



Rapid  
Business  
Modeling  
Management  
Consultancy  
"We Improve  
Profitability"

By Hans-Gerlach Woudboer

# RapidBusinessModeling Management Consultancy

## **Welcome to RapidBusinessModeling's Technology and Solutions**

RapidBusinessModeling is a management consultancy firm with the mission to improve profitability significantly!

RapidBusinessModeling achieves this by building a multidimensional enterprise model combined with a Systemic Analysis. We have developed our own proprietary RapidBusinessModeling Software. This is based upon the [Wolfram Language](#)—the most intelligent SW- pretty underutilized in the business world. For a painless start we have also developed a [RapidProtoTyping for modeling an Enterprise approach](#). Based on this we help you to simulate your business and ramp up your profits much faster.

### **How many unprofitable customers does your company have?**

What are your dependencies on your customers? How much profit does each customer add or subtract to your company's profit? How profitable are the customer services your company provides? What is the true P&L of each of your customers? Do you understand the order profitability such that unprofitable orders like in above [Whale Curve](#) can't happen?

### **We have the answers to these questions and more.**

We build multi-dimensional enterprise models reflecting your company and all of its important dimensions and details. With these models we can simulate your business allowing you to make your decisions based on facts and not guesses. [Contact](#) us today for a live demonstration!

# An Overview on RapidBusinessModeling

by Hans-Gerlach Woudboer

RapidBusinessModeling is a management consultancy firm with the mission to improve profitability. RapidBusinessModeling achieves this by building a multidimensional enterprise model, reflecting all important dimensions in the revenue and cost side. Our state-of-the-art technology solutions are: RBMModeler PerformanceManagementSuite, PricingSuite. This combined with our management consultancy know how provides you with an unprecedented basket of opportunities.

Brief process description: we are starting via a [RapidProtoTyping detailed Business Model an Enterprise](#) approach building a multidimensional enterprise business model- in close cooperation with the enterprise organization-on the basis of advanced activity based costing principles. [Ratebase Activity Based Costing, Time Driven Activity Based Costing, Consumption-based Activity Based Costing, Parametric Activity Based Costing]. Decomposing the accumulated general ledger data via cause and effect driver tables down to workplace cost, further assigning it to the activities within all departments and processes to their products and services provided to the customers in a truly multi-dimensional manner. Typically we are applying a hybrid process with Time Driven Activity Based Costing for the repeating activities in the organization.

Building a multi-dimensional enterprise model should be a staged approach.

Stage one of the RapidBusinessModeling approach starts during the workshop, together with the management team-we are building a business model completely based on various parameters like numbers of people, numbers of products, numbers of activities, numbers of customers or customer groups combined with approximate data of costs and revenues off the top of the management team.

# An Overview on RapidBusinessModeling

The management team will immediately see the performance of the pilot business model measured by a WhaleCurve, just generated off the top.

Further enhancement on key drivers, just off the top of the management, will generate a good first 80/20 pilot business model. It will include WhaleCurve's for customers and products, the Potentializer based on the gap analysis of the pilot model. Major aspects of this approach are management involvement, training and gaining insides.

The management learning's and discussion from the first workshop will be fundamental for the continuation and focus on the next phase and steps of the project.

Stage two will follow the management outline and focus and will use advanced cause and effect drivers by utilizing existing operational data. Activity interviews are carried out and enhanced by value added analysis. A multi-dimensional activity cost, including departments, lines, processes, people, across the enterprise will be the first eyes opener depicting a value stream analysis. This shows where and who spends or is wasting your money and provides a first idea on how and where you could improve your overall process.

This enterprise activity-line-process cost will be further assigned -by using fact based drivers- to interim and final products, as well as to the customers or sales channels all processed using a truly multi-dimensional method.

A model of that detail of course could be further enhanced with additional details and effort, but because of our maxim to be approximately right versus precisely wrong, we are rather start analyzing the enterprise model at that stage via our dynamic WhaleCurve and potentializer technology. Our potentializer technology is also the first and best validation tool available. Once data based bugs are found and eliminated we start with Stage three which is first harvesting.

