

Strategy Transformation Management[®]

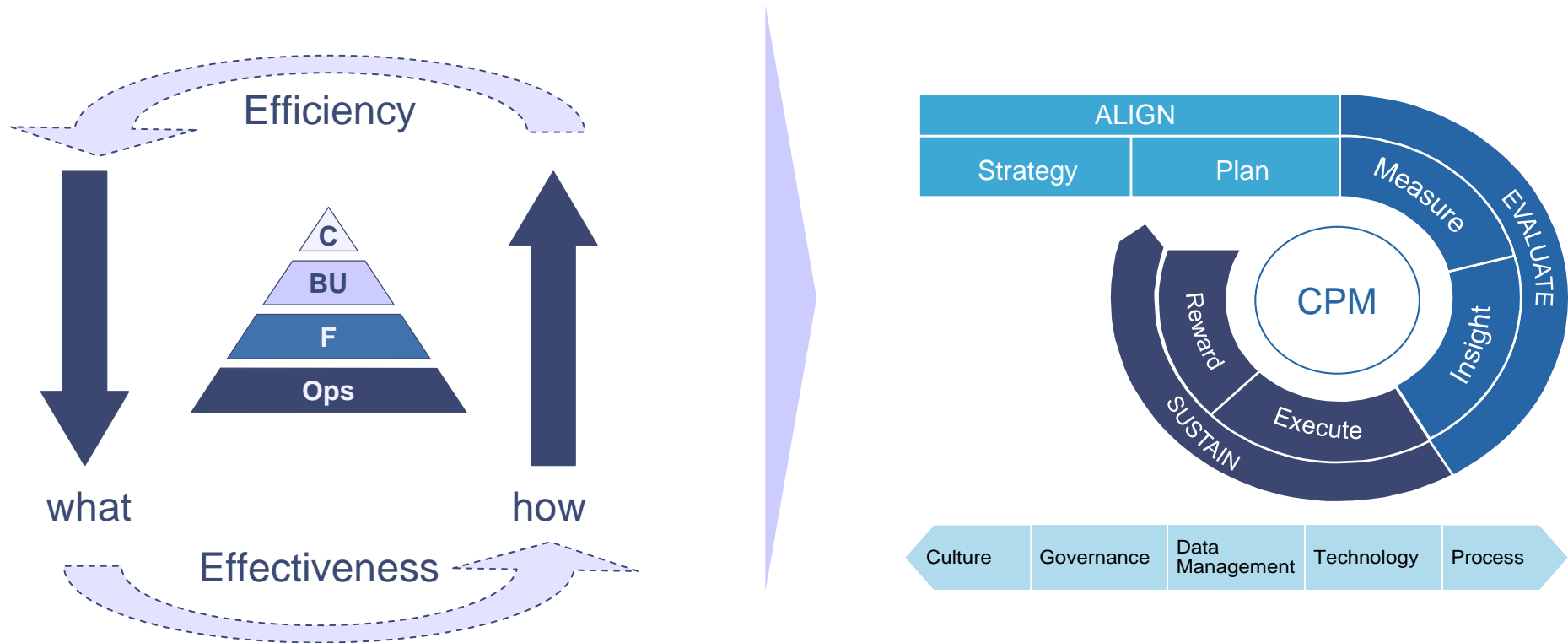


Increasing corporate performance through effective strategy transformation

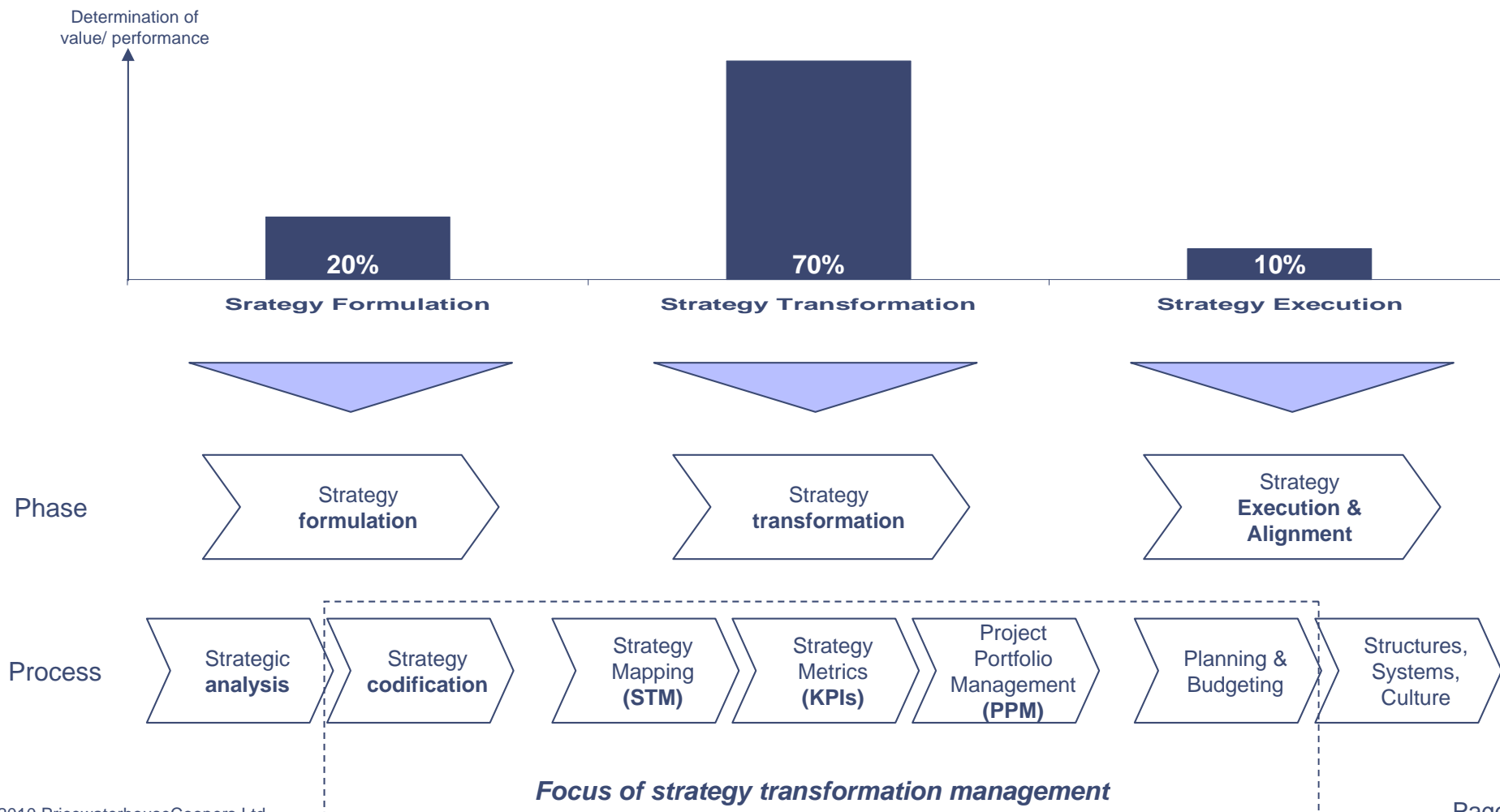
