

WE CREATE VALUE

Company profile

28.08.2019

MARKTGUT...

is an old German word which defines goods that were sold at a weekly market. Even at this time, it was vital to bring the right products to the right market.

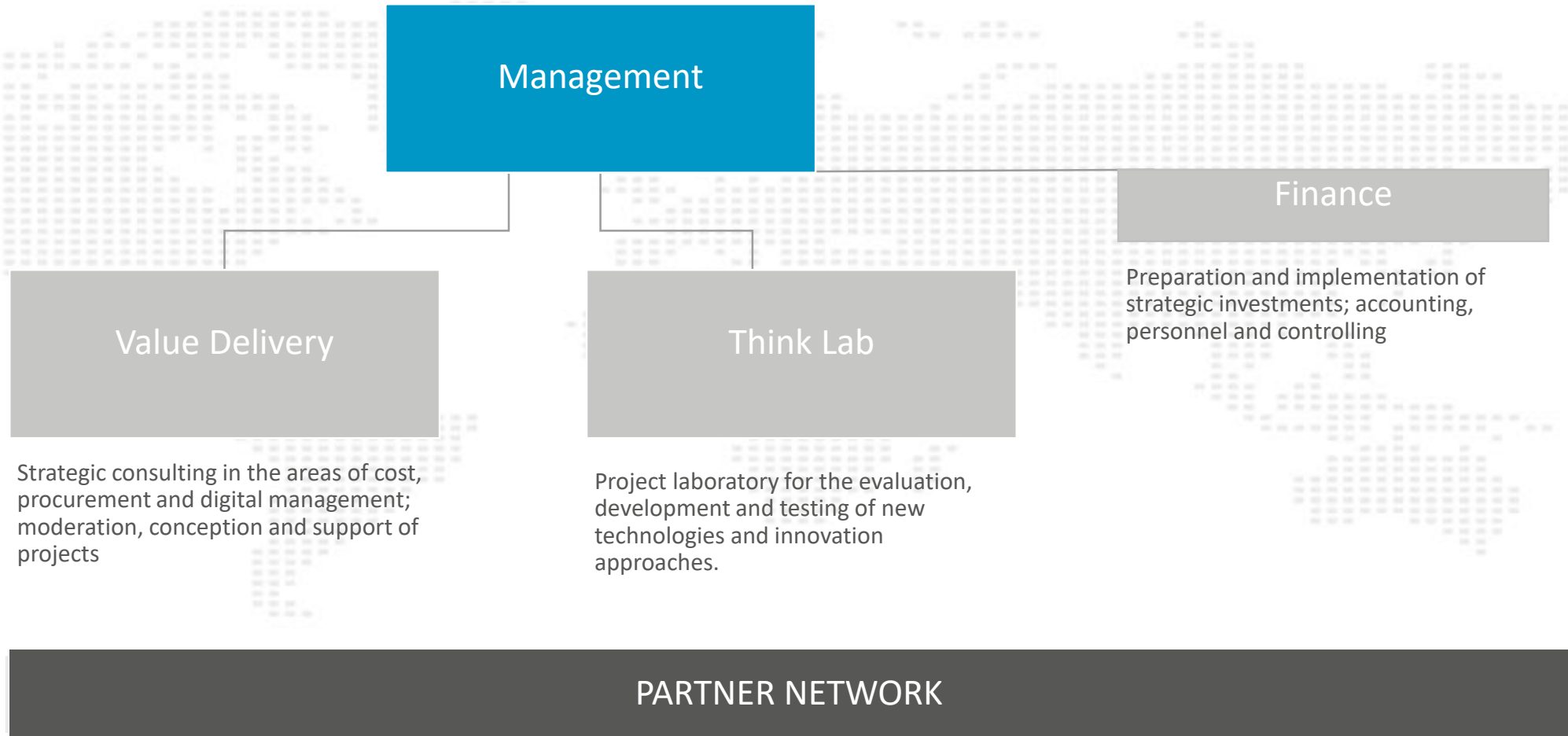
The definition of the word “market” has meanwhile become complex as well as the manufacturing of products (goods) that implies global value-added chains and complex development projects. MARKTGUT GmbH uses their expertise to support their customers in the challenge to place the right products in its important markets.

For the right **MARKET** MARKT the perfect **GOOD!** GUT



VISION MARKTGUT® services are the leading practice for optimizations in areas of digitization, cost management and procurement management. With our expertise, our clients harmonize and operationalize their business models, organizations, processes as well as strategies and sustainably anchor them as value drivers in their company.

FOUNDATION	2010
LEGAL FORM	GmbH since 2014
SHAREHOLDERS	John Benad, Thoralf Nehls
EMPLOYEES	interdisciplinary experiences from more than 200 projects and clients
MAIN FOCUS	Practical transfer for the development of strategies and rollout of projects to increase the value of the customer and its products
MAIN CLIENTS	Companies with complex products/services and multilayered business models
INDUSTRIES	Automotive, machine and plant construction, aerospace, consumer goods, electronics, health care, energy





FEDERAL ASSOCIATION OF GERMAN MANAGEMENT CONSULTANTS

We represent the German consulting industry with a turnover of more than 29 billion euros and over 150,000 employees.



