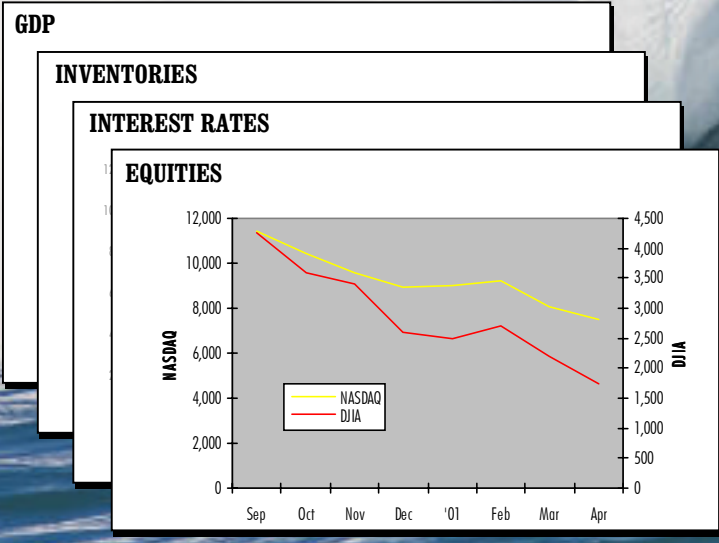


# CYCLE SURFING

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*Profiting from upswings and downswings in the business cycle*



The signs are clear  
...and pointing down

*"Until last year, millions thought they were crackerjack stock pickers. The past months have sorted the truly talented from the fleetingly fortunate. Now, managers will be put through the same wringer."*

-Fortune Magazine

No doubt about it. The past decade has been an exhilarating one for business on all fronts—EXCEPT ONE: Few managers active today have had the experience of riding a recession. To make the most of the opportunities—yes, opportunities—in today's business climate, experienced and cost-effective professional support is what many companies need.

## RECESSION? WHAT RECESSION??

### DENIAL IS NOT AN OPTION

*While talking heads debate if we're softly landing or sharply plunging, bring SBR on board to help you make the most of the reality...*

Since 1979, SBR Global has surfed three business cycles on four continents, in every major industrial sector - riding the waves and helping our clients do the same.

- We understand the risks and the opportunities inherent in cycle swings, and manage both sides of the equation to maximize advantage.
- We draw on our experience to anticipate events, and then proactively design and implement optimum solutions.
- We deploy custom-designed professional teams, with the experience, skills and resources to consolidate, streamline, and seize opportunities.
- Best of all, we do it all below the cost of our competition. We earn the trust of our clients by delivering value for money, in good times and bad.

*"The really effective CEO's are managing both sides of the equation—tightening the expense side and aggressively pursuing growth."*



## From the troughs...

### OPERATIONS EFFICIENCY...

A less-than-lean machine worked fine when there was enough oil to grease the wheels, but now that's drying up, and there's no room for friction.

### DOWNSIZING and LAY-OFFS...

Letting people go can undermine staff productivity and commitment, jeopardizing your company's strengths, responsiveness and ability to deliver.

### INTEGRATED PERFORMANCE...

Growth in the past needs consolidation for the future. The risk in a downturn is reactive crisis management, squandering strengths you may have already built up.

### SEIZING OPPORTUNITIES...

Revenues down, balance sheet bleak? The instinct is to cut prices to drive volume – but you might compromise your brand, or start a cycle of price cuts.

### ALLOCATING RESOURCES...

A budget cycle usually takes weeks, with infighting and horse-trading. Far too slow and inflexible to get the bangs out of the bucks when the scenery is changing.

### CUTTING COSTS...

A no-brainer, right? But *where*, without losing strategic resources; *when*, without losing sales volume and cash-flow; and *how*, to get the maximum returns?

## ...To the crests

Use task-focused professional experts to identify and eliminate the rough spots. Maximize returns on existing assets, spin off unproductive ones, and streamline operations to stay ahead of competitors.

Use a skilled and neutral outside party to evaluate performance, set the ground rules, retain and motivate the best, and streamline your work force into a powerhouse for the next upswing.

Strategic planning, competitor and market analysis, cost/benefits to set priorities, and process and information streamlining to keep a handle on events – all these are necessities, not luxuries, to keep perspective and focus.

Out-of-the-box thinkers with knowledge of your industry can mine your existing resources to find sources of revenue. Expand a product line, market to a new segment, form an alliance ... but find the quick hits.

Quick-turnaround business cases, based on hard quantitative analysis and industry smarts, can push through the bureaucracy and keep you flexible, responsive, and competitive. Know where the bangs are, and get the bucks.

A project team with no vested interests can diagnose inefficiencies, prescribe where, when and how to cut costs, devise effective solutions and champion them through to delivery. Minimize the slack to maximize results.

### Supplier Consolidation Case Study

A volume discount is not as simple as it sounds.

In renegotiating fuel supply contracts for a vehicle fleet manager,

SBR

Thro

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### ERP Case Study

No self-respecting company is without an Enterprise Resource Planning system today. But plenty of self-respecting companies fail to get the full benefits of ERP.

By designing and integrating business processes to mesh seamlessly across the organization and into standardized IT formats, SBR realized maximum savings from an ERP system and productivity across the board. This saved costs in the short term. More importantly, over the long term, it created a platform for continuously refining efficiencies, incorporating new ideas, and sustaining synergies – in short, a platform for growth.

## Rapid, effective solutions across all major sectors

Auto & Transportation	Media & Technology
Chemicals	Mining & Resources
Consumer Products	Pharmaceuticals
Defense & Aerospace	Retailing
Financial Services	Telecommunications
Health Services	Utilities & Energy
Manufacturing	

The great thing about a recession is that it *actually helps you* if you're a good company because it lessens your competition—if you're a good company.