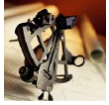




JSW Consulting GmbH

is a top management consulting firm with headquarters in Berlin, Germany and activities in Germany, France, Poland, Ukraine and the US.



Reshaping of product and customer portfolio and optimization of production flows for a B2B steel manufacturer

JSW analyzed and reshaped the whole product and customer portfolio of a B2B steel manufacturer and developed the company's future portfolio strategy. In addition, the entire production process was redesigned applying analytical optimization models. The combined approach led the client back to profitability.

The client manufactures a wide product range made from steel for a variety of applications in chemicals, food processing, construction, decoration and other industries.

The client's key problem turned out to be an extremely complex product and customer portfolio resulting in suboptimal production flows and a substandard level of customer service. These issues had a strong negative impact on the company's profitability and jeopardized its survival. The client's economical situation was even more threatened by a current market crisis and consolidation efforts within the industry.

Tackling the central complexity issue, JSW identified unprofitable products and customers through an innovative margin and cost calculation model. As a consequence, product variety was reduced and the fragmented customer base was consolidated. To stabilize the situation in the long run, JSW supported the client in shaping a clear and focused long-term strategy for an improved product portfolio.

In regard to the production process, JSW realized significant improvements through an entire redesign of the client's production flows. Based on an interactive production scheduling model, optimal production parameters (number of setups, setup size, staffing, inventories) were calculated and implemented. JSW developed additional measures for optimization such as an improved configuration of production lines, a debottlenecking and an easy-to-use and transparent product code system. Additionally, JSW helped the client in raising service quotas by reorganizing internal transportation and warehousing more efficiently and thus accelerating delivery to the customer.

A detailed action plan for the implementation of clearly defined measures concluded the project. In essence, JSW achieved annual savings of 15% on value added.

Contact:

JSW Consulting GmbH
Uhlandstraße 179/180
D-10623 Berlin

Phone: + 49 30 889 221 0
Fax: + 49 30 889 221 20

e-mail: office@jswmanagement.com

