

ProGrowth AI

Engineered for Profitable Growth

Powered by AI

Digital Solution Brief



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

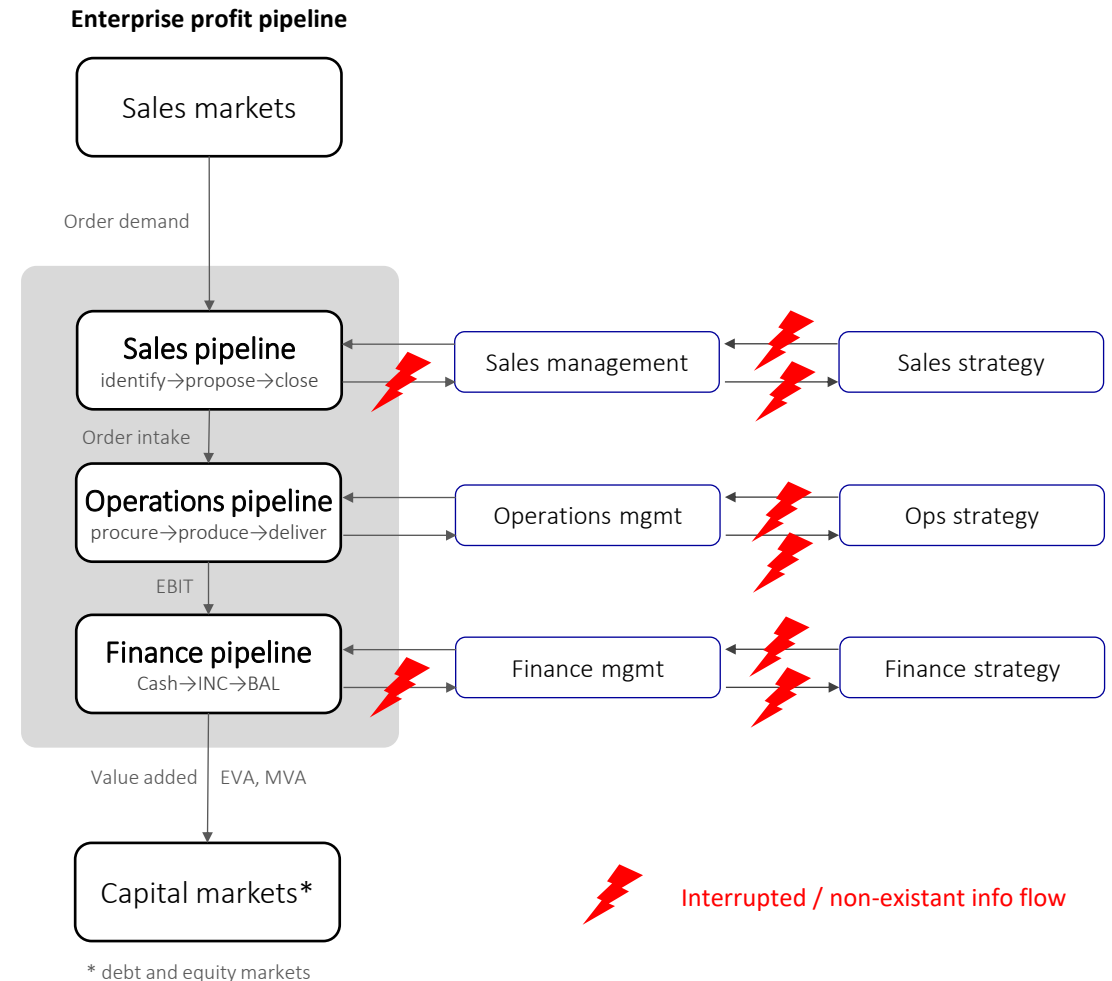
The Challenges: Where Potential Remains Untapped

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.
- Last but not least, the sync between finance, operations and sales often is weak

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



The Solution: ProGrowth AI – Engineered for Profitable Growth. Powered by AI.

ProGrowth AI: The Solution for Profitable Growth

The ProGrowth AI 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, ProGrowth AI 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.

