Your digital growth engine:
with aiProfit B2B, profitable growth begins
after only 5 days
aiProfit B2B: intelligent profitable growth for B2B companies

Product brief

Strategy B2B

Your Goal: Profitable Growth - and the Challenges

Your Goal: Profitable Growth

Profitable growth is the central goal in every B2B company, because it ensures long-term success and increases company value. It goes beyond mere revenue growth and focuses on sustainable revenue increase while simultaneously improving profit margins. The actual benefit lies in increasing Economic Profit (EVA) and Market Value Added (MVA). These key figures indicate whether the company is not only covering its capital costs, but also creating real added value for its owners. A positive EVA and a rising MVA are the decisive indicators for success on the market and for increasing the company's value and share prices
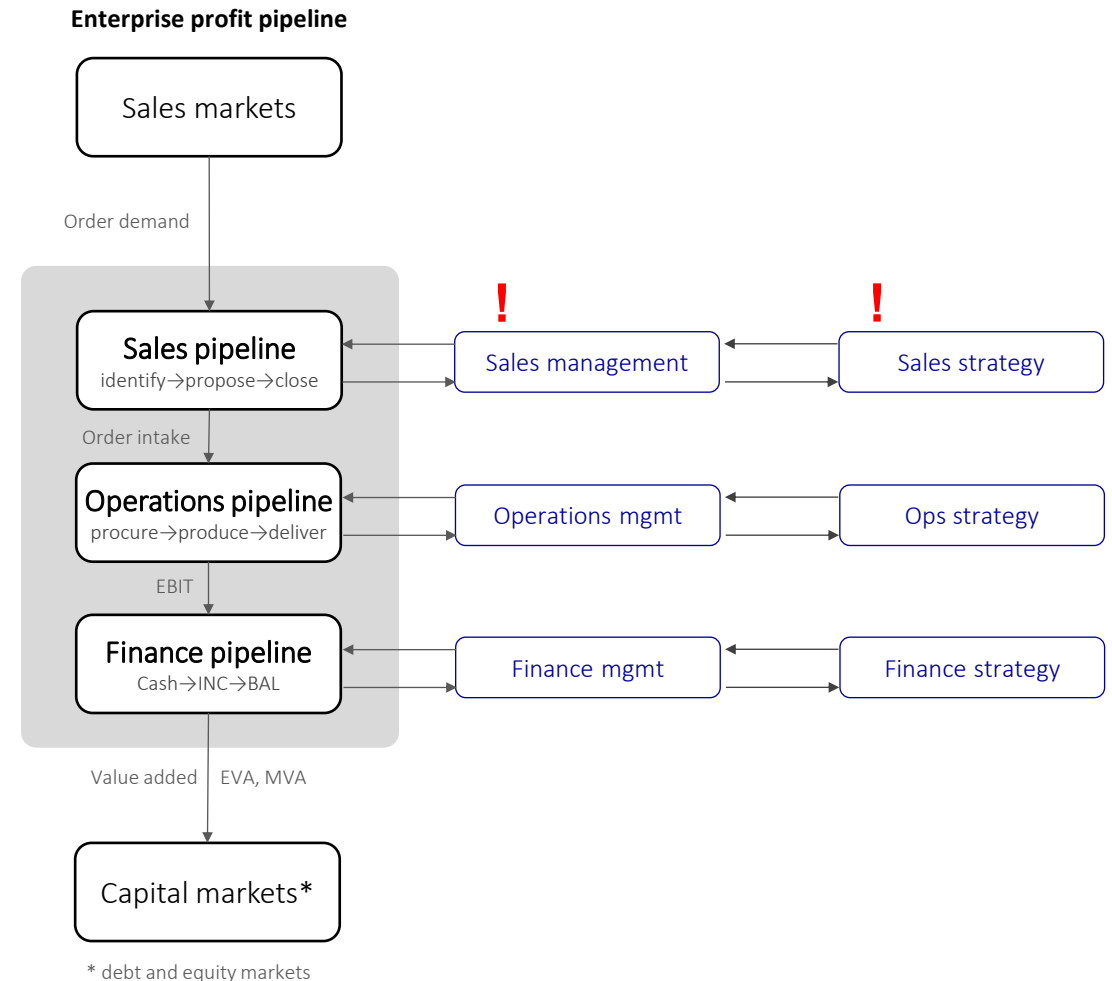
The Challenges: Where Potential Remains Untapped

Profitable growth is created along the Enterprise Profit Pipeline, i.e., the flow of funds from the sales market via the Sales, Operations & Finance Pipeline to the capital market (image).

