

A light gray world map is centered in the background of the slide. The text "International Business Services" is overlaid on the map in a bold, dark blue font.

International Business Services



Senfor International
Management and Business Advisors

Senfor International business services are available throughout the entire business lifecycle. However we realise that clients may require solutions which contain a mix of these services.

We have assisted major multinational companies with tailored packages in order to obtain the results that they require. Projects have included business acquisitions and post acquisition integration, strategy and business optimization, interim management solutions ERP transformations to name a few, all on an international scale.

*Which of these sectors are of interest to **You?***



Here at Senfor International we would be pleased to discuss your individual requirements and offer you a proposition tailored to your needs.



Senfor International
Management and Business Advisors

Strategy Execution and Operational Excellence

Why do you need innovation to achieve this?

Why do you need a new approach to achieve strategy execution and operational excellence?

We strongly believe the traditional management consulting model has had its best days. It is no longer enough to provide cold advice to our clients. We commit to listen and respond to their concerns and implement the necessary transformations that deliver true and lasting results.

100% of our engagements are provided by senior business leaders who have the courage and the integrity to always say the truth, and who systematically integrate the human dimension through business coaching in their interventions. That is precisely why we don't propose management coaching as a standalone service... it is embedded in all our transformation missions.

Many of our clients are undertaking internal transformations to become digital organizations. We tell them that digital transformation is about improving innovation, decision-making and how business is performed, and cannot be reduced to technology only. We believe that what we recommend to our clients should primarily be applied to ourselves:

1. We are not model-driven: we don't build complex and theoretical models that are unpractical and limited to senior management layers. We are simplicity- and individual-driven: we create collaborative problem-solving environments that bring strategic and operational teams closer.
2. We don't delegate the work to junior teams. As senior leaders, we inject our practical business and line experience in all our recommendations. We co-construct personalized solutions with client's teams, because ultimately, they will be accountable for the success.
3. We work in an open-architecture mode, which makes adding senior competencies easy, fast and transparent to the client, whenever a need arises.

We are committed to contribute to the success of our clients and to make corporate lasting transformation from within happen !

If you are reading this message... **YOU ARE THE CHANGE.**"

How can we help ?

- Transformation and Change ?
- Performance and Risk ?
- Growth opportunity ?
- Partnerships and Alliances ?



Pharmaceutical Group

For a large pharmaceutical group, the assessment of the corporation's competitive position on all market segments and its capabilities and definition of the strategic plan and support in operational execution. Turnaround of the food supplement and herbal division from years of operating losses to +10% profits in 1 year. Registration of client's anti-inflammatory drug with the World Health Organization.

Telecom System Integrator

For a large telecom system integrator, identification of the most profitable areas of focus (technologies and markets), definition of a 3-year strategic plan to grow domestic sales by 20% p.a. and expand into international markets (60% of Total income in 2 years)

Electronic Manufacturer

For a large electronic manufacturer, development of corporate strategy, key strategic initiatives and recommendations to grow Total Sales by 40% and increase profitability from 2% to 7% in 2 years. Our recommendations led to the creation of a committee composed of client, competitors, Ministry of Electricity, universities, etc. with the objective to standardize the quality of electric equipment supply in Egypt.



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Management and Business Growth

Business is growing either pre-planned or by unexpected business growth.

Pre-planned growth means that you have considered what is required and now need to put the necessary changes in place.

Unexpected growth requires more consideration than pre-planned growth. Sales surge and therefore you need to manufacture more product. This means that you require more inventory. You will probably need more resources, both people and space. But at the same time you still have to maintain your customer service.

This can be a challenging time when you feel the need for additional assistance or expert advice.

Our advisors are all experienced, not only in business within Europe but also in business between Europe, the Middle East and the USA.

We have assisted US multinationals in operating their businesses in France and Germany, including internal restructurations and facility relocations.

We can assist you with:

- developing and managing the expansion plan
- legal, fiscal and administrative differences
- facilities management
- financial management and reporting
- shared service facilities for Accounting, Receivables and Payables transactions
- operations management
- employee selection process
- business process management
- selection - implementation – rollout of business applications



US Energy Absorption Products Manufacturer – France/Germany

- Foundation of a new company in France following the acquisition of major parts of the business of a French competitor (asset deal). Procuration for the French entity
- Financial Controlling, Inventory Management, Purchasing and Production Planning and Control.
- Data management.
- Introduction of US footprint ERP (Oracle) system
- Production facilities planning

US Flow Management Equipment Manufacturer -UK

- Re-design of warehouse and implementation of locator control system.
- Automation of Quality data collection

Medical Devices Manufacturer - Ireland

- Quality Data Collection Process.