ProGrowth AI: Unique Selling Propositions

Specialized AI for Profitable Growth

ProGrowth AI is not a generic AI or LLM like ChatGPT, but a specialist AI based on Reinforcement Learning, i.e. a management system that was engineered specifically for the dynamics of B2B sales and the management of profitable growth

Closed-Loop Sales Management

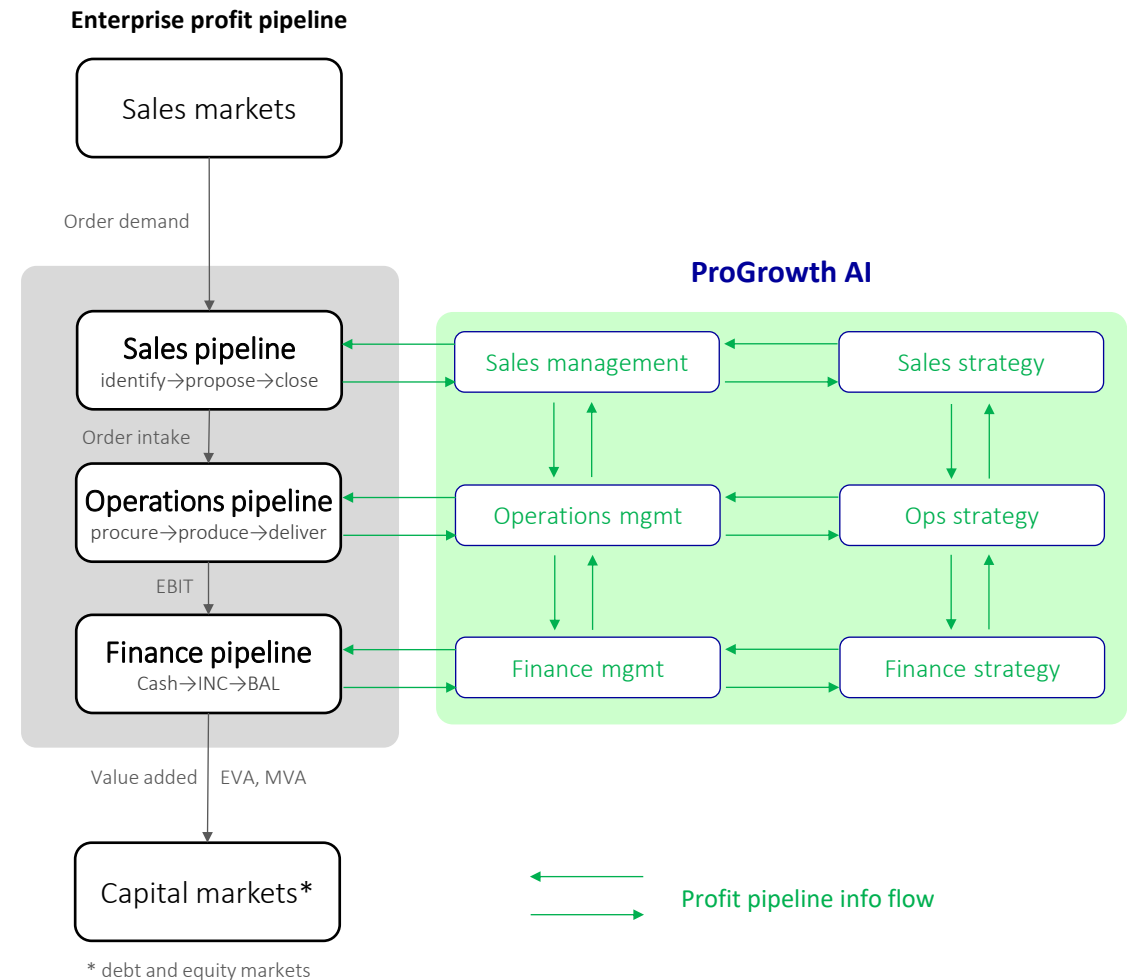
ProGrowth AI works as a Closed-Loop Management System, which continuously controls, measures, corrects, and optimizes the pipeline characteristics and performances

Recommendations for Action 24/7

With Prescriptive Analytics, your management teams receive the optimal recommendations for action (next best actions) towards profitable growth at all times

Management under Uncertainty

ProGrowth AI enables effective management 'under uncertainty', which evaluates and manages uncertainties (e.g. regarding conversion, lead times, financials, etc.)