A lack of profitable growth usually indicates bottlenecks in the Profit Pipeline and areas for improvement in management functions and strategy.
- Revenue below plan is usually the result of an order intake that is too low.
- This occurs when the sales pipeline is not sufficiently filled or sales conversion is too low.
- The cause of deficits in the sales pipeline usually lies in the sales management system and a limited effectiveness, especially in controlling and steering.
- Oftentimes, the sales management system wasn't fully defined or wasn't implemented to its full potential in the sales strategy.

A comprehensive correction of these effects is usually time-consuming and resource-intensive

Enterprise profit pipeline

```
                    Sales markets

                    | Order demand
                    v
    !                                              !
    Sales pipeline  <---  Sales management  <---  Sales strategy
    identify→propose→close

                    | Order intake
                    v
    Operations pipeline  <---  Operations mgmt  <---  Ops strategy
    procure→produce→deliver

                    | EBIT
                    v
    Finance pipeline  <---  Finance mgmt  <---  Finance strategy
    Cash→INC→BAL

                    |
    Value added | EVA, MVA
                    v
                Capital markets*
```

* debt and equity markets

Strategy B2B
Optimum Profitable Growth

aiProfit B2B: The Solution for Profitable Growth

The aiProfit B2B application (Intelligent Profitable Growth for the B2B Enterprise) solves these challenges of profitable growth by addressing the problem directly and precisely. Instead of changing the entire management system and strategy, aiProfit B2B specifically optimizes the critical areas of sales steering and sales controlling. With just a few data points, you receive clear insights into the current status of your sales pipeline at any time and concrete recommendations for action to immediately increase the quality and performance of your sales pipeline and thus profitable growth.

aiProfit B2B: Unique Selling Propositions

Specialized AI for Profitable Growth
aiProfit B2B is not a generic AI or LLM like ChatGPT, but a specialist AI based on Reinforcement Learning, i.e., a management system that was developed specifically for the dynamics of B2B sales and the management of profitable growth
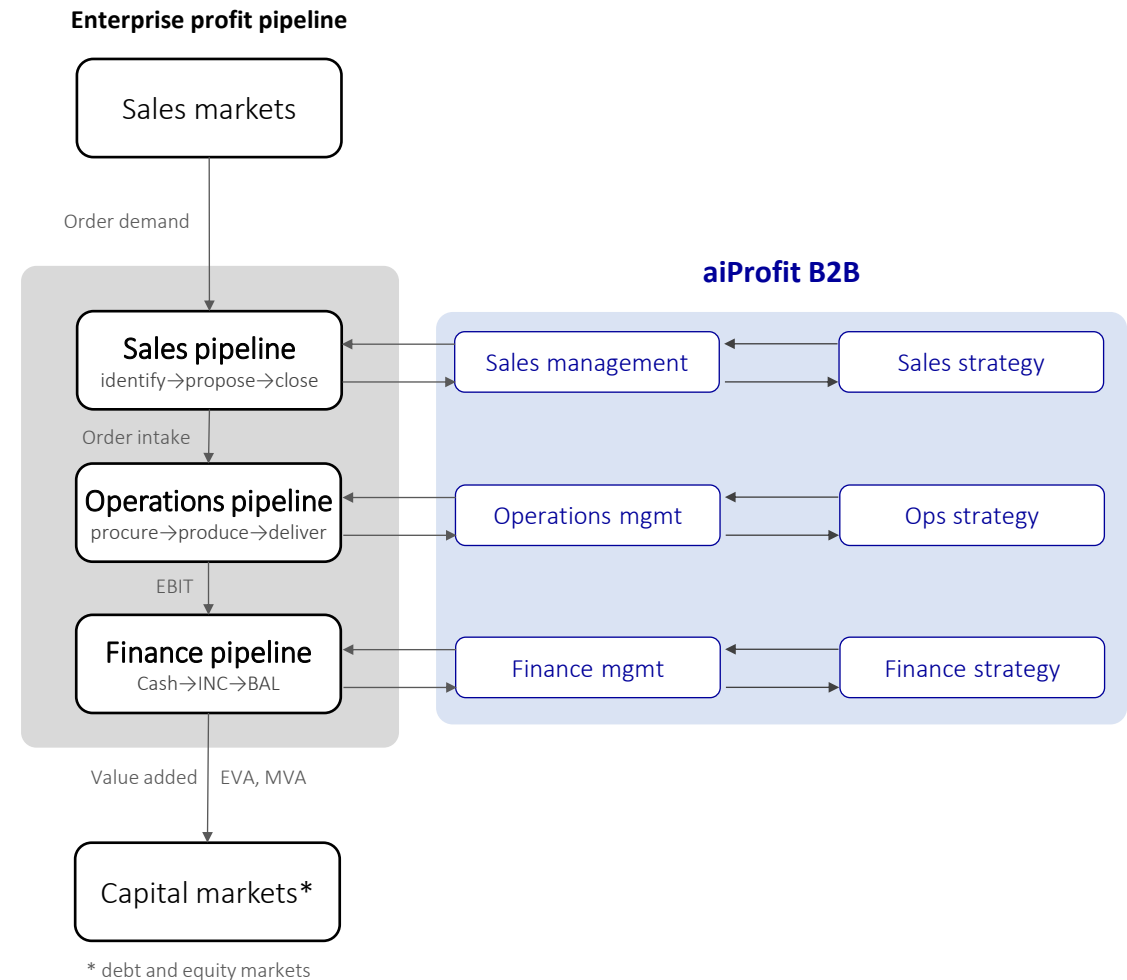
Closed-Loop Sales Management
aiProfit B2B works as a Closed-Loop Sales Mgmt System, which continuously controls, measures, corrects, and optimizes the sales pipeline characteristics and performance