Zürich, January 2010

Mario B. Stephan
Roger Kunz-Brenner

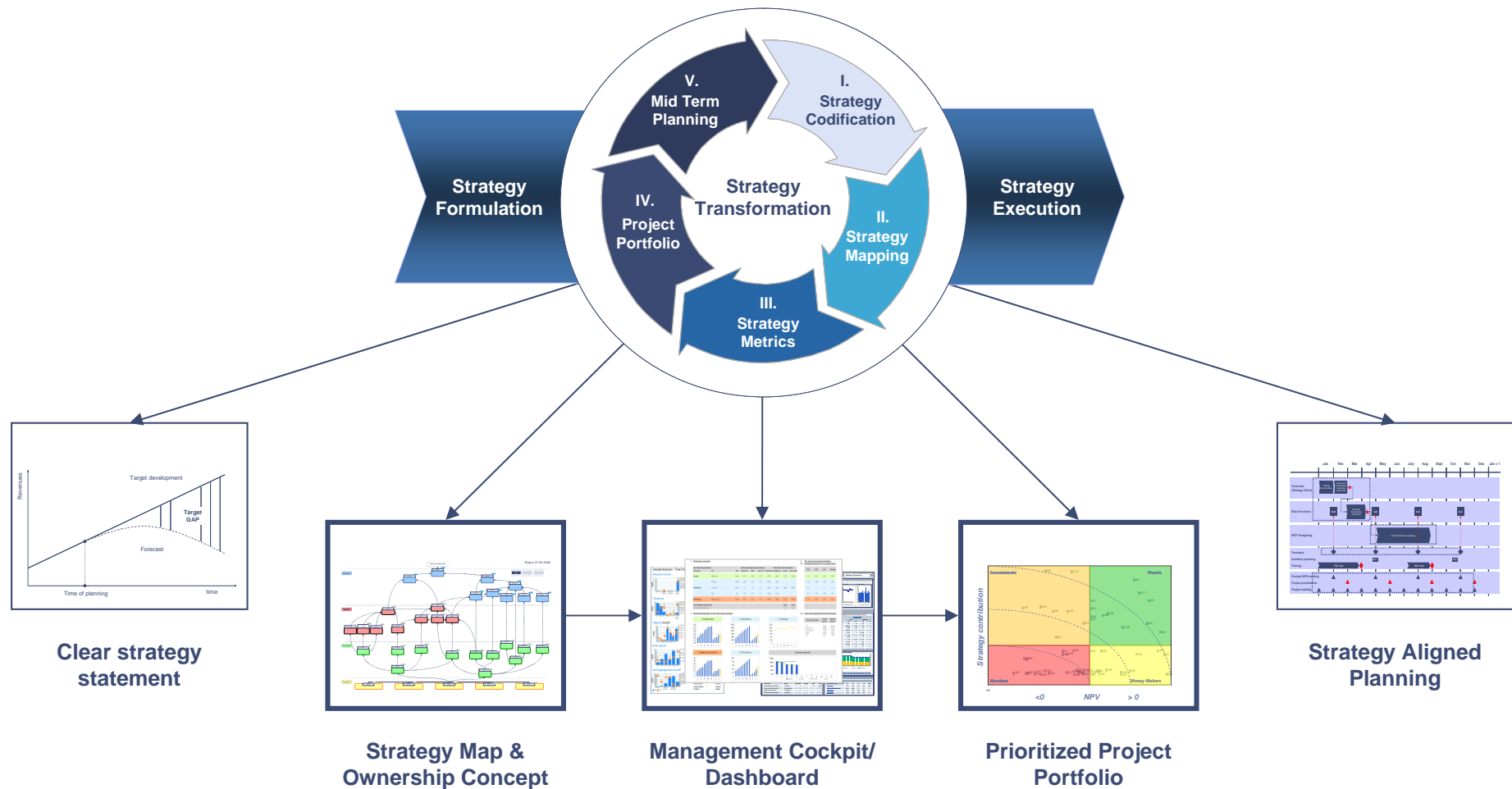
Effective CPM approaches combine dedicated effectiveness measures (e.g. via strategy transformation models) with classical streamlining of the organization (i.e. efficiency measures) thus allowing for full exploitation of corporate performance potential



