

Lean, customer-oriented business processes give you a competitive advantage that is hard to copy. Zühlke helps your organisation to forge tried and tested processes into optimum end-to-end processes based on best practices and then to implement them.

Consulting Development Integration

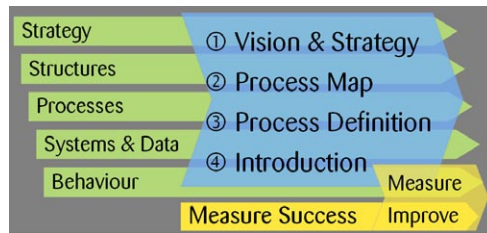
# Business Process Optimisation

## Business processes – more than a workflow

Which processes in your company actually add the value for customers so highly touted by your marketing department? These are the business processes with which you generate the goods and services your customers pay for. Your processes have often come about by natural evolution and are geared to the needs of the organisational entities involved, not to those of your customers. They are full of compromises and only partially intermeshed with the IT systems. In a word, they are unnecessarily complex. Reality usually diverges sharply from what the management system documents.

## Optimisation based on transparency

Zühlke has effectively used process optimisation methods in a large number of projects. It consistently adapts them to fit your corporate strategy and focuses each process to maximise the customer benefits generated. The result is a comprehensive and continuous approach systematically oriented to customers and business partners. Process reengineering is based on a broad, straightforward depiction of these interdepartmental processes and their IT support. Unnecessary redundancies, unclear responsibilities, clumsy interfaces and downtime become visible and can be eliminated in a joint effort with the responsible managers.



## Introduction and performance measurement

In parallel with the processes, key figures for measuring performance are determined and defined. They form the foundation for performance checks during rollout and for continual improvement following the process optimisation project. The transparent and joint creation of these new business processes is the first step in a successful rollout, which Zühlke supports with efficient training and coaching. You can be sure that your organisation will understand, embrace and apply the new processes.

## You profit in numerous ways

- Drawing on their expertise in business management, technology and IT systems, Zühlke consultants suggest innovative, appropriate processes for you even in a complex environment and phase them into your organisation.
- Priority is given to adding value for your customers and to meeting your company's strategic goals. By acting as impartial moderators, we help to overcome internal demarcation tendencies and to reconcile conflicting interests.
- Your adoption of an end-to-end approach allows your customers and business partners to perceive your company in its entirety instead of as the sum of its departments.
- Key figures indicate whether the goals of process optimisation are being attained and lay the groundwork for continual improvement.
- We assist you with implementation so the processes are carried out as documented.

Feel free to contact us if you wish to reengineer your processes. We have tried-and-tested success formulae and know the best practices for creating business processes that add value.



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