# An Overview on RapidBusinessModeling

Needless to say that this process has to be steered by the management team and led by the business model owner all supported by RapidBusinessModeling's team.

Measuring the overall enterprise performance of the modeled period via a so-called WhaleCurve depicts immediately the full customer and product profitability at a glance. It's like a fingerprint of your organization for the period analyzed.

RapidBusinessModeling's proprietary Potentializer technology applied to the multi-dimensional enterprise model generates rapidly the improvement potentials for the cost and pricing side which are most beneficial.

Re-engineering of processes including their activities and products based on the gap analysis and potentials depicted by the potentializer will be the crucial part of the various changes necessary to improve the overall enterprise performance, measured again by a WhaleCurve of the future. Redesigning aspects can be supported by our operational research, global search capabilities RapidBusinessModeling is offering as part of our technology portfolio.

A multidimensional business model is typically run as a point model, this is: each result has a value. Our capability of being able to introduce variables for each controllable parameters means the model result is a mathematical expression carried out throughout the whole business model. Based on this, an optimized processes can be designed subject to given constraints e.g. capacities and the like with an objective functions like maximizing for profit. RapidBusinessModeling utilizes a world-class nonlinear optimization process.

Any uncertainties, which are typical for such redesigns, can be understood by Monte Carlo analysis runs. This way the impact of future decisions on the basis of the new model will be understood prior to acting.

# An Overview on RapidBusinessModeling

The benefit on a conservative basis is about 3% to 6% of revenue increase. The Potentializer will reveal many low-hanging fruits in both costing and revenue, which will be skimmed first. Change management principles must be used and applied in order to gain serious overall profit improvements.

A fully committed management approach will enable the enterprise to control the overall change process in accordance to their strategies and visions and should be able to capture a substantial profitability improvement within 3 to 6 months.

# RapidProtoTyping a Businessmodel of an Enterprise



## RapidProtoTyping a BusinessModel of an Enterprise

*By Hans-Gerlach Woudboer*

My business, RapidBusinessModeling, has developed a rapid prototyping methodology, which is intended to give enterprises the ability to provide them painlessly with their detailed business model of their enterprise or organization down to a customer profitability.

### **This means a P&L per channel or customer or per order!**

RapidBusinessModeling achieves this by building a multidimensional enterprise model via a RapidProtoTyping Modeling approach of the Enterprise. This combined with a Systemic Analysis -an internal benchmarking analysis-provides the information needed to improve the business's profitability significantly within months!

# RapidProtoTyping a Businessmodel of an Enterprise

RapidBusinessModeling's unique state of the art multidimensional enterprise modeling is based on true cost using the causality principle. That is to say, the internal modeling relationships are based upon cause and effect principles applied to the data made mostly available through transactional data in combination with their other cost and revenue data.

The RapidProtoTyping process is based on a few inputs:

- #Roles of the Organisation
- Transactional data
- Revenue
- Costs

This is sufficient in order to generate a first RapidProtoTyping Model of the Enterprise. These models have the capability to simulate the business allowing it to make decisions based on facts and not guesses! Based on this simulation, profits can be increased much faster.

RapidBusinessModeling likes to offer any interested enterprise a free online session, showing them how this works. During the meeting we will show some special examples to get the idea across. Online sessions for a particular enterprise could be tailor-made to there audiences industrial field.

Profit Enhancement by RBM combined with [Operational Excellence Solutions Profitcheck](#)

Prospects would have a completely accessible Performance Management Suite — either as an Amazon Web Service or installed at their premises — with all the detailed information of their customer profitability including the potential best way for changing their profitability based upon an internal bench-marking analysis.