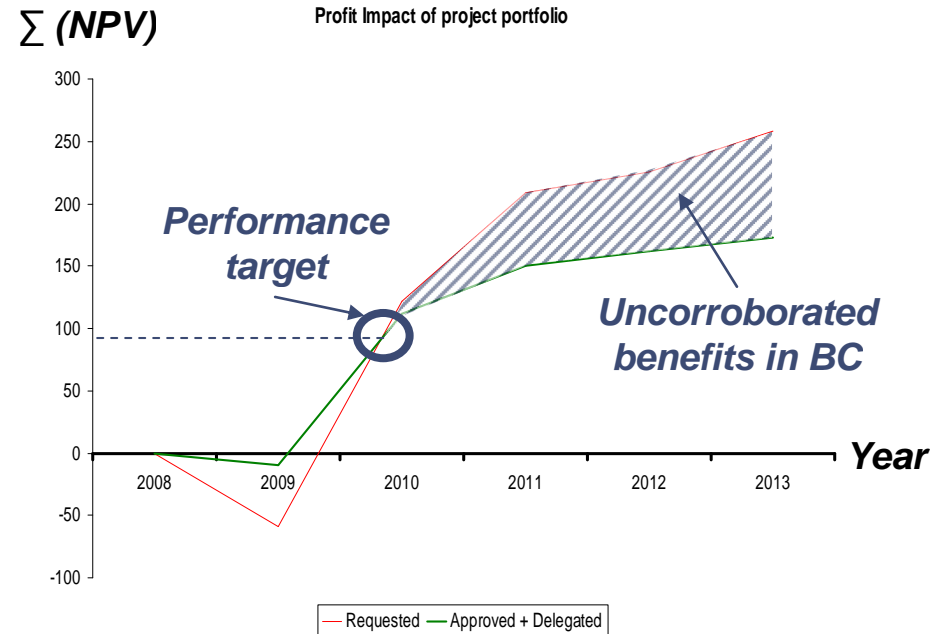
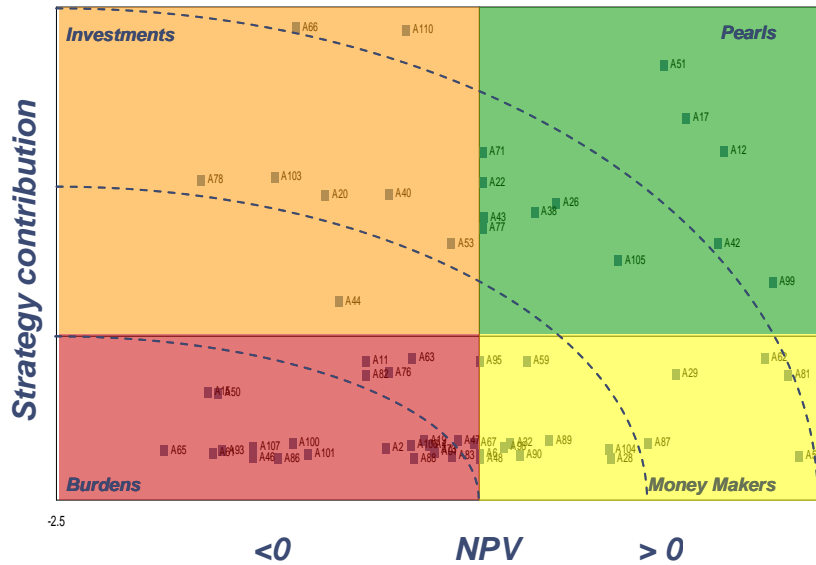
Due to the project driven nature of strategy implementation it is the project portfolio that bears the biggest value potential in the strategy transformation process



The Strategy Transformation Model (STM[®]) is especially designed to target organizational effectiveness; it produces five distinct outputs/deliverables that can work stand-alone but generate full potential when build in a consistent process