Case Study : B2B Corporation - Initial Situation and Goals

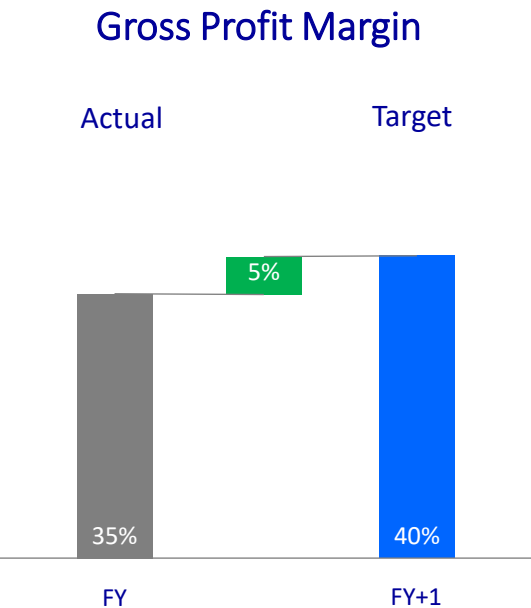
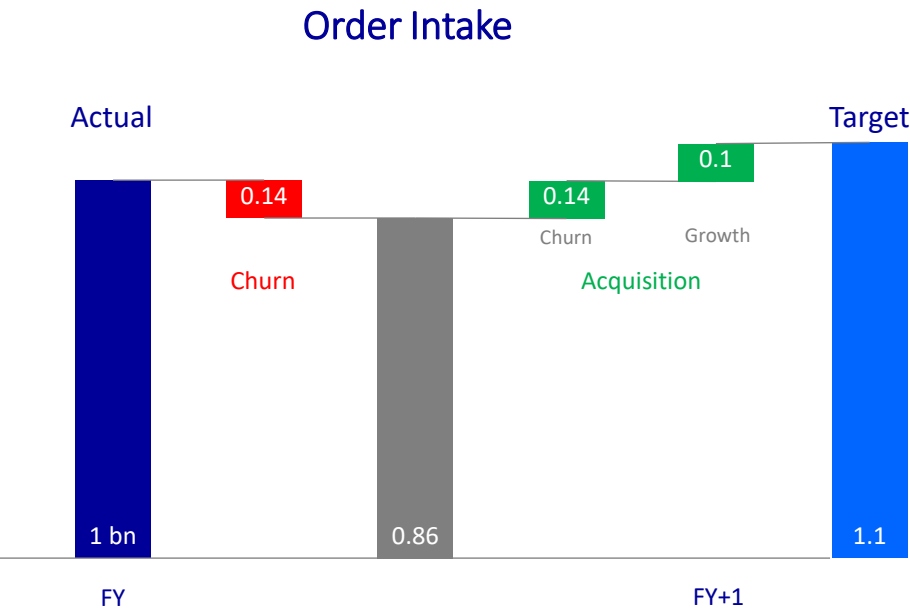
A B2B company faces the challenge of growing in order intake, revenue, and profit despite customer churn.

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%.