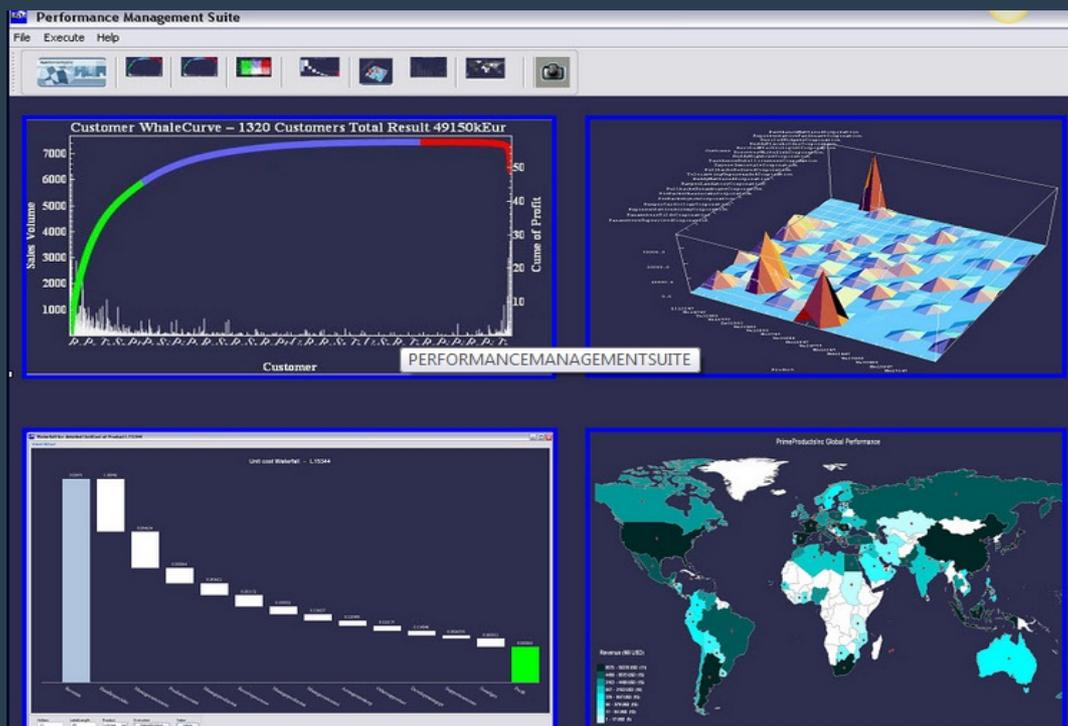


# Performance Management Suite - Rapid Business Modeling

## Performance Management Suite (PMS)

The Enterprise-Intelligence solution for your company displays at the touch of a button, what you always wanted to know more about your customer profitability, for example. All the essential details of your multidimensional business model can be shown for example as Pareto-Grafik, for example, detailed costs for a special production cell in combination with the corresponding transactions. Or, you may have the actual revenues for this area with the associated cost drivers on the screen.

Since the PerformanceManagementSuite depending on request also shows a detailed potential analysis, which can easily identify where improvements are possible. In combination with the corresponding simulations RBM's Technology and Solution can then represent the new results, before the necessary change measures should be undertaken. Essentially it all happens by the simple pressing of icons. Very efficient and easy to learn. It is tailor-made and designed specifically for your desired needs trimmed and yet on a standardized basis. This keeps the adjustment costs very low.