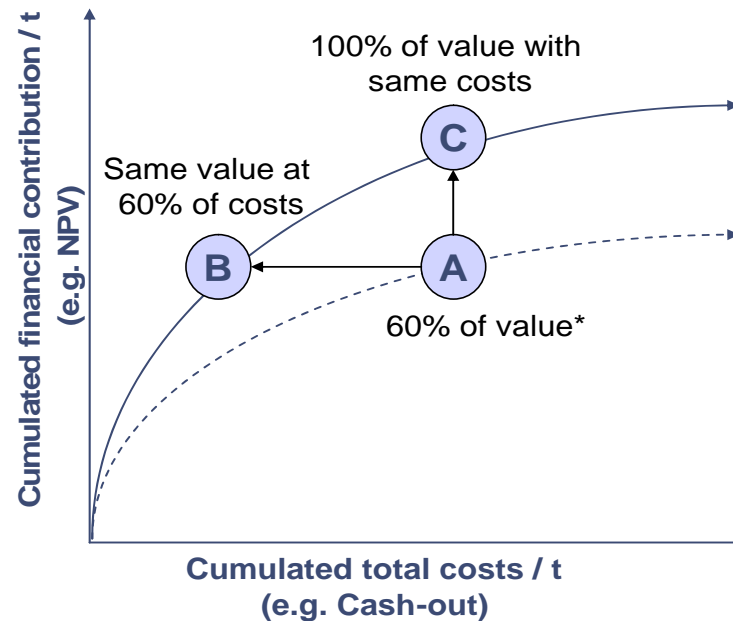
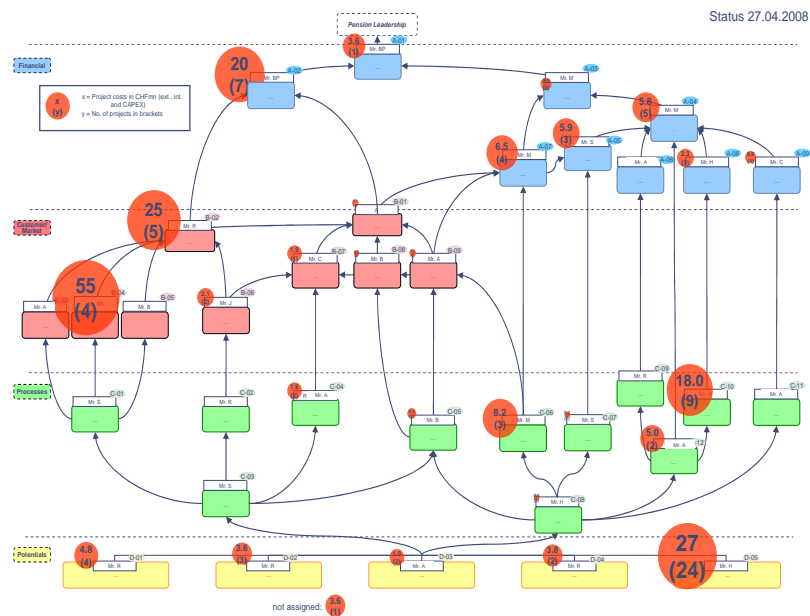
In the case of a recent client the implementation of the full STM did finally lead to substantial cash-out savings already in the same year of the project with even more savings effect on the total multi-period portfolio budget



- ➔ Cash-out 2009:
- ➔ Reduction of 2008-2013 budget:
- ➔ Increase in average ROI:

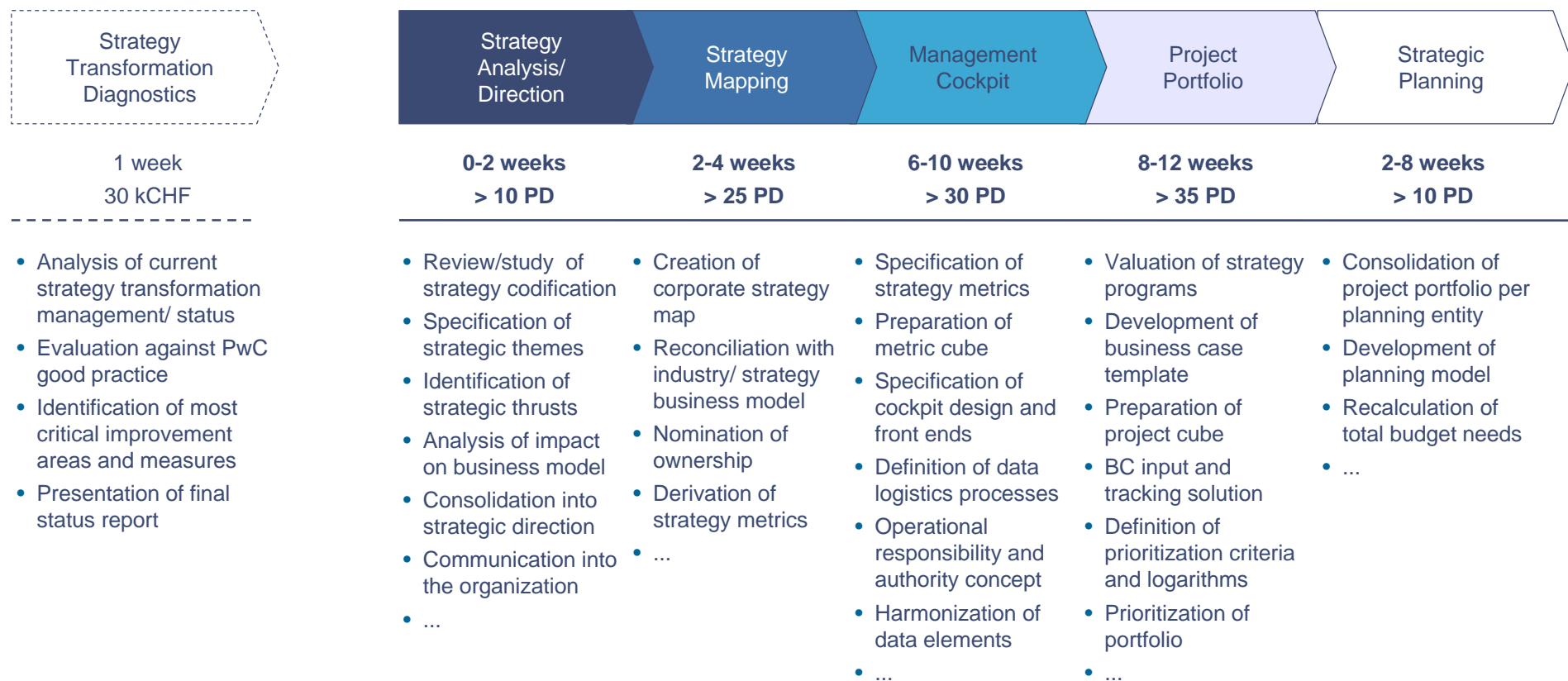
- 55%!
- 42%!
- + 86%!