Recommendations for Action 24/7
With Prescriptive Analytics, your sales team receives the optimal recommendations for action (next best actions) towards profitable growth at all times

Management under Uncertainty
aiProfit B2B enables effective sales management 'under uncertainty', which evaluates and manages uncertainties (e.g. regarding conversion, lead times, financials, etc.)

Legend: B2B = business-to-business, AI = artificial intelligence, LLM = large language model

Enterprise profit pipeline

aiProfit B2B

- Sales markets
  - Order demand
- Sales pipeline — identify→propose→close ← Sales management ← Sales strategy
  - Order intake
- Operations pipeline — procure→produce→deliver ← Operations mgmt ← Ops strategy
  - EBIT
- Finance pipeline — Cash→INC→BAL ← Finance mgmt ← Finance strategy
  - Value added | EVA, MVA
- Capital markets*

* debt and equity markets

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Case Study : B2B Corporation - Initial Situation and Goals

A B2B company faces the challenge of growing in order intake, revenue, and profit despite customer churn.
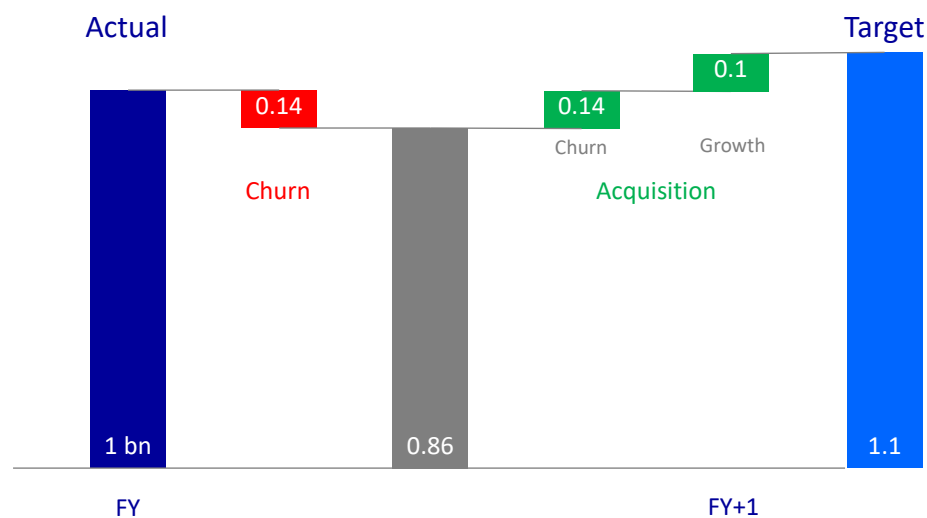
Initial Situation (Fiscal Year - FY):

