



Anchor strategic focus and accelerate change

Develop your strategy with a clear focus on the objectives and initiatives of the organization.

Create the right connections to financial planning and execution to become more adaptive and robust.

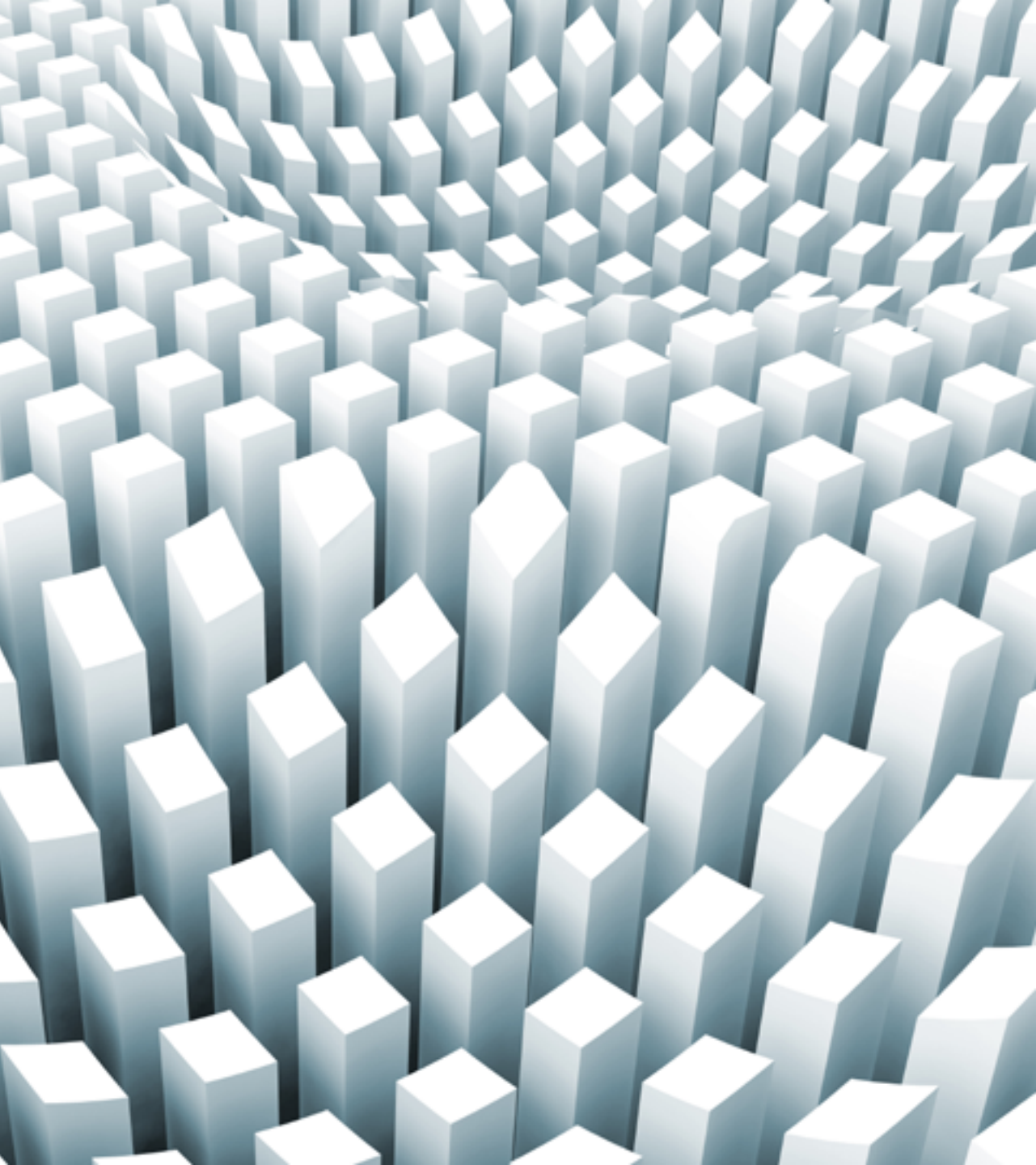
EVOLUTIONIZER



Be prepared for the unknown

External environments change more rapidly and unpredictably. What worked yesterday won't work tomorrow. Corporate leaders need to prepare their organization to identify change and adapt swiftly, while keeping people focused on a common strategic perspective.





