

Established in 1991

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WORKPLUSWIN

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Logistics Gives You an Edge.

Using logistics to provide innovative solutions can be a highly effective means of distinguishing your customer service – giving you the decisive competitive edge in achieving premium pricing and deeper market penetration.

Logistics Raises Revenues.

Smooth service helps minimize losses. Logistic services create added value and generate additional revenue.

Logistics Cuts Costs.

Turn your firm into a ‘lean and mean’ competitor by optimizing planning and operations! Providing high-quality service with minimum expenditure of resources will help you avoid penalties and excessive costs – with a direct impact on your bottom line.

Logistics Creates Value.



VALUE=

**Logistical
Profit Optimization**





Everybody has Goals.

Decision-makers want to achieve higher profits. Shareholders, partners, and investors want to obtain higher returns on their investments.

Competition for Capital is Becoming Stiffer.

Partly as a result of the Basel II guidelines, banks are raising the bar for clients applying for loans – so achieving and maintaining higher profits over the long term is crucial.

The Going is Getting Tougher.

In many important markets, growth has either stagnated altogether or is anaemic at best. Price pressures are escalating; cut-throat competition is increasingly the norm. On top of that, businesses have to contend with rising prices, spiralling labor costs, higher levies and taxes.

Where can we look for a solution?

Where is there still potential to boost profits significantly?



THE GOAL=

Higher Profits





Often overlooked: The Great Profit Potential of Logistics.

In most manufacturing firms, logistics is not a core competency – even where it should be: Logistics has a crucial impact on the bottom line. Logistics is a significant factor in determining any company's success or failure, and thus investors are increasingly insisting on logistics optimization.

Why has the power of logistics to maximize profits largely been ignored until now? Where does its great potential lie?

Time to talk about the Power of Logistics.

A Major Cost Factor

Depending on the industry, logistics costs constitute between 5 and 15 percent of sales. Reducing these costs by 10 to 15 percent is a realistic goal.

Lack of Transparency

Most accounting and controlling methods are woefully inadequate when it comes to documenting actual logistics costs. The result? Most companies have alarmingly high hidden logistics expenses and lack a clear base for cost optimization. Top executives typically underestimate costs by one half!



THE ESSENCE=

The Power of Logistics

Fragmented Organization

In many companies, different departments are in charge of various logistics-related responsibilities. The outcome: inadequate coordination of activities, unnecessary duplication of effort, and inefficiency.

Traditionally Overlooked

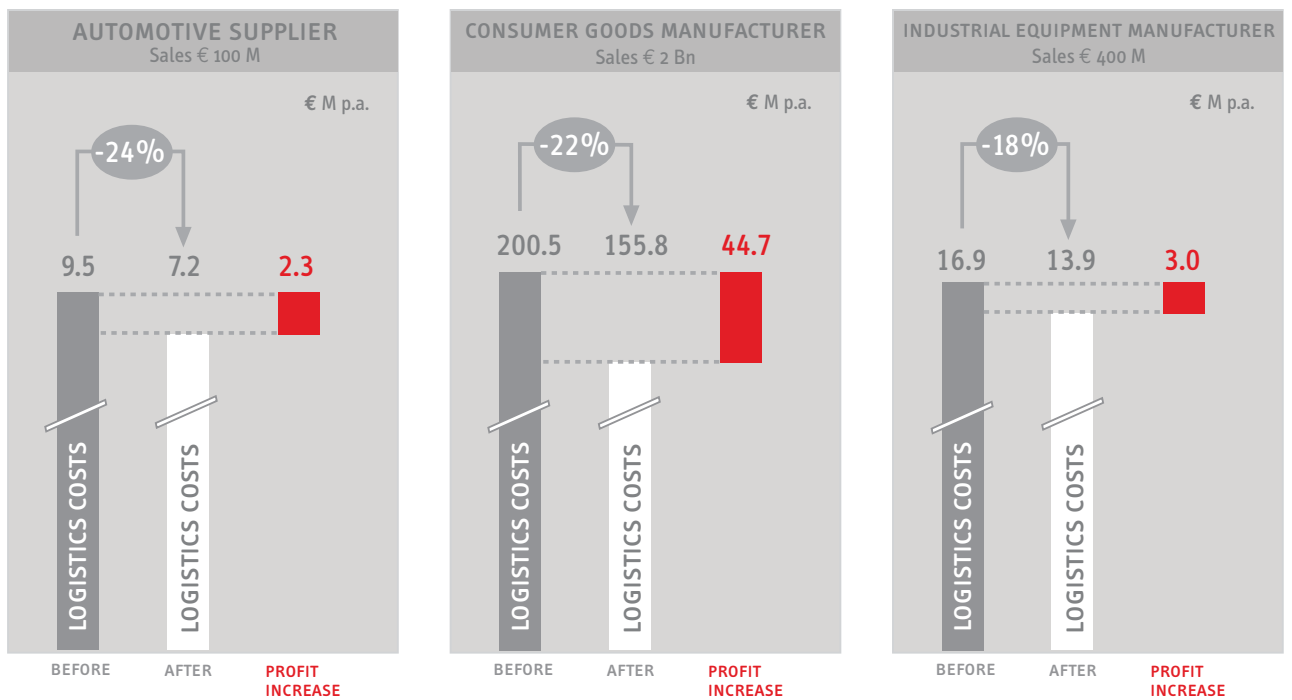
Precisely because of this fragmentation, logistics does not show up on most top executives' radar screens. They simply aren't used to thinking of it as an integrated system. Logistics, often going by one of a variety of synonyms such as "warehouse" or "transport," has been considered a necessary evil rather than a core competency.