The consequence of this effectiveness oriented approach is an unmatched increase in corporate performance due to more effective resource allocation - an increase which can not be achieved by classical “improvement” measures or measurement approaches as for instance Balanced Scorecard, VBM etc.



*PwC project data analysis (SAC Practice Report Q3 2008), PwC research study on PPM from 2009 "Achieving more with less"

Starting with an Strategy Transformation-Diagnosis an end-to-end STM project can be executed within 4-5 month time and 100 person days (PD) external support if fully supported by the management



We do have an unique value proposition which is corroborated by a crystal clear track record and available client references

Value for you

Why PwC ?

<ul style="list-style-type: none"> • Direct bottom-line effect • Same target profit with 1/3 less cash-out • Full transparency on value generation 	<p>Immediate and cash-effective bottom-line effect</p>	<p>Proven and effective approach</p> <ul style="list-style-type: none"> • PwC's STM is the only CPM approach with clear and proven focus on effectiveness • The approach was shaped through multiple projects with clients from multiple industries • Every step of the process is corroborated by adequate tools and methods
<ul style="list-style-type: none"> • Significant increase of corporate effectiveness/ performance • Less scatter effect in operational execution • Direct elimination of value destruction 	<p>Substantial increase of corporate performance</p>	<p>Positive client references and clean track record</p> <ul style="list-style-type: none"> • Former clients advocate four us and are willing to talk to give reference! • Project effectiveness is recalculated after project closing → bottom-line effect is confirmed by clients
<ul style="list-style-type: none"> • Clear ownership and responsibilities • Tangible goals & objectives • Precise strategy metrics and targets • Focused communication/ perf. evaluation 	<p>Increased control and grip on strategy (implementation)</p>	<p>Team of experienced and expertise driven experts</p> <ul style="list-style-type: none"> • STM team consists of highly experienced, well skilled and integer consultants that will tell home truth, risks or bad news if necessary • Most members engage in research or teaching activities thus securing incorporation and exchange of latest findings
<ul style="list-style-type: none"> • Objective foundation to stop value destroying projects with no link to strategy • Exploitation of strategic and quantitative value potential as key selection criterion 	<p>Strong argumentation aid in budget discussions</p>	
<ul style="list-style-type: none"> • Increased level of confidence • Upfront-issue alerts and senior management attention • Earlier feedback on implementation 	<p>Improved and focused decision making</p>	

Primary contact persons



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