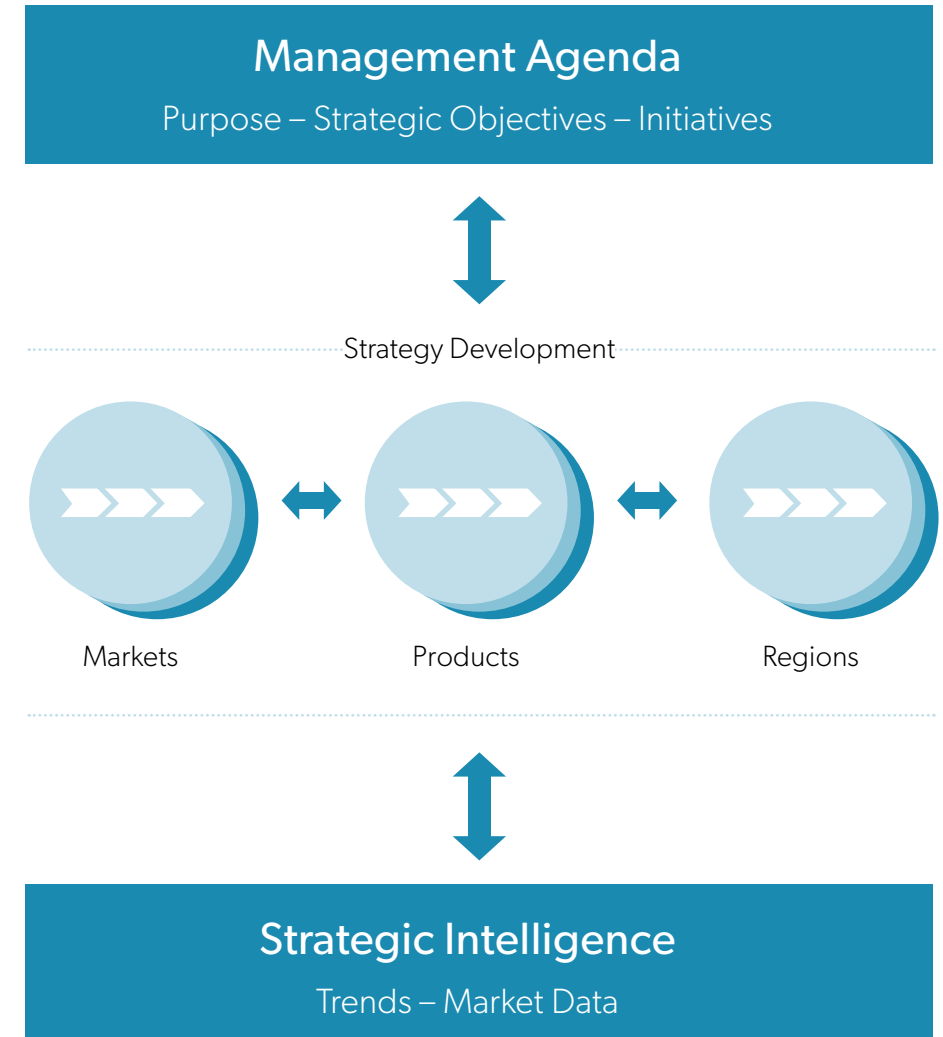
Introducing the Enterprise Strategy Suite

Evolutionizer combines world-class cloud strategy software with top-notch expert knowledge and services, ensuring that companies understand their options thoroughly, set the right goals, and execute on them in the most effective and efficient way.

A clear path towards strategic results for all divisions

A thoroughly aligned strategy system enables all units to develop their strategy independently, in line with each other, and with the corporate objectives.