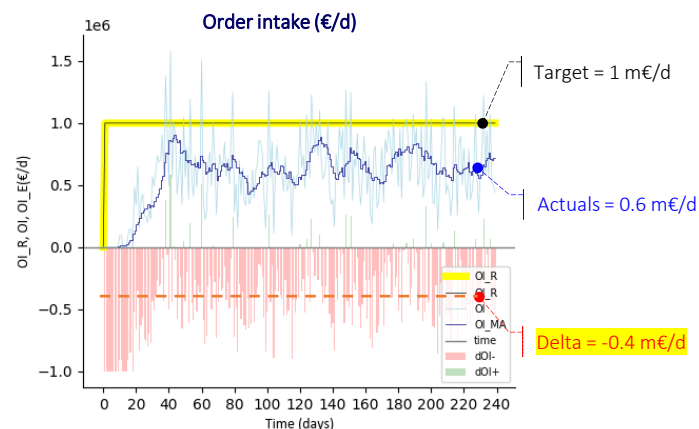


Case Study : Profitable Growth Conventional versus ProGrowth AI - Order Intake

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

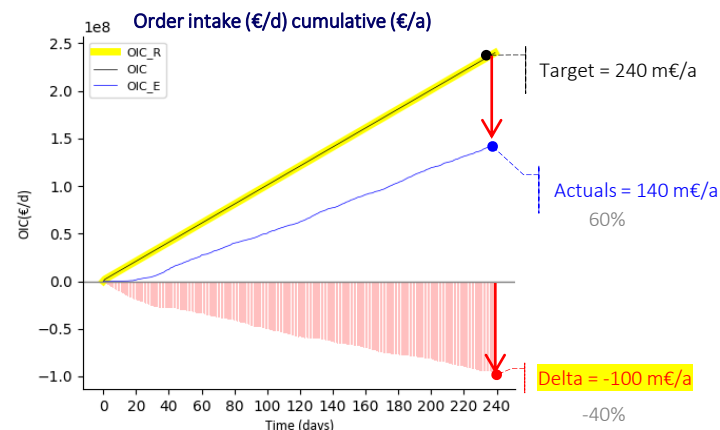
Conventional Sales Management

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.

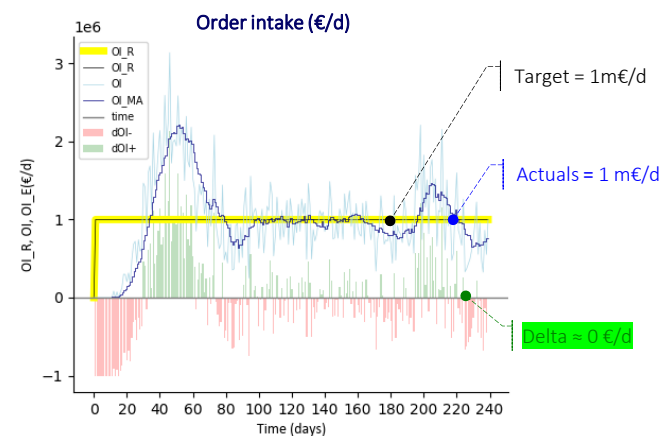


Explanation

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%.

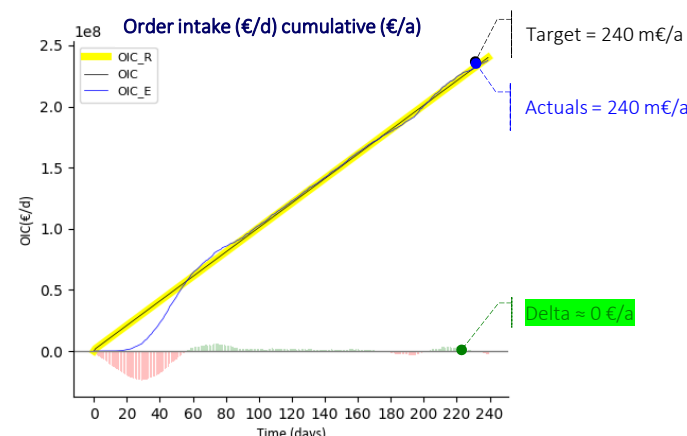
Sales Management engineered by ProGrowth AI

An ProGrowth AI-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 ProGrowth AI 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.

