

Bywater



Strategic Approaches to Business Challenges

THE WORLD'S BEST APPROACHES TO BUSINESS GROWTH & PROFITABILITY

Bywater has 20 years of global experience, with offices in the United States, Canada, Europe, the Middle East, and Australia. We have become a leading international consulting company dedicated to providing the most effective, results-oriented consulting in the industry. Bywater's mission is to help companies to create and sustain competitive advantage that makes them the best performers in their industries.

Bywater has distinguished itself among clients by completing 2000 assignments worldwide across most industry sectors and within 25% of the Fortune 500. Our teams have trained more than 20,000 managers, providing them with knowledge, approaches, processes, and tools they need to identify, design and implement change. This results in:

- Significant revenue growth
- Sustainable cost reduction
- Sustainable performance improvement for customers and stakeholders



BYWATER NORTH AMERICA: STRATEGY AND IMPLEMENTATION SERVICES:

Bywater is committed to helping create dramatic improvement in our clients' business performance. We understand the challenges facing Chief Executives today. We coach them and their teams to:

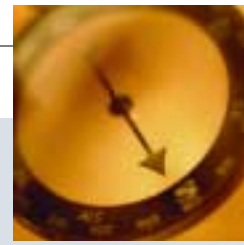
- Design and deliver more innovative and ambitious strategies
- Build more effective organizations and shape more exciting and successful futures
- Achieve significant business results quickly

When leading joint client-consultant teams, Bywater uses a unique, holistic approach to simultaneously address strategic, operational, information management and organization effectiveness challenges.

Bywater's central focus is on delivering long-term sustainable improvements to our clients. By using our client-led approach, we coach senior management teams and transfer abilities to enable them to lead initiatives, such as:

- Agree on direction and strategy
- Analyze current performance and identify gaps
- Set ambitious goals and performance targets
- Put in place change efforts that achieve the targets

However, designing new strategies, processes or organizations is just



Our track record of repeated selection and ongoing client relationships is evidence of our very high standard of performance. Here's a partial client list:

- ABB
- Arco Chemical
- Automated Tooling Systems (ATS)
- Bell South
- Boeing
- British Petroleum
- Cadbury Schweppes
- Cincinnati Bell Telephone
- Delta Transport
- Duracell
- Emerson
- Fiserv
- Ford Motor Company
- General Dynamics
- General Electric
- General Foods
- Georgia Pacific
- Heinz
- Kodak
- Kraft
- Lockheed Martin
- McDonnell Douglas
- Monsanto
- Mott's
- New York City Housing Authority
- Northern Telecom
- Phillips
- Pitney Bowes
- TDK

the beginning. Implementing changes so that they become embedded as the new way of doing 'business as usual' is what matters.

Helping enterprises realize this implementation success is Bywater's greatest strength.

We have found the framework of **Direction, Process, People and Technology** constantly helpful in identifying the focus for change.

DIRECTION addresses the issues of vision, goal setting and strategy formulation. This may include:

- Strategic planning
- Market positioning
- Vision development
- Defining ambitious objectives and measures
- Current state analysis and business modeling
- Executive team development
- Merger and acquisition growth and corporate development

PROCESSES cut across functions and deliver value into the marketplace. They must be robust, effective and efficient. This may include:

- Process and measurement design (using Bywater's unique methodology) in many areas such as:
 - New product development
 - Sales

- Supply chain
- People development
- Information technology development and support
- Outsourcing
- Procurement
- Quality Management systems

PEOPLE are what make it all happen. We coach organizations in areas such as:

- Board and management team governance design
- Organization design
- Skills and competency definition and measurement
- Job design
- Values and behavior measurement and development
- Performance management system design
- Reward and recognition system design
- Culture change strategy
- Organizational learning system design

TECHNOLOGY is an enabler for organizations to support delivery of improved process performance from an operational and financial "return on investment" standpoint. To achieve the benefits, we help organizations to:



OUR CONSULTING DIFFERENTIATORS:

- *It is stakeholder-driven.* Change must satisfy all stakeholder needs in a balanced way.
- *It is a holistic process.* Approaches must not be skewed to IT, process or any other narrow focus.
- *We work in partnership with our clients.* We make internal personnel successful.
- *Our vision is to support self-managed change efforts.* Clients sustain what they lead themselves.
- *We are implementation focused.* Changes need to be internalized for repeatability.
- *We are results-driven.* Monitoring the benefits of the change process and sharing the risks is normal for us.

- Align technology strategy to business needs
- Develop pragmatic solutions that enable performance improvement
- Ensure benefit delivery from enterprise-wide resource planning system investments

Bywater consultants have driven results in key sectors such as:

<i>Aerospace and defense</i>	<i>Computing</i>	<i>Packaging and paper</i>	<i>Transportation</i>
<i>Automotive</i>	<i>Food & beverage</i>	<i>Pharmaceuticals</i>	<i>Federal and local government</i>
<i>Building and construction</i>	<i>Oil and gas</i>	<i>Telecommunications</i>	<i>Many other service, manufacturing and distribution sectors</i>

For access to the world's consulting leaders, call Bywater at (203) 973-0344, or visit us on the web at www.Bywater-Consulting.com

Bywater

Creating competitive advantage

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