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Mergers and Acquisitions

Research indicates that over 50% of M&A deals are not successful!

Why?

Reasons include limited acquirer involvement, the deal not being in line with corporate strategy, the theoretical valuation not matching the practical future benefits, cultural differences between the two companies to name just a few.

As part of the deal process an analysis of the key value drivers should be undertaken and their associated risks evaluated.

For international companies expanding into Europe it is essential to have local European expertise that understands the specificities of the country concerned.

Start planning the PMI process in order to minimize delays when the deal is announced.

Our advisors have the expertise which can help to make an acquisition successful. We work with the acquirer to guide and assist in the deal process.

We have assisted multinational companies to acquire businesses in Europe and in the Middle East (both buy-side and sell-side) assisting with the corporate due diligence and integration. Also for multinationals we have undertaken internal operational restructuring projects.

Having the correct local contacts and the cultural understanding our advisors can support you with:

- key value drivers identification
- risk and potential synergies analysis
- local commercial analysis
- liaison with the acquired company and the acquirers M&A team
- acquired company financial analysis
- identification of key expertise and potential
- execution of Due Diligence
- planning of the PMI process



US Energy Absorption Products Manufacturer

Coordination of the Merger between two German companies of a US multinational Corporation. Assurance of the proper financial consolidation and preparation of the annual reports.

Simultaneously coordinators of the merger of two French companies including the transfer of the financial activities of both companies. Coordination involved the legal and tax aspects (e.g. Transfer Pricing) in addition to hands on transfer of financials.

Result: Elimination of two legal entities and substantial cost savings going forward.

Sports Construction Company

Coordination of merger process between client and 3 target companies to setup a sports holding organization



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Post Merger Integration

Mergers and Acquisitions often fail, because the post acquisition integration (PMI) bears significant risks which are not addressed early enough.

These risks include the management team not having the bandwidth to match the required capacity for the PMI, poor integration planning and execution, cultural differences between the organisations, the loss of key employee talent within the organisation, critical products and processes not being correctly identified, reduction in market strength.

Key questions which should be answered:

- What are the M&A objectives?
- How good are the acquirer and the target in responding to those?
- Where are the synergies, risks and opportunities?
- Which unbiased decisions should we make to maximize results?

Start the PMI process as soon as the deal is announced so when the regulators give the green light the integration starts immediately.

Our advisors work alongside the management team and build a cultural bridge between the acquired and the acquirer.

We have worked with US multinationals to identify key talent, crucial products and processes which must be safeguarded throughout the PMI process of their European acquisitions. We have assisted with the planning and reporting throughout the process.

Our advisors can assist with the:

- identification of key expertise
- planning process and execution of the plan (PMO)
- integration team selection
- implementation of the culture to be adopted
- alignment of business processes and systems between the two organisations
- management of issues and variances



US Welding Products Manufacturer

Financial integration of a German acquisition for a US Corporation. Determining the US GAAP opening balance sheet in coordination with the US Corporate Finance Integration Manager, which included the physical inventory, auditing accruals, reserves and prepaid as well as changing the financials to the Percentage of Completion Method.

Implementation of US GAAP accounting and processes with the local accounting team and associated system changes to the local ERP System.

Managing the financial integration of a second German acquisition into the existing financial environment. Determination of the proper purchase price allocation, asset transfers and accounting transfer from Oracle 11i to MFG-Pro. Business leader in drafting and negotiating the transition agreement (TSA). Valuation of the assets of the acquired company during post acquisition period to determine final purchase price



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Business Process Management

Gartner defines Business process management (BPM) as:

"the discipline of managing processes (rather than tasks) as the means for improving business performance outcomes and operational agility. Processes span organizational boundaries, linking together people, information flows, systems and other assets to create and deliver value to customers and constituents."

In the dynamic business world of today organisations must constantly adapt their processes to new requirements in order to carry out successful activities.

By undertaking BPM, organizations can identify streamlined processes and new business applications which will enable them to stand out significantly in the execution of client transactions.

Senfor International will work with you from the design through to the implementation of your optimal solution using a comprehensive approach and recommending solutions appropriate to your needs.

We have worked with multinationals to review business process and to effect the alignment of both processes and systems with parent organisations.

Our advisors can assist you with:

- the identification of your business processes and their interactions
- definition of the optimal organisation structure
- standardisation and optimisation of your internal processes
- cost reduction, improved quality and increased flexibility in the new processes
- implementation of advanced technology geared to your requirements
- real-time information reporting enabling operations to quickly respond to process events



Industrial Machinery

For a leading supplier of equipment and services to packaging manufacturers, reinforcement of major business processes (Purchase-To-Pay, Sales & Operations Planning and Order-To-Cash processes) for largest Business Unit to promote and align continuous improvement initiatives and SAP rollout in international sites. Centralization of non-strategic activities in a newly-established Back-Office entity.

