

## Product-centric consulting.

### CONSULTING APPROACH

Product-centric consulting. Since 2005, the blue ball in our logo symbolizes our holistic way of thinking and acting. We deliberately place your product at the centre of our considerations and accompany you in all phases of product creation. Our focus within product creation lies on product development and on supply chain management.



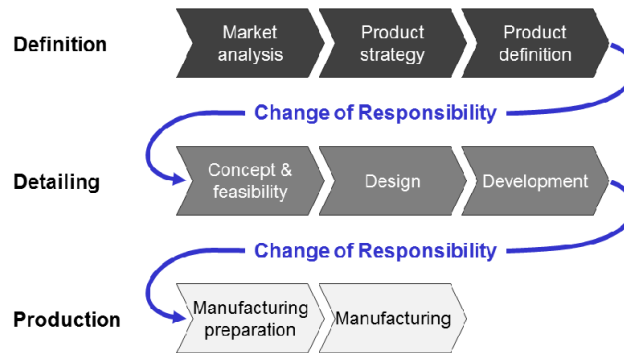
### PRODUCT DEVELOPMENT

For product development, we consider both the product and the development project with all processes, milestones, structures, organizations, etc. Here we take special focus on the transition of phases and the resulting interfaces.

**Definition.** In the early phase, we support the creation of solid product specifications (requirements and feature specifications) and support the idea and innovation process. Especially for young, technology-driven companies (start-ups) a consistent version management is important in order to approach the market long-term with innovations. Therefore, we create a product roadmap for a timely staggered product portfolio based on resilient market analysis,

detailed technology evaluations and the actual availability of resources.

**Detailing.** In the course of the development, we help you with program and project management or the application of resources. In case of problems in the project, we offer a short analysis to quickly improve your capabilities. In case of more serious issues, we investigate the entire project according to weaknesses and implement substantial improvements.

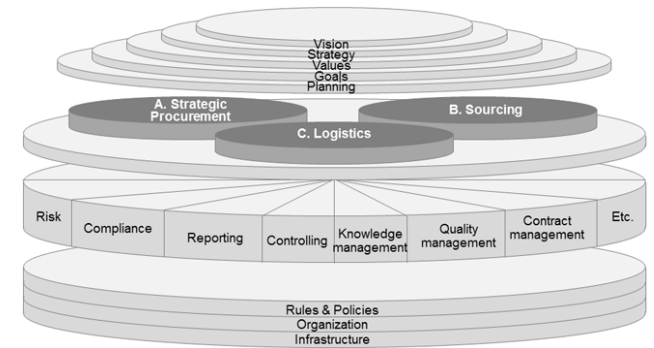


**Interfaces.** Our experts ensure the early integration of the procurement function and accompany you at the transition from development to production. This includes an efficient supply chain management. Herewith, sustainable product quality is ensured according to the predefined specifications.

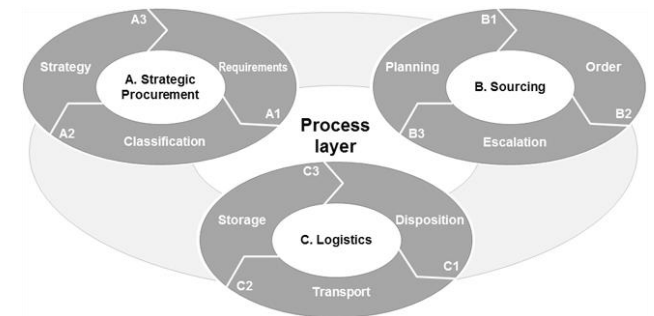
**IT.** During the course of process optimization, there is often a demand for a modernization of the IT landscape (e.g. PDM). Here we can help you with topics such as defining requirements, creating use cases and implementing adapted business models.

### SUPPLY CHAIN MANAGEMENT

Supply chain management consists of strategic procurement, sourcing (respectively, operative procurement), and logistics. For this we developed our "Supply Chain Architecture" which holistically describes all areas of the supply chain in four hierarchical layers (guidance layer, process layer, support layer and structural layer).



The process layer (see picture below) contains all main processes and puts them into their logical relation. It does not view the sub-processes in an isolated fashion, but rather considers them as closed loops which are continuously worked at. All processes condition and influence each other.



**A. Strategic Procurement.** The goal is to provide the most suitable supplier base, the most appropriate client and the best applicable technology within the sub-processes requirements, classification, and strategy.

**B. Sourcing.** The main goal is the selection of the most appropriate supplier for a specific sourcing event. It includes planning, order, and escalation.

**C. Logistics.** It considers the disposition of the concrete part and the physical material flow, including storage and transport.

We also consider cross-sectional topics:

**Working capital.** An important optimization goal is the reduction of the working capital. We consider all relevant cost positions (incl. supply, reach, transport costs, storage, etc.)

**IT.** During the course of process optimization, there is often a demand for a modernization of the IT landscape. Here we can help you with topics such as defining requirements, creating use cases and implementing adapted business models.

**PARTSBOARD.** Our start-up company PARTSBOARD GmbH, which we founded in 2014, allows you to reliably and cost-efficiently solve your issues in a complex supply chain. For more information please refer to the website: [www.partsboard.com](http://www.partsboard.com)

## OFFER

**Industries.** Located in Munich, Germany, we focus on both medium-sized and large enterprises. We support companies that develop products (mainly manufacturing companies) and companies that have a substantial procurement function (almost every company). We can support you at your location and in your markets, wherever you need us.

**Projects.** We offer strategy development, process and organization creation, planning, performance analysis, benchmarking, performance measurement systems, controlling and reporting, restructuring, IT-strategy, IT-roadmap, IT selection, and much more.

**Services.** We offer program and project management, interim management, consulting projects, workshops, coaching, training, and much more.

## MANAGEMENT



### Dr. Karsten Gessner

Dr. Karsten Gessner founded the consulting firm BLUE BALL in 2005. He has previously worked for BMW, Accenture, and Knorr-Bremse.

His operational focus lies in product development, procurement, and sourcing. His industrial focus lies in automotive, aerospace, machinery and equipment, medical equipment, electronics and high tech, and in telecommunications.

With the establishment of the start-up company PARTSBOARD GmbH in 2014, he acquired a lot of experience in the setup of an IT-based company.



### Peter Hohenadl

Peter Hohenadl has been with BLUE BALL since 2011. Previously he worked for Bosch-Siemens-Hausgeräte, Gaggenau, ZLU, and H&Z.

His main focus lies in the fields of consulting and project management in supply chain management, sourcing and logistics.

His industrial focus lies in aerospace, automotive, consumer products, electronics and high tech, ma-

chinery and equipment, as well as in traffic and telecommunications.

## TEAM

**Management Team.** Our experienced partners and project managers form the management team. They have learned program and project management from scratch with large consulting firms. Our project management approach follows the logic of the Project Management Institute (PMI).

**Advisory Team.** We are truly proud of our advisory team. It consists of senior professionals who are experts in their fields and have proven this over years in responsible management positions. Therefore, in addition to their consulting experience, they add decades of practical experience to your projects.

**Consulting Team.** Our consultants have several years of job experience in consulting and industry. Since BLUE BALL is not training rookies on projects, our engagement teams display a very high learning curve. We do not make beginners' mistakes.

Have we raised your interest?  
Let us introduce BLUE BALL to you in person.



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