

# A Journey to Excellence

By CxO Advisory

## Improving company's profits

*Raise your sail one foot and you'll gain ten feet of wind*

Company's ability to deliver sustainable profitability is on every senior manager's agenda.

Pricing is one of the most powerful levers to improve business performance.

Unfortunately, many companies have failed so far to unleash its full potential.

Pricing is often perceived as complex and some have doubts about how much it can really deliver.

Pricing initiative implemented in complex environment with appropriate approach and methodology can identify and deliver benefits in a very short period of time, while detecting mid to long term opportunities.

Multi-dimensional dashboard creates factual assessment of company's performance and lays its foundations for success.

Moreover, while cost to produce goods has been drastically reduced over time, there are still true opportunities to reduce company's spending and improve service in various domains.

Improving companies' profits is CxO Advisory's "raison d'être". Revealing hidden source of revenues, accompanying your people to realize opportunities, sustaining benefits thanks to a distinct collaborative approach and trusted partnership is what we are aiming for.

*A 250M€ company, investing in both Pricing and Information Technology is aiming for at least 2.5 M€ additional profits, 20% of this being short term*

## The journey to Excellence

*Digging a gold mine delivers more than searching gold nuggets in a river*

Achieving the full potential is a journey in itself. An adventurer knows that exploring a Terra Incognita is always a challenge.

Some firms may question the value of taking such a path. This is a legitimate concern.

Our unique ability to look at facts from multiple sides eases the effort by immediately revealing first "Gold veins".

You can explore these veins at your own pace.

Would you have any issue to operate and fully exploit your Gold mine ? We are 100% committed to work with your team, develop and educate your people and overcome any difficulties to bring your company to full autonomy.

## Effectiveness

*A wise man makes his own decisions, an ignorant man follows public opinion*

•••

Our approach relies on a strong business of conduct:

- Trusted partnership
- Pragmatic proposal
- Clear responsibilities
- Customer satisfaction

During initial phase, most consulting firms ask for up-front cost and/or success fees retribution, some even engage you with time and material basis.

They put the risk on you.

Our expertise is our value. You do not have to take the risk nor share it at this stage.

•••

**Our commitment is to identify at least 10 times the cost of the discovery phase or you don't pay anything**

## A proven approach

To know the road ahead, ask those coming back

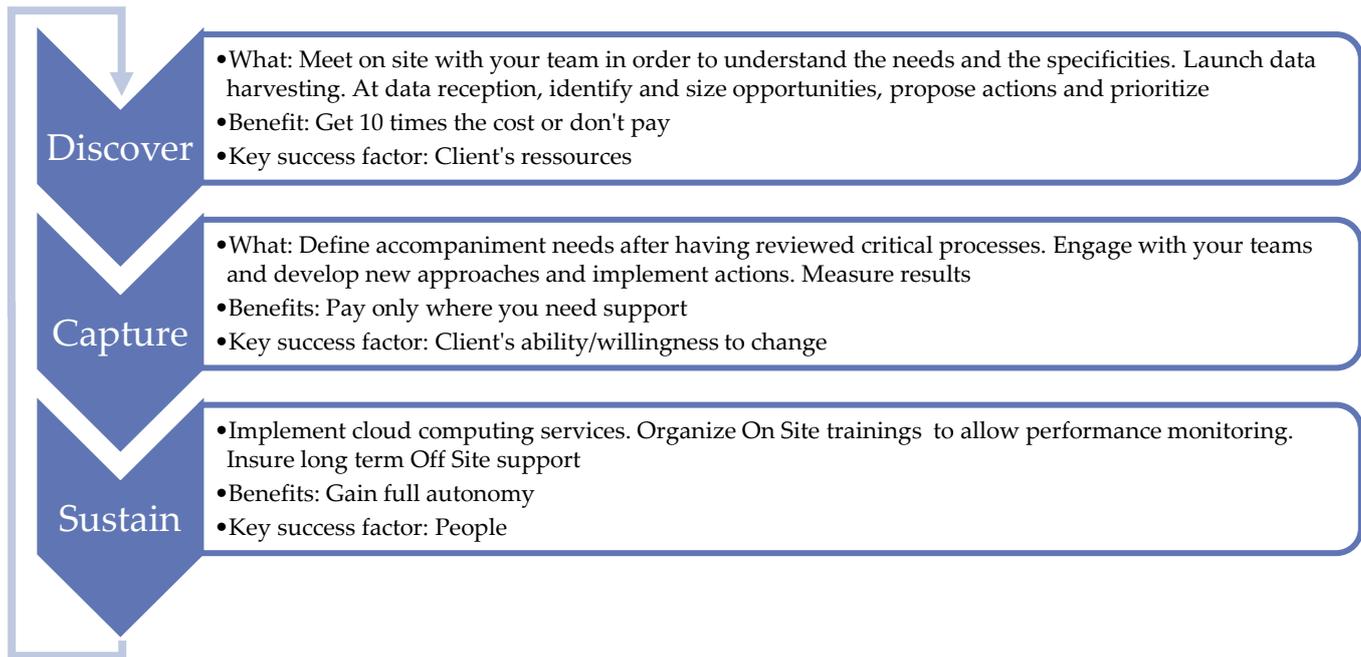
The ability to walk step by step makes the journey easier. We help you to sub-divide the path to excellence in short cycle made of three basic steps.

With appropriate support, first steps can be achieved rapidly and at a very competitive cost, especially as each cycle ends with a true value checkpoint.

By doing so, you are getting benefits at the end of each cycle, while being prepared for the next stage.

## The three basic steps

Tell me and I forget. Show me and I remember. Involve me and I understand



## About us

With decades of experience in international industrial companies, our experts combine robust B2B, IT, Finance and Supply Chain expertise, with management of multi-cultural teams. Confronted to worldwide competitive markets, ruthless competition and complex processes, our experts are perfectly prepared to provide you with appropriate solutions. The desire to perform together is what drives our people : pragmatic approach, driven by the will to deliver anticipated value and institute long term relationship.



*Sébastien Petitot*

*Graduate from Ecole Nationale Supérieure de Physique de Marseille, Sébastien has 20 years of experience in high tech industry.*

*Pricing Director within a leading international connector company for the last 10 years, he walked the path to pricing excellence, and became an expert in complex Pricing processes, addressing global visibility, faster cycle time and improve efficiency.*



*Rafaël Mathieu*

*Graduate from Institut National des Sciences et Techniques de Grenoble, Rafaël has 20+ years of experience in industry, supply chain and IT.*

*CIO of an international connector company during the last 10 years, confronted to significant economic downturn, he successfully reorganized IS activities in an agile organization delivering significant savings, while increasing scope of service and flexibility.*