- Annual Revenue (Order Intake): €1 billion
- Customer Churn: -14% p.a.,
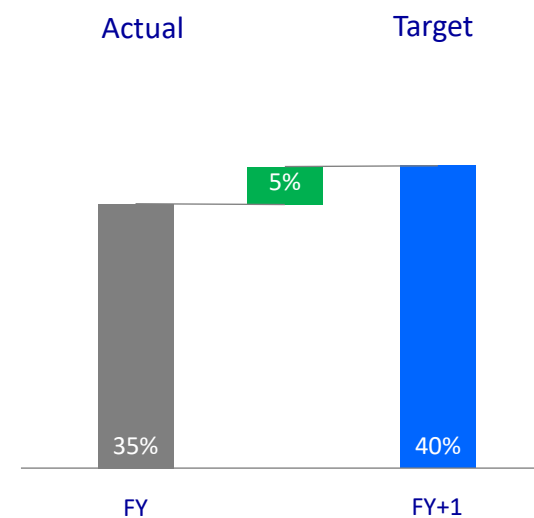 which corresponds to a revenue loss of €140 million.

Goals (FY+1):

- Revenue Growth: +10% to €1.1 billion.
- Required New Customer Acquisition: €240 million
  (to compensate for the loss of €140 m and to grow by €100 m).
- Gross Profit: 40%, and thus 5 percentage points above the market average of 35%.

Order Intake

Actual

Target

0.14

Churn

0.14
Churn

0.1
Growth

Acquisition

1 bn

0.86

1.1

FY

FY+1

Gross Profit Margin

Actual

Target

5%

35%

40%

FY

FY+1

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Case Study : Profitable Growth Conventional versus aiProfit B2B - Order Intake

A B2B company with revenue of 1 b€/a should grow by 10%/a (100 m€/a). Since it lost 14% of its existing customers / recurring orders per year (140 m€/a), new business totaling 240 m€/a (20 m€/m, 1 m€/d) had to be acquired