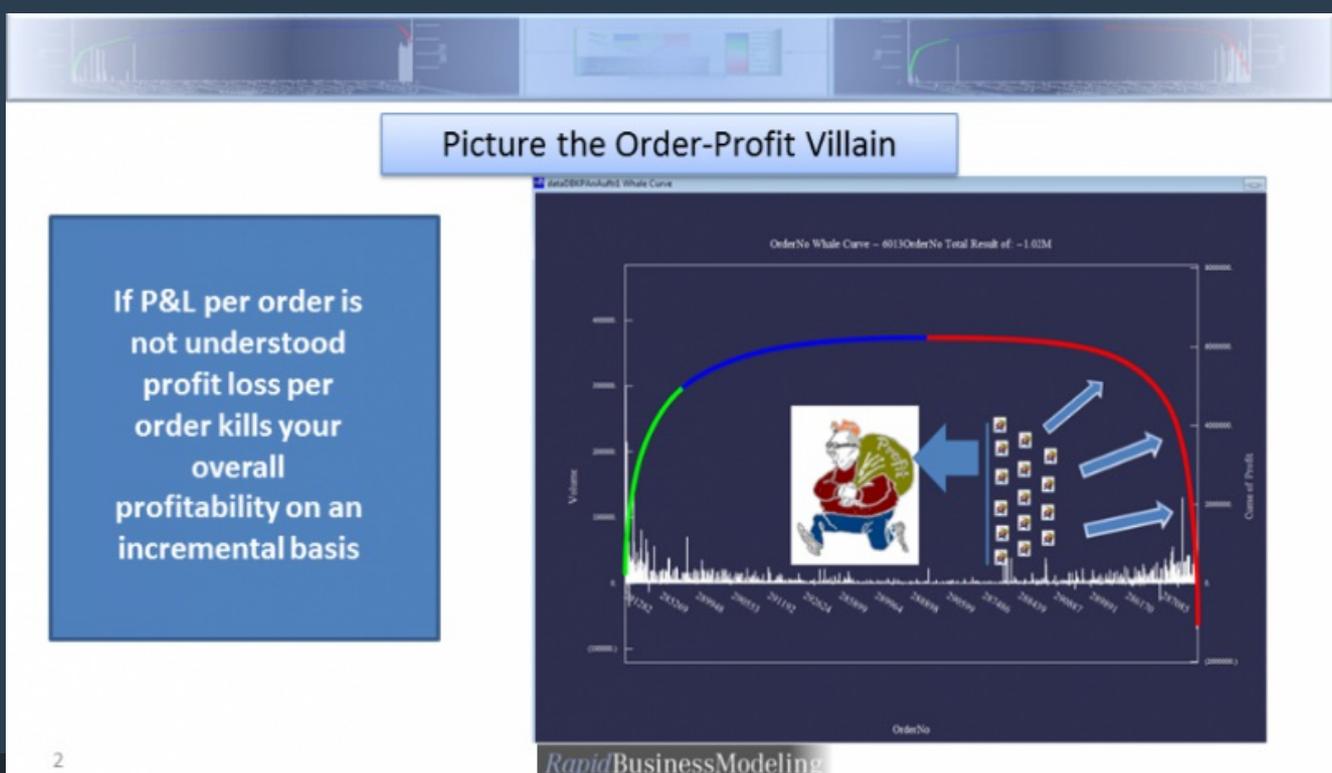


# Your True Customer Profitability Rapid Business Modeling

The best performance measurement for your true enterprise profitability is based on a so called **WhaleCurve**. A **WhaleCurve** can show customer, products, orders, channel, activity, or any other desired dimensional profitability. The example of an Order WhaleCurve is shown below.

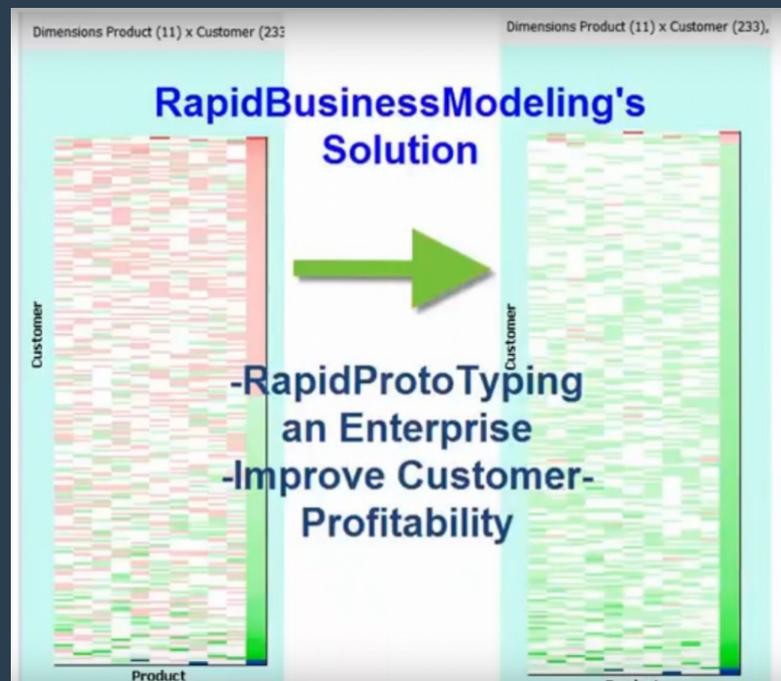
The x-axis shows the Order, the left y-axis shows your sales volume reflecting the bars, the right y-axis shows the cumulative order profitability based on the green, blue and red line. The green/blue cut point depicts where 80% of the total profitability was made on how many orders (very often 20% of the orders make 80% of your profit). The blue regime shows those orders make you 80% to 100% profit. The red regime shows which orders are unprofitable. Here one can see how about 50% of the orders taken kill the overall profitability dramatically. The overall shape of the curve also depicts your dependency from your orders / customers.