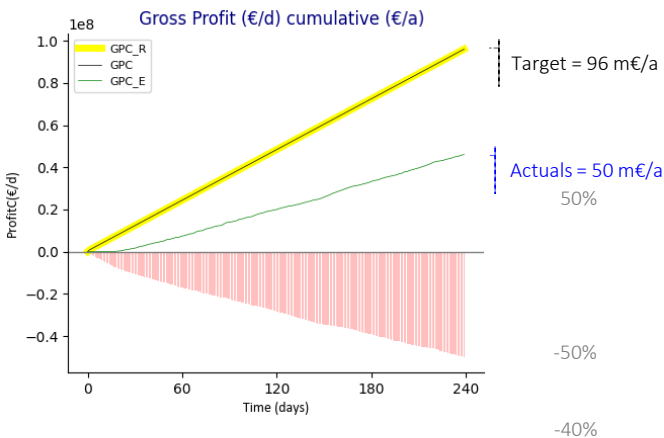
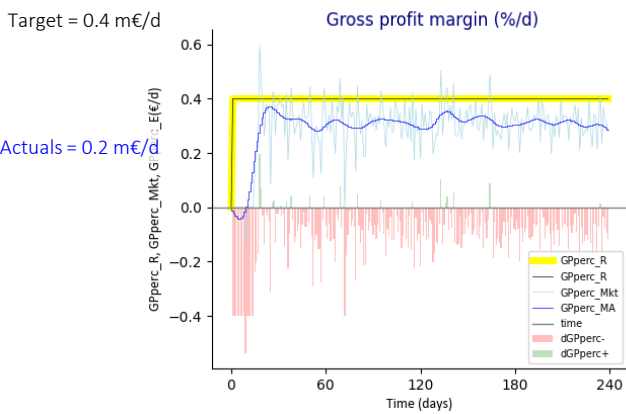


Case Study : Profitable Growth Conventional versus ProGrowth AI - Gross Profit Intake

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

Conventional Profit Management

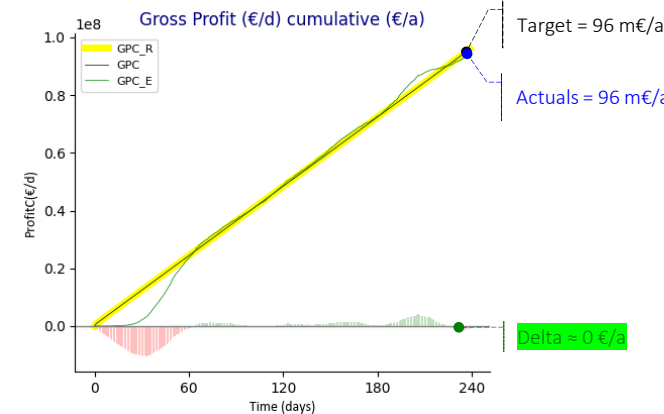
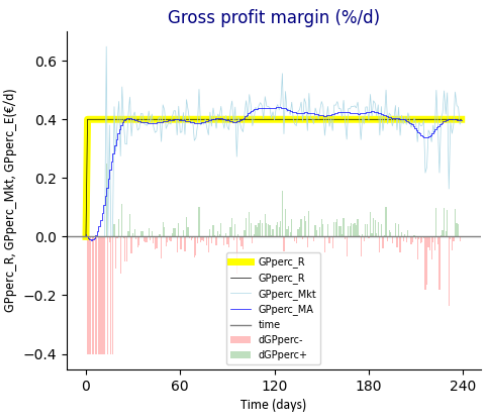
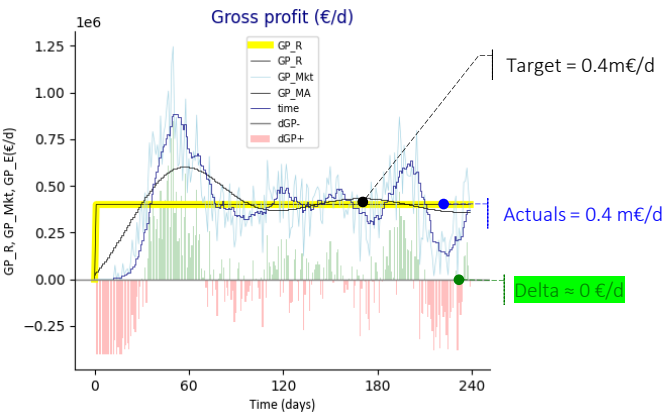
Traditional sales mgmt in new business acquisition led to a gross profit(€) deviation of 50% below plan and a gross profit (%) of 5% below the target return on sales.



