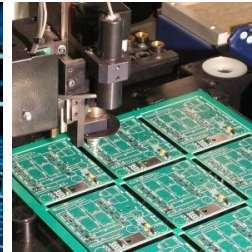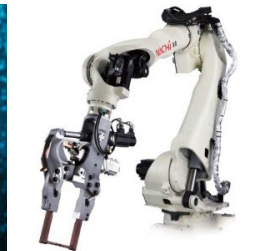| Aerospace | Airline | Alternative Energy | Asset Management | Automation | Automotive | Biotech |
Chemicals	Computer	Corporate Banking	Electronics	EMS	e-Business	Engineering
High Tech	Hydraulics	IT	Investment Banking	Logistic Equipment	Machine Building	Medical
Oil & Gas	Optics	Pneumatics	Real Estate	Services	Textile	Transportation

Optimum Profitable Growth for your B2B Corporation – now

Schedule a **demo**
info@strategyb2b.com

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