Highly Complex

Logistics is not to be underestimated in its complexity. We mustn't let acquisitions, ERP implementations or customer "noise" keep us from doing basic homework that is long overdue!



The Results Speak for Themselves.



At ZLU, we specialize in identifying and realizing logistics potentials, giving you a high return on your investment and a lasting positive impact on shareholder value. ZLU – the experts for logistical profit optimization!

Increase EBIT by 1-2 % of sales –
a strong value proposition for top decision makers.

THE IMPACT=

**Significantly
Higher Profits**



Our approach is highly structured and result-oriented. Developing concepts, providing support during the implementation, and interim management are our strengths.

Creating Transparency

The first step involves the recording and financial analysis of all logistics-related activities. A clear picture of logistics costs, organization, and existing projects provides the basis necessary for optimization.

Defining Targets

The next step consists of defining realistic targets for profit and liquidity improvement and breaking them down into individual income statement and balance sheet positions.

Designing a "Package" of Measures

What measures should be taken is decided solely according to effectiveness in furthering previously-defined goals. No logistics just for the sake of logistics! Priorities are determined on the basis of impact on goal achievement, time line, and feasibility.

Providing the Organizational Framework

Optimizing a company's logistics demands well-honed management and leadership skills. Adequate organization of operations and support functions is crucial if implementation is to be successful. The right concept alone is not enough.

Rigorous Implementation

Once a plan of action has been defined, we stick with it, implementing measures in order of their priority in terms of bottom-line impact and devoting special attention to critical projects. Our guiding principle is maximal added value for our clients.

Interim Management

If it should prove necessary for successful implementation, we will provide experienced professionals who can step in as interim managers.

Sharing the Risk

We want you to succeed. To prove it, we share the risk with you. If we exceed the targets, we receive a bonus. If results fall short of the target, we take a cut in fees.

What counts is translating profit potential into real cash flow.



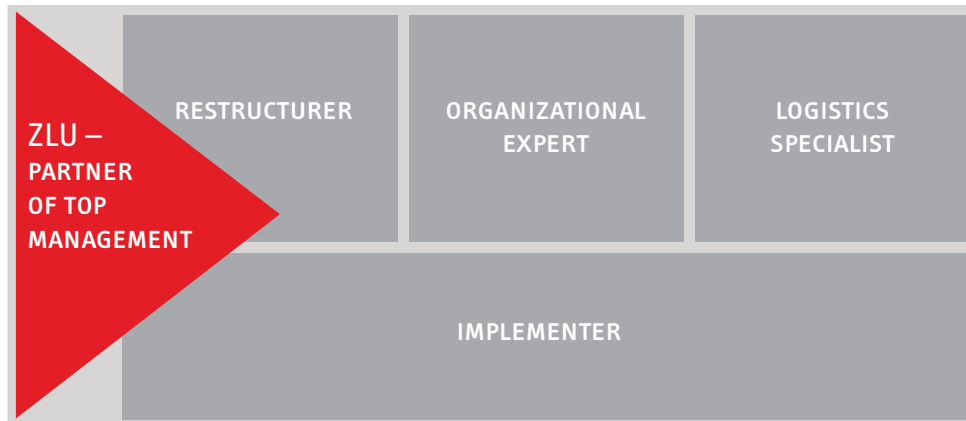


GETTING THERE=

**Proven Methods,
Rigorous Approach**



ZLU Core Competences



Increase your profits significantly by optimizing your logistics.
The experienced professionals at ZLU work together with you to unleash
your company's unrealized profit potential.

ZLU provides all the professional services you need "under one roof".

EXPERTISE=

Putting it
into Practice



Selected References

Automotive Manufacturers

BMW, DaimlerChrysler, General Motors, VW ...

Automotive Suppliers

Johnson Controls, Karmann, Sarnamotive, TRW, Visteon ...

Electrical Engineering and Electronics

BSH, Electrolux, Festo, Siemens ...

Mechanical Engineering

Gildemeister, Müller Weingarten, Vitec, Voith Turbo ...

Rail Tech & Aerospace

Adtranz/Bombardier, EADS Airbus, Dornier ...

Chemicals/Pharmaceuticals

BASF, Bayer, B.Braun, Dupont, Schering ...

Utilities

Bewag, E.ON, Ruhrkohle AG ...

Consumer Products

Adidas-Salomon, Coca-Cola, L'Oreal, Philip Morris ...

Retail

Ikea, Karstadt, Metro, Hornbach ...

Logistics Service Providers

BLG, Danzas/Deutsche Post, LH Cargo, Rhenus, Schenker ...

Transportation

BVG, Denver International Airport, DB, Lufthansa ...





Growth= **WORKPLUSWIN**

Logistics Gives You an Edge.
Logistics Raises Revenues.
Logistics Cuts Costs.

Logistics Creates Value and Growth.

ZLU has successfully realized more than 1,000 projects for over 200 globally-operating companies in Germany, Europe, North America, Brazil, and South Africa.