Conventional Sales Management

The company's conventional sales management (CRM, Open Loop Mgmt) led in new business acquisition to persistent deviations of 40% below plan.
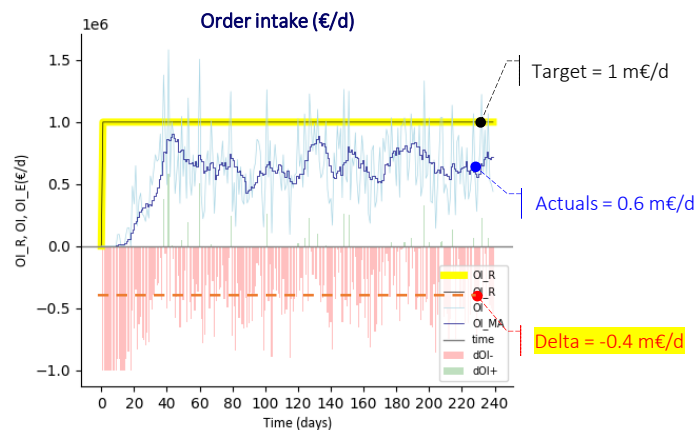
Explanation
The New Business Sales Pipeline was newly built from scratch at the beginning of the year. The conventionally managed acquisition (dysfunctional controlling) resulted in an order intake of approx. 0.6 m€/d and an average deviation of approx. -0.4 m€/d.
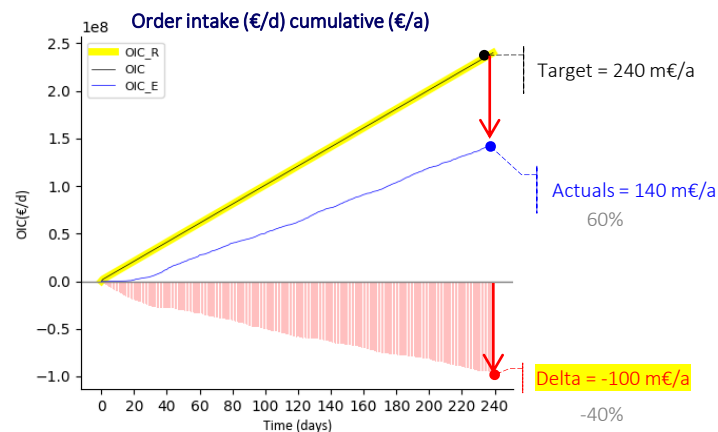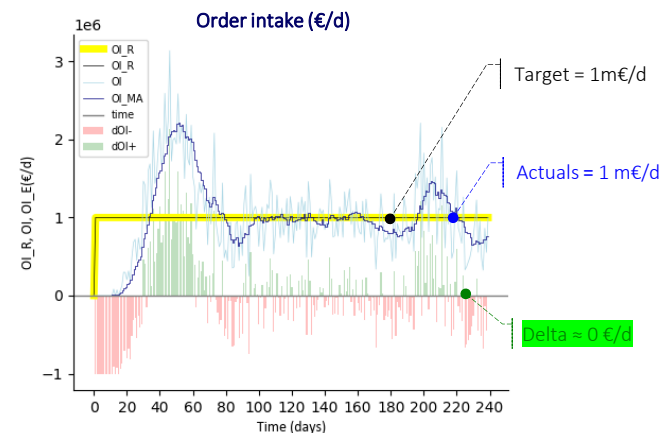

Explanation
The daily acquisition performance of approx. 0.6 m€/d accumulated over 240 working days to an annual performance of 140 m€/a.
Compared to an annual target of 240 m€/a, this corresponded to a shortfall of approx. 40%

aiProfit B2B augmented Sales Management

An aiProfit B2B-based sales management system (Closed Loop) achieved the annual new business acquisition goals without any deviations, i.e. actual values → on target

Explanation
The New Business Pipeline is newly built from scratch at the beginning of the year. The performance managed with aiProfit B2B compensates for the losses of the acquisition start-up after just 30 days and then continuously hovers around the acquisition target value of 1 m€/d
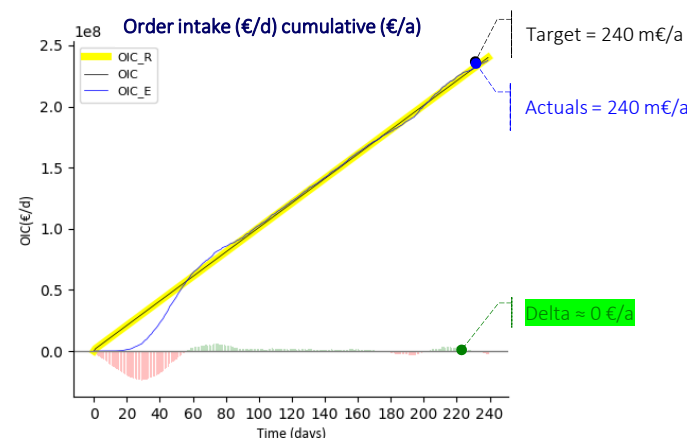
Explanation
The daily acquisition performance of approx. 1 m€/d accumulated over 240 working days to an annual performance of 240 m€/a.
Compared to an annual target of 240 m€/a, this corresponded to an exact achievement of the target value, i.e., no persistent deviations occurred.

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Case Study : Profitable Growth Conventional versus aiProfit B2B - Gross Profit Intake

A B2B company operates in a sales market that averages a 35% gross profit margin (GP%). aiProfit B2B enabled the acquisition of new business at a 40% gross profit margin through dynamic profit and pricing management.