Our dynamic WhaleCurve application enables you to have immediate access to your customer's P&L, the product profitability and details on revenue, costs, volume all at your fingertip.

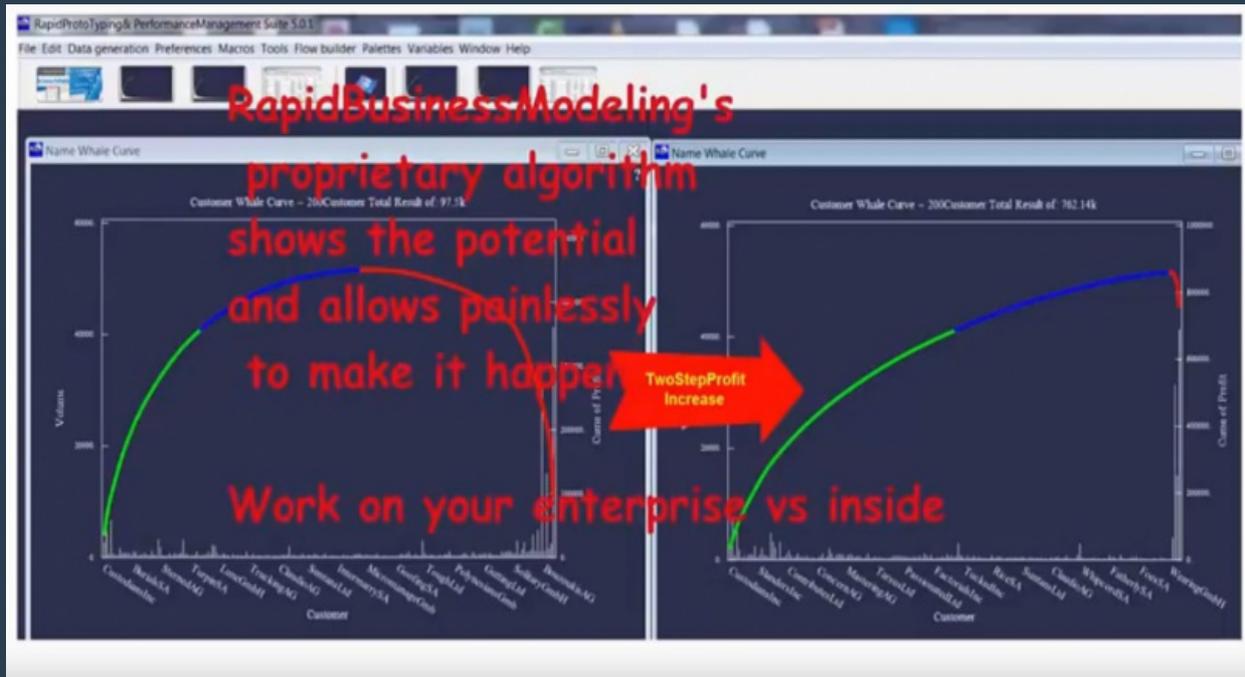


# RBM Videos - Rapid Business Modeling

RapidBusinessModeling's video collection provides a broad overview of detailed BusinessModeling following the principles of Activity Based Costing, starting with a RapidProtoTyping approach. Using the drag and drop technology of a FlowBuilder allows the easy making of multi-dimensional BusinessModels by little baby-steps. All can be done using an I Pad. Those models can simulate your business allowing you to make your decisions based on facts and not guesses! And they are the basis for a Performance-Management-Suite and accompanied by a Potentializer process mapping the essentials forward with lower costs and higher revenue of a company, typically within months.



# RBM Videos - Rapid Business Modeling



# RBM Videos - Rapid Business Modeling