- Purpose, overall strategic goals, and major initiatives are defined in the management agenda
- The divisions develop their strategy according to a pre-defined methodology customized to their needs
- In doing so, they are supported by data provided on market and trends



Generate clarity about each unit's contribution to the big picture

- Strategic boundaries relevant to the business units are integrated in the strategy process
- The strategy process follows a methodology that is customized to fit the specific needs of the company
- Trends and market data are provided at the relevant point directly from the strategic database

CTG Strategy Development

Strategy Process 2025 – Industry Application A
Industry Application A - EUROPE

Presentation

1. INTRODUCTION

2. INPUT DATA

- Presets
 - Vision, Targets, Boundaries & Ideas
- I. Strategic Analysis
 - 01. Market Segmentation
 - 02. Market Position
 - 03. Trends & Disruption
 - 04. Customer Value Analysis
 - 05. TOP Competitors
 - 06. Porter's Five Forces
 - 07. Innovation Ideas
 - 08. SWOT
- II. Development
 - 09. Strategic Challenges
 - 10. Strategic Growth Areas
 - 11. Strategic Ideas & Alternatives
 - 12. Strategic Capabilities
- III. Formulation
 - 13. Strategic Objectives
 - 14. Strategic Initiatives
 - 15. Enablers & Barriers
 - 16. Requirements to/for others

Trends

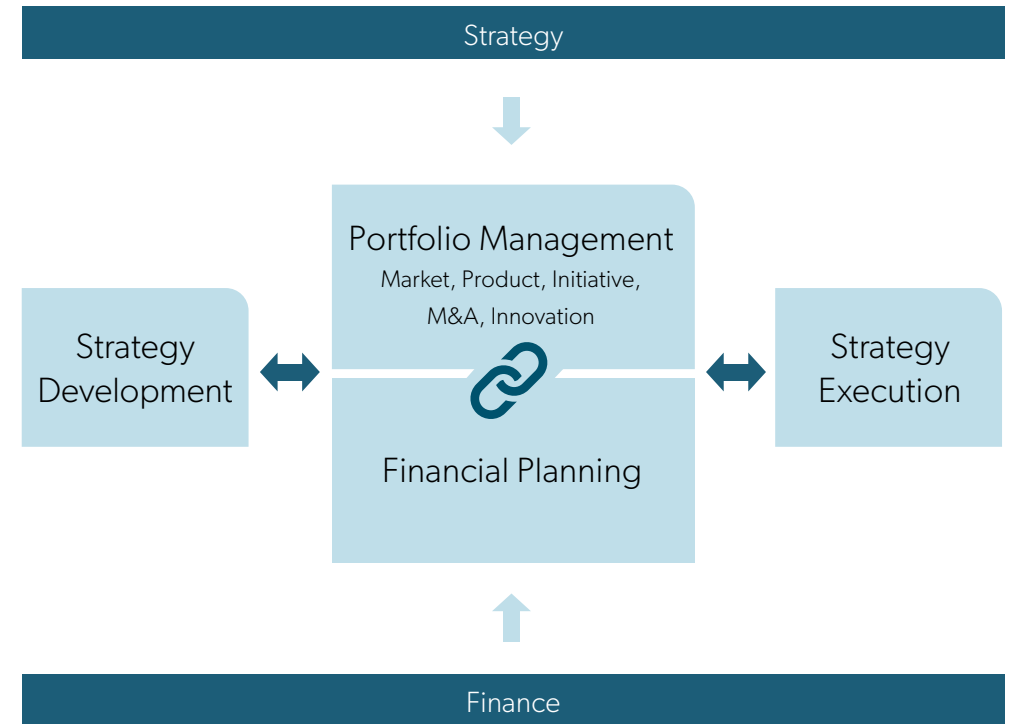
	Trend	Pestel	Hypothesis		
1	Fast printing speed	Economical	Gravure printers need ink, suitable to run >300 m/min	2	3
2	VOC Regulations	Legal	Low VOC regulations limit the use of metallic inks	4	5
3	Water based screen products	Ecological	VOC regulations will impact metallics in screen. UV screen already in the market w/o is next step	4	3
4	Long shelf life / UV / LED	Economical	Short shelf life has a negative impact on local stock and increase effort for logistics (esp. UV / LED). Long shelf life products would match technical trends and improve stock keeping + good material availability	5	5
5	Food packaging markets	Social	Trend to finished food will increase (microwave, pouches / retorte test)	4	3
6	Bio based raw materials	Ecological	Focus on bio based raw materials will increase	3	2
7	Imitation gold	Ecological	Create copper free gold effects	3	2
8	Next Generation Materials	Social	Environmental impact will play a success critical role in our economy	3	3
9	Logistics and local portfolio management	Legal	Logistics and material storing will get more challenging	4	3