US Medical Devices Manufacturer – Ireland

Review of current business processes (Manufacturing, Supply Chain, Quality, EAM). Gap analysis with the US parent company's processes (Oracle R12). Implementation of standard system with revised processes



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ERP Transformation

As part of the business process management review, the systems used to perform transactions, store data and provide reporting come under scrutiny.

Do you have an enterprise resource planning (ERP) system ?

Does it give you the results that you require ?

Do you need an ERP system ?

The objective of an ERP transformation should be to create a central system which will support your operating model whilst giving the benefits of efficiency in business transactions and global reporting capabilities.

In our experience, many ERP system implementations do not give the expected results. Typical the implementations cost more than expected and take longer than planned whilst not delivering the required result.

This can be due to several factors:

- lack of business stakeholders because they do not understand the business objectives,
- lack of a clearly defined scope and project plan so the project is continually creeping,
- misunderstanding of business requirements,
- the team is too big and unmanageable,
- and probably the most important reason – DATA ! Any system is only as good as the data put into it and if the data is bad then the results will be bad.

Senfor International offers you expertise and support throughout the entire cycle of the ERP transformation.

Our advisors work with you to assist in:

- the identification and communication of the objectives of the transformation,
- defining the operating model to match these objectives,
- developing the transformation plan and establishing the teams, both business and IT, which will be required,
- selecting the appropriate resources which will be required, software, services, people. (We do not subscribe to the idea that if you throw more people at it then it will be done quicker),
- assisting the business in the management and cleansing of the data to be migrated,
- obtaining the business requirements for the design of the system configuration,
- design, design review, configuration, testing, test results review and modification of the configuration best adapted to meet your business model,
- training of your business team,
- management of the “Go-live”,
- post implementation support,
- assessment of the post implementation benefits



US Energy Absorption Products Manufacturer – Germany

Implementation of Oracle E-business suite, Accounting, Finance, Purchasing, Order Management, Manufacturing, Supply Chain, Service and Warranty.

Data cleansing of all base inventory data and restructuration of Bills of Materials and Routings.

US Medical Devices Manufacturer - Ireland

Review of current business processes (Manufacturing, Supply Chain, Quality, EAM). Gap analysis with the US parent company's processes (Oracle R12). Implementation of standard system with revised processes. Automation of Quality management system to ISO 13485 and FDA regulations. Data management – cleansing of base inventory data and restructuration of Bills of Materials and Routings



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Senfor International Core Team



Clive-Ion Yilmaz

Cofounding Partner

Clive-Ion co-founded Senfor International in 2007. He is a highly skilled business consultant with excellent management, analytical and communication skills.

He is internationally experienced in business consultancy including project management, business process management, data management and ERP systems transformation.

He has a broad industrial experience including production, purchasing, warehouse and quality management for the engineering, electronics, medical devices and instruments and automotive industries.

Clive-Ion is predominantly involved with manufacturing business processes, quality management and ERP systems.

Jacques Babé

Associate



Jacques is a specialist in the design and implementation of Supply Chain information systems using Oracle e-Business suite.

Certified APICS CPIM, he has a strong understanding of Supply Chain strategies in order to propose value added solutions adapted to client's needs.

Jacques is focused on Oracle e-business suite solutions for the supply chain.

Alison Ulrich

Associate



Alison is a qualified financial professional with extensive experience of multinational ERP implementations in the US, Europe and Asia.

She possesses significant knowledge of European localizations and VAT requirements and is able to support on both internal and external tax audits.

Alison is focused on Oracle e-business suite solutions for core financials, including Ebtax.



Suna Yilmaz

Cofounding Partner

Suna co-founded Senfor International in 2007. She is our specialist in all matters relating to the operation of the company and Turkish affairs.



Guido Kaspers

Associate Partner

Guido is a corporate Finance and Business specialist with broad experience in Finance, Controlling and HR in Germany, Austria, France and USA.

He is active in the integration of new acquisitions, change management and restructuring.

Guido's major focus is on supporting US Corporations in their European activities and the integration of new acquisitions.



Alei Hassanein

Associate

Alei is a transformation specialist with more than 15 years' experience in strategy execution across a wide range of economic sectors and geographies.

He Implements cost-effective actions that align and optimize organization, processes, technology and partnerships with a proven track record in achieving challenging goals in complex economic, operational and organizational environments in Europe and in the Middle-East.

Alei's focus is on strategy execution and transformation projects.



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