

# Cedar Management Consulting



## Proven Track Record

30 years of history of working with 800 clients in the area of strategy, international expansion, capital raising, and M&A

## Global Footprint

Ability to work global mandates with presence in North & South America, Europe, Africa, Middle East, Turkey, India, ASEAN, China & Japan

## Sector Coverage

Financial Services, Manufacturing, Construction & Real Estate, Renewable Energy, Consumer, Telecom and many others.

## The world continues to provide opportunities and challenges

For its clients worldwide, Cedar “makes strategy work”

Cedar can help transform and grow a business. Cedar recognizes that the success of the strategy depends on its execution, and the alignment of the customer, process, organizational and business technology framework. Cedar addresses this on an integrated basis using the Balanced Scorecard, the world’s leading strategy tool. Cedar’s Scorecard knowledge is part of its heritage and deep. Most consulting firms specialize in one of these areas, with the client integrating specialized recommendations, and that’s when the execution gets challenged. Cedar identifies cross-functional issues and develops recommendations for alignment.

More importantly, Cedar stays through the execution in a project management role. 70% of Cedar’s clients are repeat clients, recognizing Cedar’s ability to manage complex execution of strategy.

### Global Market Strategy

Cedar’s team has significant capability in assessing the market and competitive dynamics, and developing global market strategy at a product, division or company level. While the internet may be a vast database of information, specific product, pricing, competitive and market insights come from an in-depth understanding built by primary research and many years

of experience in the targeted industries. This is true both for clients looking to enter markets for the first time, or looking to enhance success in existing markets. Cedar’s technical and market knowledge in the industrial sector is deep – from a product as “niche” as a micro-motor to a more general product as steel. Typical mandates cover market size & segmentation, product analysis & new product assessment, pricing & elasticity analysis, technology evaluation & trends, distribution and value chain analysis, and competitive assessment. Cedar also has **multi-country mandates** with clients seeking to enter global markets.



It has over 25 years of experience of assessing international opportunities in the US, South America, Europe, Middle East, Africa, India, ASEAN, China and Japan. Presence in these geographies ensures a real assessment and successful implementation, which may involve setting up distribution, a joint venture, an acquisition or a greenfield operation. Cedar has conducted over **100 China and India mandates**.

### Strategy Formulation & Deployment

In view of significant competitive challenges and increasing customer expectations, organizations are seeking to become “strategy focused organizations”. More importantly, the challenge is not to have the 'best strategy' but an effective strategy that can be implemented successfully. Cedar has over 25 years of experience in developing implementable strategies using the world-renowned Balanced Scorecard framework. Cedar develops a strategy that covers all four areas – financial strategy, customer service strategy, process strategy and an organizational & IT strategy. Cedar's methodology includes detailed external and internal analysis. Cedar innovatively summarizes a Strategy Map showing the cause and effect between objectives. Most assignments are completed on a fast track basis without disrupting operations. It often builds Balanced Scorecard's for clients as part of its strategy engagements. Cedar has thought leadership having built over 250 scorecards. In addition, it has the capability of developing budgeting processes & budgets that are aligned to strategy.

### Process Transformation

Aligning processes to meet or exceed customer expectations is an ongoing challenge. Cedar's capabilities are extensive – Business Process Innovation and Customer Service Strategy development. Cedar's approach in **Business Process Innovation** is truly innovative, fast, and easy to implement. Cedar's prioritization methodology helps identify processes that are mission critical and create competitive advantage. Cedar therefore focuses on only transforming those process areas that create rapid big

win efficiency and cost reduction opportunities for the client. Additionally, Cedar recognizes that successful processes are impacted by strategy, structure, technology & culture of an organization. Its recommendations therefore cover all four areas with special emphasis of leveraging technology for process automation. Our methodology allows for rapid implementation leading to cost reductions of over 25% in less than 12 weeks.

50% of clients are lost by firms within 5 years of their acquisition. Retaining profitable customers and selectively acquiring new ones is the core of any successful business strategy. With an increasingly competitive environment, customers are also demanding more personalized and enhanced service levels. Cedar develops a Best-in-Class **Customer Service Strategy** which includes customer segmentation, contact analysis, current service level analysis, technology assessment, best practice benchmarking leading to the development of a new customer service strategy and a roadmap for its implementation.

### Organizational Transformation

Cedar's Balanced Scorecard knowledge and experience has proven time and again that achieving customer objectives, and ultimately an organization's financial goals is significantly dependent on an organization having the right competency, structure with roles & responsibilities, leadership, and a “**climate for action**”, amongst other things. Cedar's HR Scorecard helps the HR organization develop its strategy and its implementation roadmap. Cedar's Human Capital consulting practice covers the areas of HR organization performance using the HR Scorecard, Individual Performance Management aligned to delivering Enterprise Performance, Enterprise Design, Talent Management, Total Rewards, and Employee Engagement.

### Business Technology Transformation

Cedar has been assisting companies formulate effective IT strategies in alignment with their Business Strategy, tailored to their specific objectives. This is defined based on their business goals,

organizations' age/maturity on IT evolution scale and the industry segment they operate in. IT Strategy also clearly defines the logical next steps that the organization should entail in terms of what applications will it need to select/enhance, what technical deployment approach should it adopt and which IT organization structure should it adapt.

Cedar has assisted several organizations across Banking, Manufacturing & Services segments in selection of appropriate solutions and project management of implementation. Cedar's value proposition in these engagements includes quantified benefits of reduction in investment costs and timely execution of projects, also qualitative benefits including effective utilization of resources & quality validation of IT deliverables.

### Sector Expertise

Financial Services, Real Estate & Infrastructure, Energy, Education, Retail & Hospitality, Telecom & Software, Consumer Products, Healthcare, Diversified Manufacturing, and a range of others.

### About Cedar

Cedar is a global management consulting firm. With over 20 years of experience, Cedar has assisted more than 800 clients across industry sectors. Formerly part of Renaissance Worldwide, a \$1 Billion consulting firm, co-founded by the creators of the Balanced Scorecard, Cedar has significant capability in the international market strategy, business strategy development, organizational and operational transformation. Cedar, winner of the 2010 BME Industry Award for The Best Advisory Firm, is headquartered in the US and has a network of offices in 15 locations, worldwide. **For more information, please visit [www.cedar-consulting.com](http://www.cedar-consulting.com)**

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