

CLIENT SUCCESS STUDY

HIGH TECH STRATEGY & PERFORMANCE TURNAROUND

NEW PRODUCT STARTUP

The Situation

The client was a F500 company that required a “start-up” model and the development of business controls for a new division that would manufacture “error proofing” products. The product line had just been spilt off from the parent organization, and was now in start-up mode.

The Challenge

Upon arrival, the analysis team found that the process of managing an order was cumbersome, and was tied up with other company product lines.

Sales were proceeding, but at a very low rate of increase. The sales force consisted of sales representatives without the tools and information to gather and deliver sales quotes effectively. The sales process was cumbersome, and all sales were of custom items. Quotes were often missing “needed” information, and final quotes were slow in getting to the customer.

Position descriptions for key organizational roles did not exist.

The Approach

The client sought to define the key organizational roles, and redefine the roles of existing personnel; analyze the existing sales and order service functions; and design an integrated process

for controlling and managing the flow of new business.

Based upon this vision, the project team developed an integrated quote and order tracking process. Quote documentation captured the much needed information at the outset of the sales process, thus allowing the client to eliminate steps and streamline the entire quote process.

The entire division was restructured, with clearly defined roles and responsibilities implemented for all sales, marketing, and technical product management roles.

The Results

Upon completion of the six (6) week project, key management personnel were now able to focus their efforts, and eliminate redundancies.

Salespeople were able to capture quote information much more rapidly. New salespeople were able to configure the customer quote more easily. Quote turnaround time was improved by 63%. Tracking of the sales activity was improved substantially, with new orders increasing at a rate of 12% per week.

Production scheduling improved with the detailed information from the quotes, impacting a productivity increase of 32% and a quality improvement of 76%.



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**SOLVING YOUR COMPLEX
BUSINESS PROBLEMS**

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**S T R A T E G Y , T R A N S F O R M A T I O N S &
P E R F O R M A N C E T U R N A R O U N D S**

ABOUT GORDIAN TRANSFORMATION PARTNERS

Gordian Transformation Partners is a boutique management consulting firm that integrates traditional management consulting disciplines with high-impact leadership practices and breakthrough thinking tools for mid-market clients. The result is a powerful consulting process that enables CXO's to solve their toughest business challenges with speed, efficiency, and economy.

Gordian Transformation Partners is headquartered in Atlanta, GA. We draw on the knowledge and experience of our consultants, whose skills span the initial generation of ideas and insights all the way through to detailed implementation. Gordian's consultants have lead transformation and turnaround initiatives for over 500 Global 1000 and mid-market companies in Australia, Belgium, Canada, Cyprus, Denmark, Finland, Hong Kong, Indonesia, Italy, Jamaica, Malaysia, Mexico, the Netherlands, New

Guinea, New Zealand, Norway, Portugal, Singapore, Spain, South Africa, Sweden, Trinidad, the United Kingdom, and the USA.

Gordian's consulting expertise addresses every area of your enterprise, from developing a transformation strategy to make your organization more customer-focused, to optimizing your supply chain investment, with the tools and expertise to help you reach your objectives.

Gordian draws on the knowledge and expertise of our consultants, whose skills span a wider range of capability than many other major consulting firms. The disciplines of Gordian's consulting specialists are underpinned by deep change management experience - managing risk, mobilizing staff and integrating initiatives to deliver sustainable change quickly.

Gordian Transformation Partners assists clients on a wide array of issues and problems, regardless of industry vertical. Gordian's

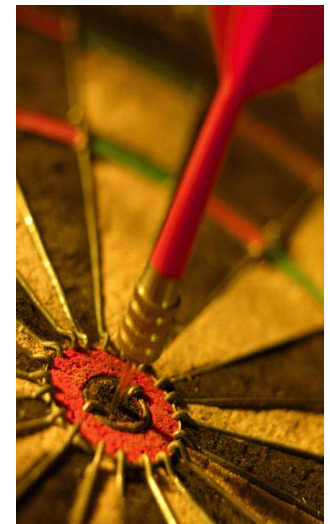
consultants' capabilities have been developed through years of experience creating solutions for the most complex, fundamental problems facing companies today.

Gordian Transformation Partners is focused on what is most important to senior executives and their organization:

- Enterprise Transformation
- Customer Driven Transformation
- Strategy
- Change Management
- Business Process Management
- Performance Turnaround
- Behavioral Development

Gordian Transformation Partners:

- *Help organizations produce extraordinary business results, while connecting and enriching the lives Gordian Transformation Partners touch.*
- *Works in a dynamic team environment, where you and your management team share substantially in the economic value that you help create.*
- *Trains and develops you and your management team, to realize your fullest potential.*
- *Transforms your organization to a collaborative, high-energy, and fulfilling work environment.*



Is your business on target with your vision and customer expectations?

**Contact Gordian at:
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