



OPERATIONAL CONTROLLING

OPTIMIZING OPERATIONAL EXCELLENCE GIVING CLEAR TRANSPARENCY ON PROFITABILITY BY PRODUCT/CUSTOMER/SALES CHANNEL.



BUSINESS CHALLENGE

- **Missing or unknown profitability by product, customer and sales channel.**
Management is unable to steer sales, marketing and procurement spend based on contribution margins across product, customer and sales channel. In addition, there is no possibility to assess order profitability.
- **Performance-based decision making is not possible.**
Leadership is not equipped with the relevant information to make decisions-based on performance metrics. Month-end close reports only give a rear-view mirror look without any chance for management to react on an ad-hoc basis day-in and day-out.
- **Heterogenic and legacy system landscape.**
An outdated system landscape results complicated process flows and blurs improvement potentials. New business opportunities cannot be realized due to missing information.



OUR APPROACH

- **We identify optimisation areas and design the solution with the client.**
Our extensive industry experience combined with our process and technology knowledge ensures a holistic solution translating strategy into operational tool set to help C-level stakeholders to make the right decisions.
- **We create a holistic profitability calculation model by product, customer and sales channel.**
Based on our project experiences we identify how transparency and profitability calculation can be implemented based on the customer business model. We analyse cost and profit centre structures, internal value streams and point out improvement potentials in machine hours calculation.
- **We create transparency and provide sustainable solutions.**
Based on a system's audit and its available data we define a solution concept for profitability analysis. Afterwards we integrate the concept into the existing system landscape and support the client.



VALUE DELIVERED

- **Fully automated 24/7 available profitability analysis by product, customer and sales channel.**
Through implementing a state-of-the-art technology for profitability calculation management is now able to retrieve relevant management information by various dimensions to capture value potential.
- **Introduction of an integrated and self-service Business Intelligence application for company-wide transparency on key profitability metrics.**
A holistic profitability model supports the C-level management to slice and dice relevant controlling metrics on daily basis by products, customers and sales channels.
- **Continuous operational improvements.**
Streamlined processes and monitoring along profitability dimensions ensures the identification of operational improvement potentials and enables a corporate focus on fact-based driven management.

BASE CAMP MANAGEMENT CONSULTING GMBH

is a management consulting firm working closely with private equity investors and mid-market companies. We realise value potential through the development of companies with the aim to create a clear transparency of the company's performance, to promote sustainable growth and increase the overall enterprise value. Our core topics include our Digital Management Cockpit solution as well as our specialised private equity advisory, financial and business transformation services. As we work, we focus on the big picture, communicate in plain language and develop viable solutions for our customers.



GET IN CONTACT

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