



DEMONSTRATING POTENTIAL? OTHERS CAN DO THAT TOO.  
OUR FOCUS IS ON IMPLEMENTATION AND YOUR SUCCESS.



## WHO ARE WE

***“As a results-oriented business consultancy with international experience, our customers appreciate us [...] for our methodological expertise and our experience of implementing it. This is both our endorsement and our mission.” (Norbert R. Heinz)***

NORBERT HEINZ CONSULTING advises and supports industrial enterprises from all technology sectors in the analysis and optimization of their product costs throughout the value chain.

We will help you assert your target prices.

Your satisfaction and your success are paramount in everything we do. Mutual respect and a working relationship built on trust are our first priority.

**You can count on us. Benefit from our experience to secure your edge.**

THE KEY TO SUCCESS IS AN UNSPARING ANALYSIS AND OPTIMIZATION  
OF PROCEDURES AND THE MANUFACTURING PROCESSES.



## SUCCESS STRATEGY

Giving advice that can be put into action. This contributes to making a company fit for the future. That's what drives us. We support industrial enterprises from all technology sectors in the analysis and optimization of their product costs and in pushing through their target prices.

## COST ANALYSIS

Purchasers want to understand the manufacturer's offer in detail, and want to be able to identify the parameters that flow into the total price. Over the long term, only those who collaborate as partners and communicate openly will survive. Suppliers can signal precisely this willingness from the very beginning: with the poseidon® costing system developed by us.

## PROCESS OPTIMIZATION

Eliminate waste – win customers: Those who want to stay in business must continuously hone their competitiveness. In other words, producers and service providers have no option but to make their processes ever leaner, all while cutting their lead times – from order intake to error-free delivery to the customer.

## WE HELP YOU

We help you fully exploit the options available to you. With us, you will minimize your costs and win new orders. The spiral of success is turning. Preferably always up.







## CONSULTANCY SERVICES

***“Demonstrating potential? Others can do that too. We are only satisfied once you can actually measure your success.” (Norbert R. Heinz)***

We always start with an unsparing analysis of the current actual state. We support you in the optimization of processes. Under your own roof and in all your orders. In a targeted, deliberate manner geared to your success. We create cost analysis assessments and robust target price calculations.

We will support you in your negotiations with customers and suppliers.

Numerous mid-sized companies as well as international corporations already rely on our long-standing expertise and work using poseidon®, the costing system designed by us to ensure the sustainable success of your business.

**You can count on us. Benefit from our experience to secure your edge.**

## OPTIMIZATION

***“If industrial engineering does not lead to lower costs and increased profits, in my view it’s pointless.”***  
*(Taiichi Ohno, father of the Toyota production system, 1978)*

If you ignore this fact, your company’s cash flow will become an overriding concern.

The key to success is unsparing analysis and optimization of procedures and the manufacturing process. Together with your team.

***“Please understand: It’s not a matter of identifying where you can quickly cut two jobs [...] Instead, it’s about having the ability to assess when automation approaches have to be considered. Or when having one more person on the line gives you crucial flexibility, allowing capital investments to be avoided.”***  
*(Norbert R. Heinz)*

**You have to adjust the levers just right if you want to sustainably lower the company’s costs. Together with your team. Because in the end, it is your people who will make or break your success.**

One is never finished. Continuously working to improve is decisive. No mistakes. Absolute delivery reliability. Robust processes with costs as low as possible. Those are the objectives.

**Experienced production optimizers rely on poseidon®, the costing system for clear, precise cost transparency.**

POSEIDON® HELPS YOU LOWER YOUR COSTS AND INCREASE YOUR PROFITS. GUARANTEED.



COST TRANSPARENCY

Why should you go over your costs with a fine-toothed comb? Simple: Because otherwise your customer will.

If producers want to compete at the head of the pack, a number of things are expected of them in addition to optimal quality and impeccable delivery performance.

- 1. Minimum costs for purchased materials and parts.
- 2. Robust processes and manufacturing costs at a best-practice level.
- 3. Competitive, plausible pricing.

