

## MARKETING COMMUNICATIONS GROUP STUDY

CGN developed a business process simulation to conduct business simulation analysis for their clients. CGN identified the performance drivers and areas of inefficiencies and recommended feasible business solutions to reduce overall period costs and improve process effectiveness.

### Business Problem

Client wanted to:

- Evaluate key financial accounts and the actual costs of conducting the current processes. Identify redundancies within processes and identify low ROI activities.
- Identify bottlenecks
- Identify significant opportunities resulting in cost savings and process efficiencies.

### CGN Solution

The CGN team:

- Conducted a detailed analysis of the processes within the study groups, while creating value stream maps and a simulation model of the entire system. This further allowed for the creation and testing of hypotheses and scenarios.
- Created a cost-KPI value matrix to target activities critical in achieving organization KPI's.
- Expanded project scope to study the interaction and process relationship between the different product support groups and identify improvement opportunities centered on eliminating redundancies and increasing synergies between the groups
- Performed a critical core-context analysis and studied the result of organizational structural improvements on process effectiveness and efficiency.

### Customer Benefit

CGN identified areas of internal inefficiencies caused by NVA activities within the group and recommended elimination of these activities. Recommendations also emphasized the value of organizational restructuring and efficient resource utilization to eliminate interaction inefficiency and to increase synergies resulting in a potential cost savings of \$3.1M.

### SCOPE

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### BUSINESS DRIVERS

*Understanding the cost of operating the current processes; Identifying value and non-value added costs; Potential cost savings and process improvements associated with elimination of inefficiencies, organizational restructuring and efficient resource allocation*



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