Wissen, das Sie an Ihr Ziel bringt



OUR MARKET



28.08.2019

MARKT GUT!

Business strategy

Market strategy



Evolution

VALUE CREATOR

Digital Management

Cost Management

Procurement Management

Business strategy

Market strategy



VALUE CREATOR OR MANAGER

how can I manage our success?

has everyone focus on the right track?

how can I make our success measurable?

which projects are valuable?

how can I decide and monitor?

how do I get my ideas to the goal?



- Business is global
- Management is complex
- Effects of the investment are difficult to estimate and measure
- Modernization contains many unknowns



- Multidimensional organization
- Multidimensional decision-makers
- Multidimensional effects

OUR **GOOD**



“CREATING VALUES IS OUR PASSION”

Confluence

Atlassian

Manufacturer independent

Bitbucket

T.CON MES

sonarqube

sonobeacon

Cloud Solutions



JavaScript

JIRA

SAP

eSourcing

ivalua P2P



Definition of requirements

Preparation of Fit-Gap-Analyses



Business value



Design of digital processes

USING TECHNOLOGIES VALUABLE

FACTON
INNOVATIVE COST MANAGEMENT

POOL4TOOL
A JAGGALER COMPANY

coupa PLC

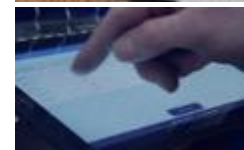
ZYCUS™ PLC-COCKPIT.



SIEMENS



TECH POC



Assessment of ideas



Fit-STEP

eSourcing

CCS

OBe

Project conception

Process modeling

Implementation of Change Management

Value analyses

Strategic project design

Process standards

Project standards

Agility

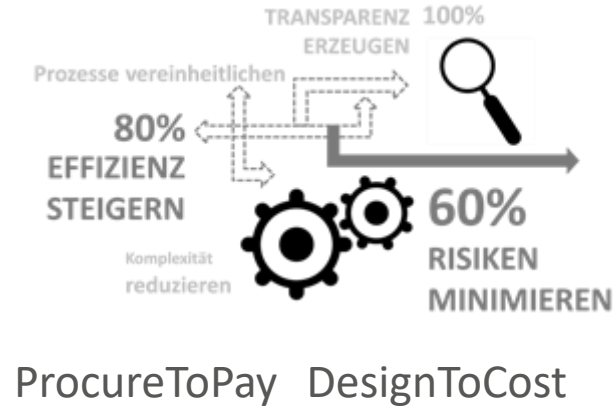
Business process automation



AR@MX



IMPLEMENTING PROJECTS AND INITIATIVES SUCCESSFULLY





DESIGNING AGILE BUSINESS MODELS

sonobeacon

itizzimo



EnerKite

Strategy moderation

Marketing strategy

Business planning

Strategy modeling

Optimization strategies

Communication

Strategic transformation

Independent of industries

Start-Ups

Business Modell Canvas

METHOD



Potential Value Analysis
as a basis for management
decisions

PRACTICAL TRANSFER



Performance Assessment
Digitization
Procurement
Cost Management

SOFTWARE



Value-based controlling
instrument
of multi-projects to transfer,
prioritize and accelerate synergies
across projects and organizations



IDEA & STRATEGY WORKSHOPS
Support with ideation and roadmap creation



TRAINING & COACHING
Implementation of mindset and methodology in your organization