Conventional Profit Management

Traditional sales mgmt in new business acquisition led to a gross profit(€) deviation of 50% below plan and a gross profit (%) of 5% below the target return on sales.
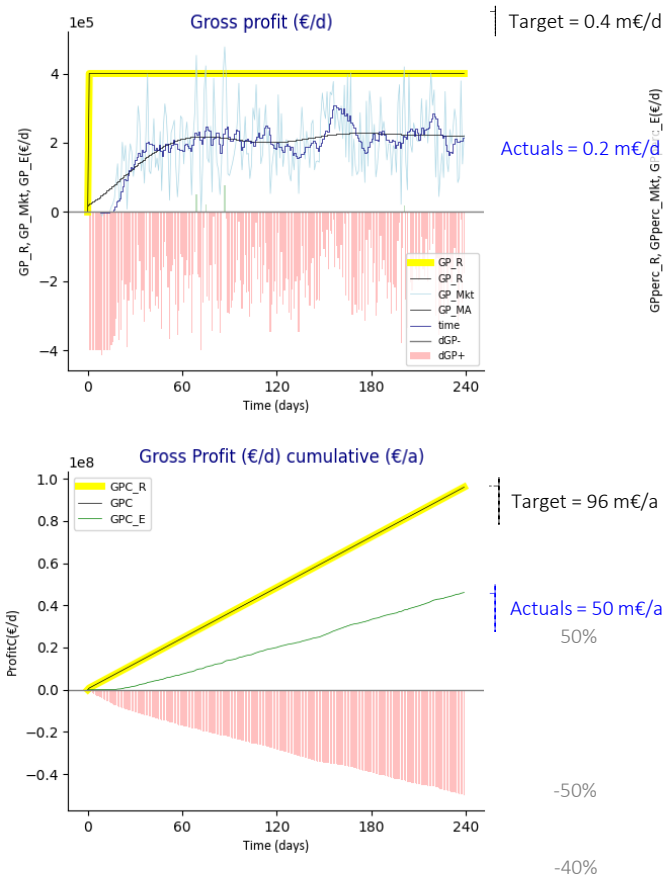
Explanation
The daily gross profit (€) performance from new business acquisition was approximately €0.6M per day, achieved at a market-average GP% of 35%. Over 240 working days, this accumulated to an annual performance of about €50M.Compared to the annual target of €96M, this represented a shortfall of about 50% from the planned Gross Profit (€) goal.

aiProfit B2B augmented Profit & Pricing Management

Using aiProfit B2B-based Pricing & Profit Mgmt (Closed Loop), new business acquisition achieved its annual targets for GP(€) and GP(%) without any deviation from the plan.
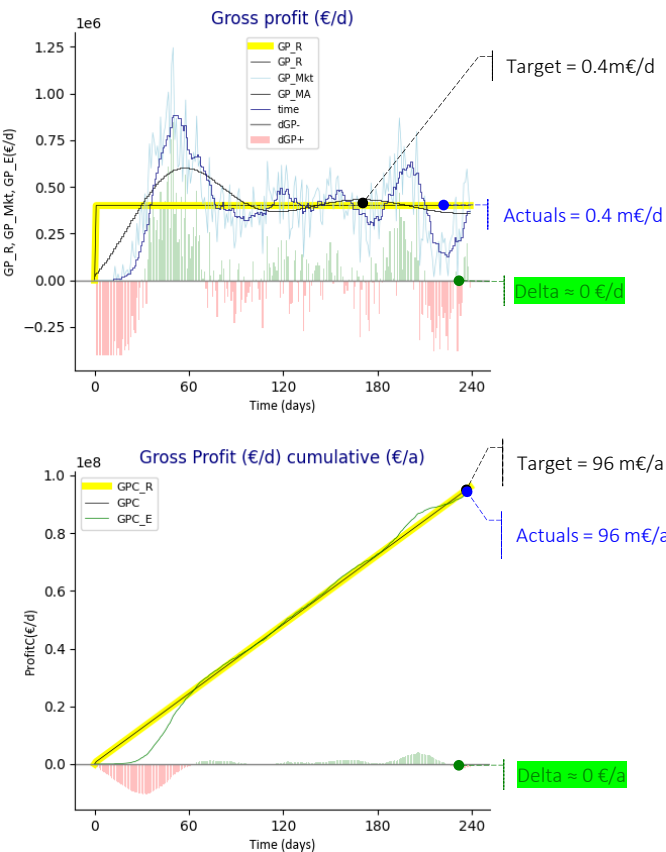
Explanation
The daily Gross Profit (€) performance from new business acquisition was approximately €0.4M per day. Over 240 working days, this accumulated to an annual performance of €96M. Compared to the annual Gross Profit (€) target of €96M, this was an exact achievement of the planned value, with no lasting deviations.