+ add entry

Plan consistently from strategic and financial planning perspective

For the first time strategic priorities (market, product, initiatives) are comprehensibly linked to financial planning and ongoing execution.

- Early warnings for change reach all relevant business areas more quickly
- Impacts of decisions on all business areas can be identified better and adjusted more quickly
- Increase the ability to adapt when re-evaluating goals or making changes to strategic direction



Integrated strategy end-to-end

Increased adaptivity and responsiveness when strategic parameters change

Being more adaptive with frequent feedback loops

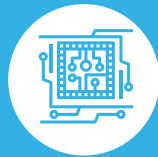
- Ensure consistent strategic and financial planning at the right time
- Enable more frequent synchronizations between strategic and financial planning
- Respond earlier and with greater frequency to changing external conditions and adjust strategic plans



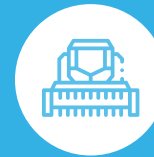
Trusted by strategy-driven companies



Global player
chemical industry



Asian manufacturer
for semiconductors



Global agricultural
equipment manufacturer



Globally active
manufacturer of
special-purpose glass



Leading healthcare
provider in Europe



Premium brand
manufacturer for high-end
domestic appliances and
commercial equipment



Global active German
SME for complex
logistics systems



Leading manufacturer
of metal forming
technology



Globally active
German high-tech
photonics company

ENTERPRISE STRATEGY SUITE



STRATEGY DEVELOPMENT

Continuous strategy development to become adaptive and aligned

Develop business strategy and ESG with direct participation of market segments and functions through a digitized process. Facilitate organization-wide alignment with the help of Crowd Intelligence and Machine Learning.



PREDICTIVE BOARDROOM

Optimize corporate strategic performance

Actively monitor the strategic execution gap, evaluate strategy portfolio options and disruptive scenarios to decide on a future-proof strategy.



PURPOSE-DRIVEN STRATEGY

Anchor strategic focus and accelerate change

Develop strategy top-down with a clear focus on the objectives (OKR, BSC, etc.) and initiatives of the organization. Test scenarios and complete your view by connecting to financial planning and execution.



STRATEGIC PROGRAM MANAGEMENT

Translate strategic targets into results

Agile management of complex multi-program constellations based on a highly flexible end-to-end data model based on preconfigured, best practice workflows. Increase your ability to deal with turbulence including boardroom-ready reports.

The digital backbone for the future of your business

Your Enterprise Strategy Suite



Highly configurable

Build your individual cloud suite – via our solutions catalog or customized to your needs.



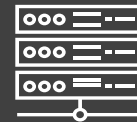
Grow as you go

Your processes have evolved?
Your suite adjusts to your needs as you go.



Fully integrated

Minimal IT requirements & business templates enable quick development. Standard interfaces also connect the suite easily with your tools – link to MS Office.



Microsoft technology

Based on European MS Azure Datacenter, the suite delivers the highest performance & security.



GDPR compliant & Data Security

Evolutionizer complies with the highest standards, including ISO 27001, 27017/18 & TISAX.



Simple Data Source Integration

Substitute for Excel & PowerPoint: 98% of data is created in the platform itself or completed via direct integration from operational systems/middleware.

Your Partner for Strategy & Execution Management

In everything we do, we aim to provide maximum support for corporate strategy and execution management.

For this purpose, a powerful team of top management consultants, software developers and product experts is working on the Enterprise Strategy Suite.

The digital backbone for the future of your business.



→ **Get in touch**

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