Explanation
The daily gross profit (€) performance from new business acquisition was approximately €0.2M 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.

Profit & Pricing Management engineered by ProGrowth AI

Using ProGrowth AI-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.

Conventional Sales Management versus ProGrowth AI-supported Sales Management

ProGrowth AI eliminates the deficits of conventional management systems and enables sustainable profitable growth

	Conventional Management	ProGrowth AI supported Management
Target Planning	Order intake per year/ per org unit Revenue and profits at corporate level	• Order intake per year/ per OU/ per product/ per deal etc • Sales actions
Steering	Using order intake targets	• Using targets for order intake, backlog, revenue and profit • Using Next Best Actions (based on prescriptive analytics)
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 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, CRM (option) • ProGrowth AI, 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 Unit



ProGrowth AI as a Digital Service

Efficiency Over Endless Projects:

You 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 ProGrowth AI

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 10 days.
- **No endless debates:** We don't question everything from the ground up; instead, we focus directly on the key levers.
- **No big data:** We operate on small data sets that create 99% of your profitable growth
- **No complex IT integration:** We operate on a single unidirectional data interface with a small data set

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

Digital Service: Your Path to Profitable Growth in 10 Days

Profitable growth driven by ProGrowth AI begins after 10 days.

Here's how it works:

Day 1-5:

- Analysis of company's profitable growth management performance
- Presentation of performance analysis findings
- AI simulation of your company's profitable growth using Digital Twins
- AI optimization of profitable growth strategy and management policies

Day 6-10:

- Profitable growth optimization presentation
- ProGrowth AI configuration and customization
- ProGrowth AI installation and implementation
- Delivery and presentation of results (on-site or online)
 - Profitable growth analysis
 - Profitable growth optimization
 - Profitable growth strategy and management policies
 - Profitable growth system
 - Profitable growth management training
 - ProGrowth AI customized system installation and Go Live
 - ProGrowth AI user training