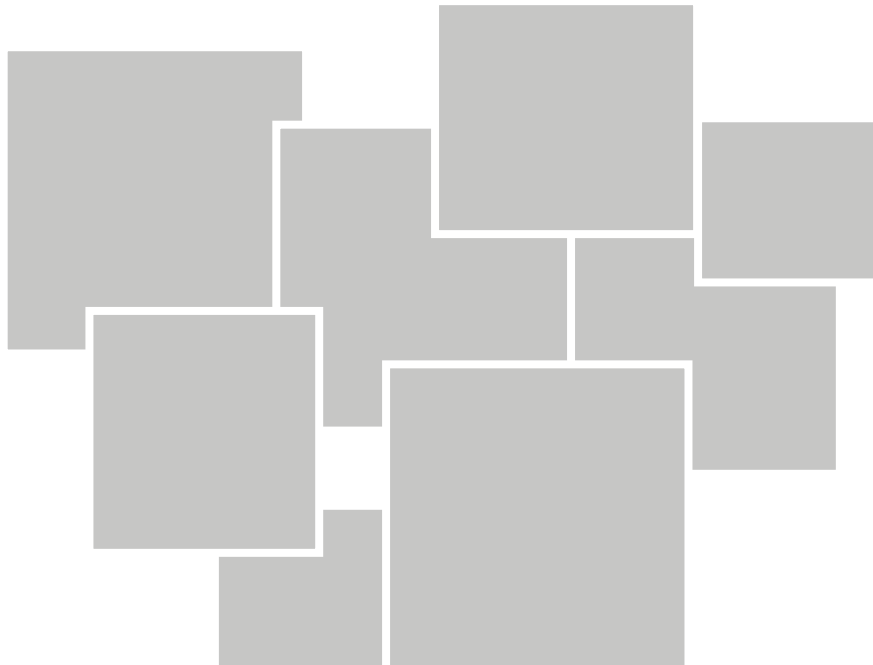


POTENTIAL ANALYSIS
Service for the analysis of ideas and projects

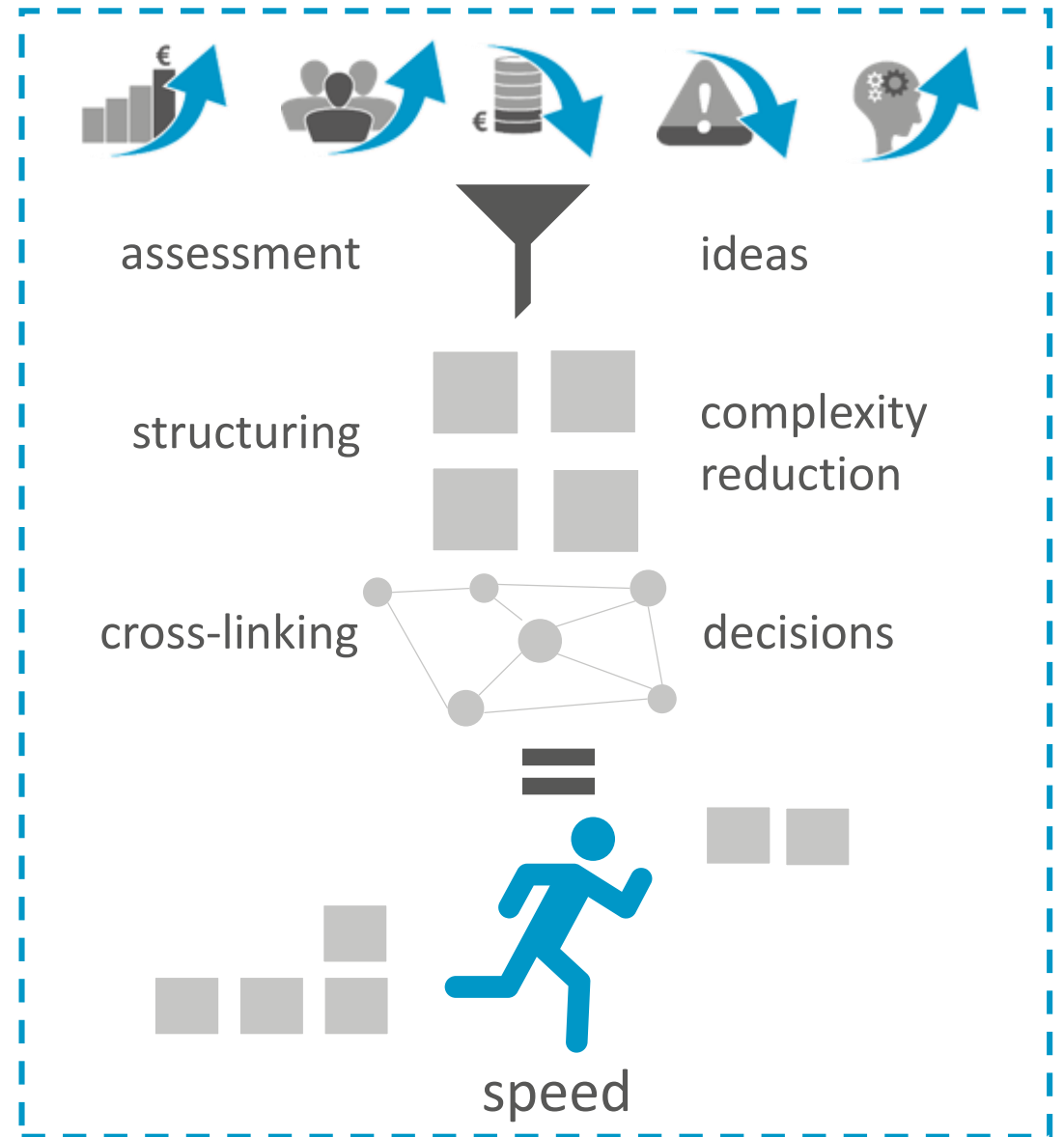


METHODOLOGY & FRAMEWORK
Use of the MARKTGUT 5DoBT framework for internal application

areas of activity



resources
setting
organization
decisions
politics



YOUR PARTNER for industrial **VALUE CREATION**

Design of strategies
Standardization of processes and methods
Transfer of technologies

With the support of:

- Customers, partners,
- proven methods and the
- focus on individual business benefits.

TOGETHER WE HAVE FUN AT DESIGNING!



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<http://www.marktgut.com>