

Hawkeye Consulting Advisors, Ltd.

Sales, Marketing & Business Development for
Start-Up, Turnaround & High Growth Environments

630-390-9293

Chapter 11 Recovery and Turnaround

Sales, Marketing & Business Development

Company Overview:

- The Corporation manufactures and distributes Web offset presses, print finishing systems, and newspaper packaging products. It serves printers and publishers with locations in Boxmeer, the Netherlands; Mulgrave, Australia; Tokyo, Japan; and Preston, England.
- North American division sought protection from creditors while seeking to continue operations; second instance in three years

Business Challenge:

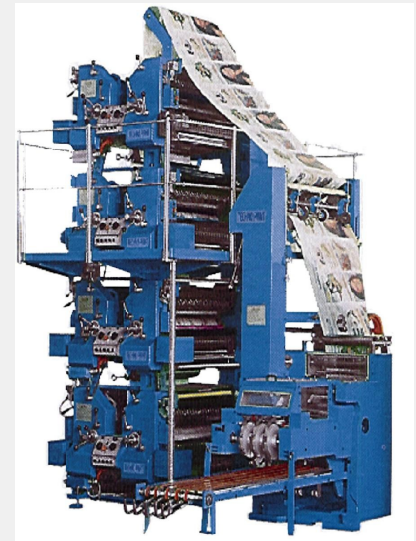
- Cash flow for ongoing business operations was a critical shortage
- Extended lead times to delivery customer services meant customers were increasing dissatisfied with overall company performance
- Company needed a new Service Delivery Platform architecture to help reduce complexity, enabling it to develop and operate value-added services more quickly and cost effectively

Consultant Role:

- During 11 month period, expert in customer service delivery designed the process and tools necessary to bring credibility and effectiveness to operation
- Re-engineered OEM parts sales and service operation during Chapter 11 protection
- Addressed and mitigated customer criticisms while promoting company's features and benefits, capitalizing on market intelligence to design and launch high-impact marketing campaign.
- Launched marketing, advertising and customer relationship management campaign

Quantifiable Results:

- Lauded by Company Chairman at Metro Users Group for most significant turnaround in association's 35-year history.
- Delivered operational effectiveness improvements; reduced purchase costs 10%, **increased customer service parts order fill rates to 90%+, and raised priority on-time deliveries to 59%** in Oracle information systems environment.



Sales and Operations Planning Process creates collaboration using a single-focus as a key metric. This has a huge impact on finished goods inventory.

Consulting experts met tight deadlines and gained financial results.