No stone is left unturned in COST ANALYSIS. Price and cost structure analyses are used to ruthlessly assess each step of the process. The first thing customers want to know is: Which machines? Which cycle times? What labor costs? The following calculations are exacting. Those who don't take care here or lose perspective have already lost out.

A well-managed cost analysis uncovers everything. And this is a good thing. Value chains are in competition in today's globalized marketplace. From raw materials to the suppliers to the OEM. Those who recognize opportunities can exploit them.

- 1. Uncover the cost drivers in your own price calculation, and adjust the right parameters.
- 2. Make it possible for your product designers to receive early feedback about how much their designs will end up costing. Keyword: cost engineering.
- 3. Show the buyer that you have your costs under control and win the order. Because you are the best.

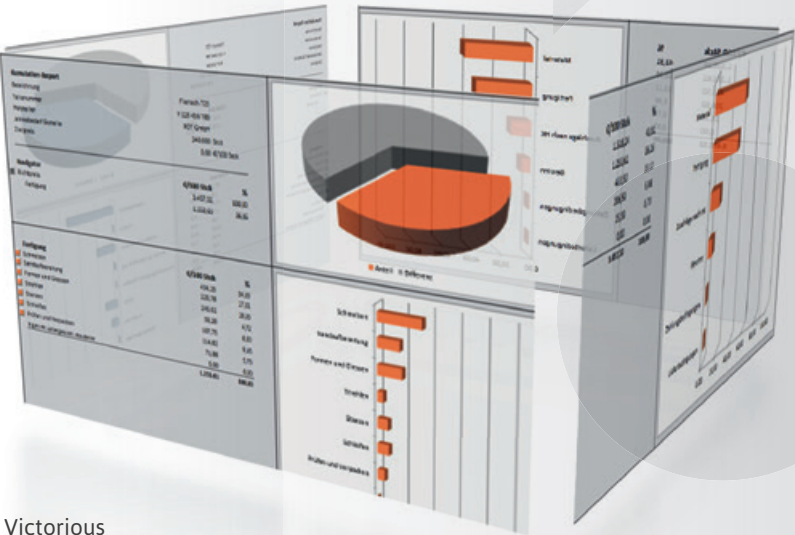
Identifying cost drivers, evaluating potentials and gaining support for the implementation phase. These are the factors flowing into your success.



Standardize first, then optimize – that's the golden rule. Victorious negotiators count on poseidon®, the leading costing system. With poseidon® you will not only be setting a fundamental standard at your company, you will also immediately convince critical customers.

Increase competitiveness and profits. Worthwhile goals in our opinion: The program's calculation method is established on the market, and is both traceable and transparent, all of which serve to build confidence and trust.

The poseidon® costing software developed by us has proven to be an indispensable tool for reliably identifying cost drivers and efficiently optimizing manufacturing costs. Winners work with poseidon®, the leading costing system on the market.





DON'T TALK ABOUT IT – DO IT



## COACHING

Two or three top people in key positions and the factory will run just fine – unfortunately this is not how things actually work. Leading companies have understood that their employees are the basis of their success. They are the company's true capital and the investment in the future that pays dividends.

We open up your perspectives. These seminars aren't just an excuse to get out of the office. What people want is to have a say. Cross-functionally.

Being able to understand the colleague from the other department, and knowing what he's talking about. Contributing something substantial to the team and scoring with your own ideas. Because they're good.

This requires a solid foundation. In line with the value stream.

### **Our in-house seminars: legendary.**

Seminars are only worthwhile if they tackle the issues that matter right now. A generous serving of practical relevance is needed. Issues that prey on participants' minds.

Discretion? Totally impossible with a mixed audience! We are aware of this, which is why we only offer in-house seminars. Our seminars are geared to the specific needs of our clients – and leave them wanting more. We promise.

We support you in your projects. Especially at the outset of your success story, it is important to be on-site to support your employees. Jointly developing strategies and making plans. Honing your tactics under pressure. But also doing a few things differently. Always tailored to the specific situation.

**Finally, at the end, scoring a smashing success together with your team. This will forge your team into a cohesive unit – making them hungry for more. We understand this.**

Would you like to know more? Get in touch with us.



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