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Conventional Sales Management versus aiProfit B2B-supported Sales Management

aiProfit B2B eliminates the deficits of conventional sales management systems and enables sustainable profitable growth

	Conventional Sales Management	aiProfit B2B supported Sales Management
Target Planning	Order intake per year/ per org unit	• Order intake per year/ per OU/ per product/ per deal etc • Sales actions
Sales Steering	Using order intake targets	• Using order intake targets • Using Next Best Actions (based on prescriptive analytics)
Sales Controlling	Pure target-actual comparison	• Target-actual comparison • Derivation of corrective actions • Controlling and steering of corrective actions • Next Best Actions (from Prescriptive Analytics*)
Management Process	Open Loop (pure sales steering)	Closed Loop (incl. dynamic sales controlling)
Type of Management	passive - reactive	active - proactive
Management under Uncertainty*	No	Yes (Conversions, Lead Times etc.)
IT	• ERP, Financial Module • Mainstream CRM; used operationally	• ERP, Financial Module • aiProfit B2B, Python app
Performance	• Often below plan • Target shortfall	• On plan • Target achievement

* : Management under Uncertainty is the process of making decisions and allocating resources when future events and their effects are not known with certainty
** Prescriptive Analytics is an area of data analysis that, based on optimization and AI, prescribes which actions should be taken to achieve specific results

Legend: OI = Order Intake, OU = Organizational Unit127

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Digital Service aiProfit B2B

Efficiency Over Endless Projects:

Your Path to Profitable GrowthYou know the drill: classic consulting approaches for profitable growth are often drawn-out behemoth projects. Teams are formed, countless workshops are planned, and months are invested in analyses that end up in thick PowerPoint decks. And the actual implementation? That's still ahead of you.

We're here to show you there's a better way.

Fast, Precise, Profitable – with aiProfit B2B

We have radically simplified and digitized the process for profitable growth.

- **No lengthy projects:** Say goodbye to months of preparation and unnecessary meetings.
- **No big team**: You don't need to tie up your internal resources.
- **No long wait**: We deliver quick, visible results in just 5 days.
- **No endless debates**: We don't question everything from the ground up; instead, we focus directly on the key levers.

Using our AI-powered solution, aiProfit B2B, we quickly and precisely identify the areas where you can achieve the greatest impact—often in sales management and sales controlling. This allows us to specifically optimize your management system to directly initiate and accelerate profitable growth.

Digital Service: Your Path to Profitable Growth in 5 Days

Profitable growth with aiProfit B2B begins after 5 days.

Here's how it works:

Day 1: Analysis of your company's profitable growth and sales management performance

Day 2: AI simulation of your company's profitable growth using Digital Twins

Day 3: AI optimization of your company's profitable growth, including optimization of management functions

Day 4: aiProfit B2B configuration and fine-tuning

Day 5: Delivery and presentation of results (on-site or online)
    Profitable Growth Analysis
    Profitable Growth Optimization
    Profitable Growth Management Controls
    Profitable Growth Management Manual
    Profitable Growth Management Training
    aiProfit B2B app
    aiProfit B2B User Training

