

## SUCCESS STORY

# Improve profitability transparency

## CUSTOMER BENEFITS

### 100%

of revenues and costs  
analyzed

### 20%

of revenues identified  
as Loss Makers, covered by  
improvement plans

## CHALLENGES



Specialized in selling **industrial equipments** and services, our client was reaching **maximum production capacity**. They were then looking to **increase their profitability**.

## SOLUTIONS



To maximize our client's profitability, we helped them to:

- **Allocate revenues and costs** to all company's transactions
- **Develop a tool to analyze the profitability** of each line based on different axes (e.g., products, customers, activities, sites), to accelerate future analyses
- Based on the results, identify **concrete actions** to improve the company's profitability such as **price renegotiation** or the creation of a **customer priority list**

## KEY DELIVERABLES



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**Point of truth**  
aligned with  
all the  
stakeholders



**Transparency**  
for the overall  
profitability structure  
of the company



**Growth path**  
concrete measures  
to improve financial  
result based on the  
current profitability