Day 11: ProGrowth AI-augmented profitable growth management starts



CEO Profitable Growth Briefing incl ProGrowth AI Life Demo

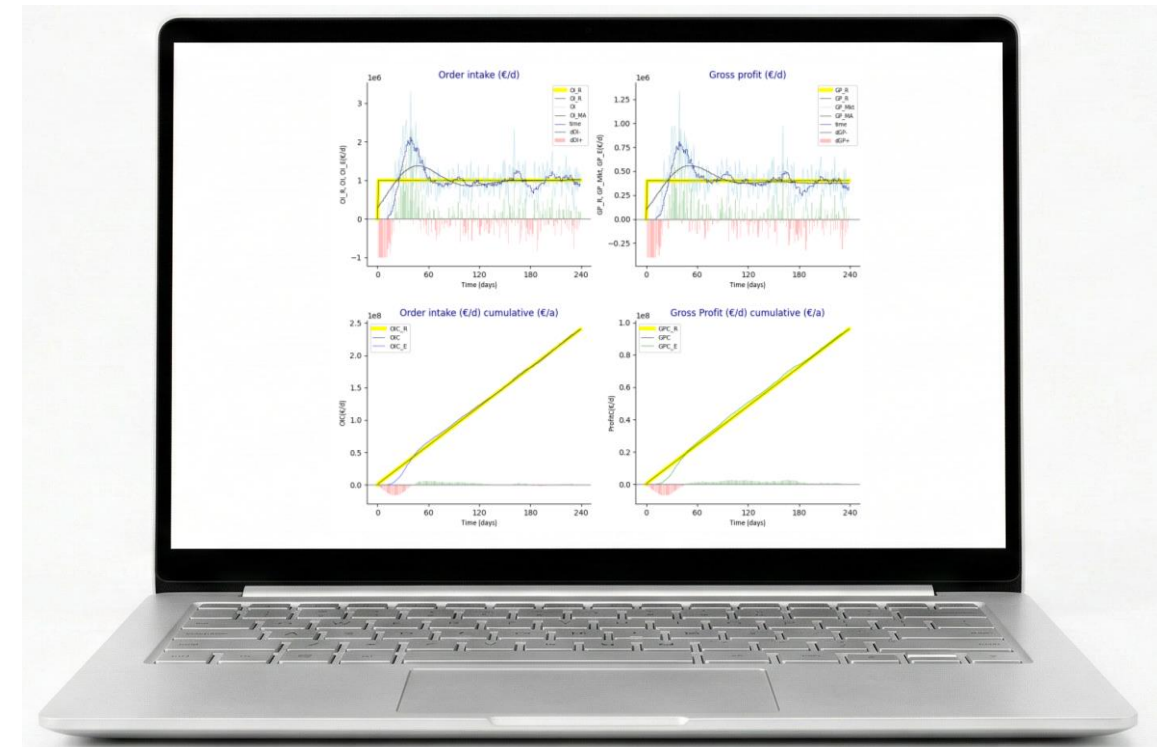
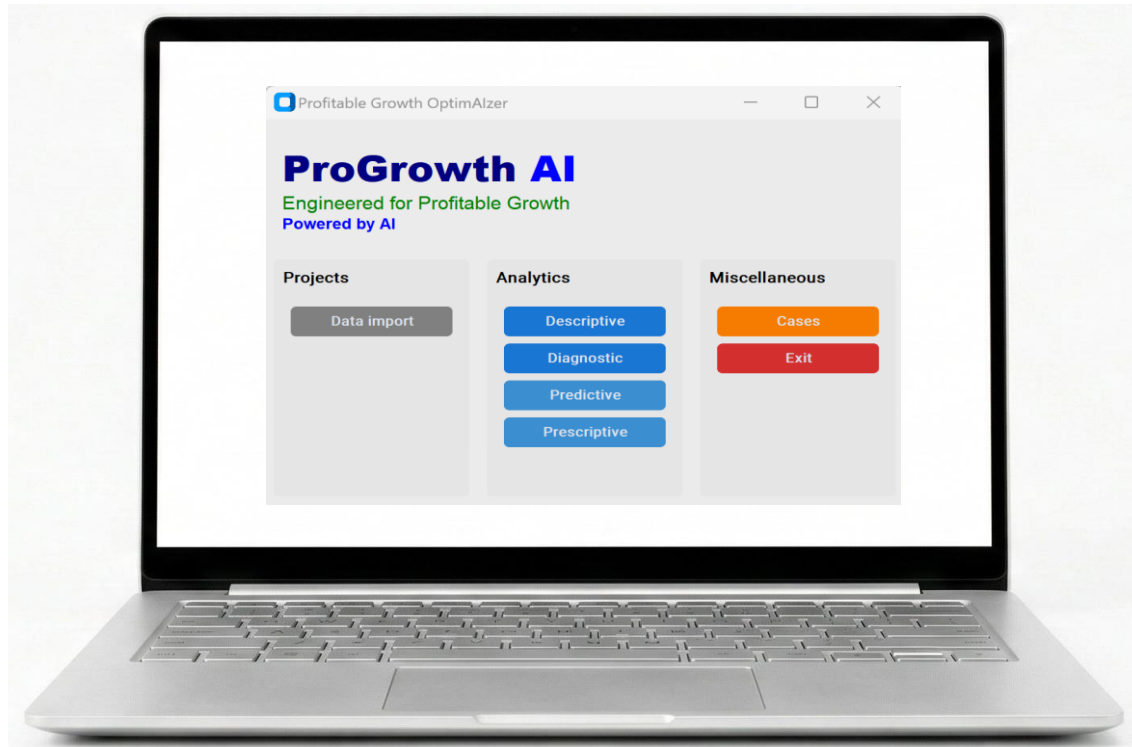
Schedule a CEO Profitable Growth Briefing incl. a live demo of ProGrowth AI online via Teams.

15 - 30 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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Strategy B2B

Optimum Profitable Growth

About Strategy B2B:

We engineer for optimal profitable growth – powered by AI.

Forget lengthy, generic consultations.

With the ProGrowth AI 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 recommendations 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@strategyb2b.com] or give us a call [0160-7713999]