From **Day 6** onwards, your AI-supported management towards profitable growth begins
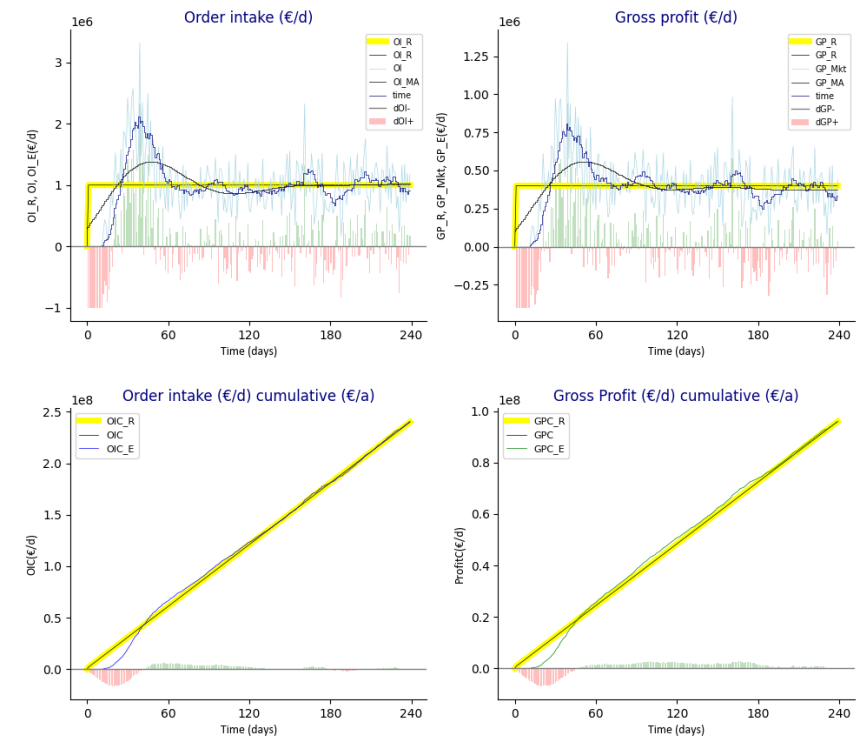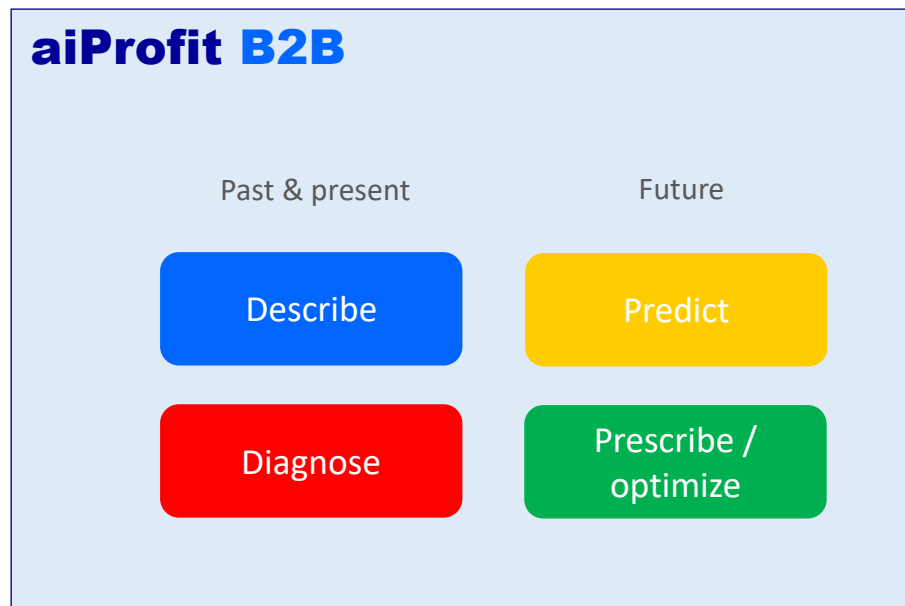
Schedule a live demo of aiProfit B2B online via Teams.

15 minutes to show you the AI optimization of profitable growth, based on:
- Case studies of B2B companies
- approximate key data of your company

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aiProfit B2B

Past & present   Future

Describe   Predict

Diagnose   Prescribe / optimize

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About Strategy B2B:
Your partner for optimal profitable growth through AI

Forget lengthy, generic consultations.

With the aiProfit B2B App, we offer B2B companies a ready-to-use technology solution for realizing profitable growth that closes the gap between strategy and operational implementation

We deliver precise, data-driven insights including concrete recommend-dations for action so that you can put your company on a growth path

With us, you get an immediately applicable tool that directly leads your company to profitable growth.

Initiate profitable growth in 5 days. Send us an e-mail [info@stategyb2b.com] or give us a call [0160-7713999]

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