

# STRATEGIC BUSINESS TRANSFORMATION AND EBITDA IMPROVEMENT SERVICES



To grow the value of their companies, corporate executives are constantly seeking ways to increase EBITDA. Often, companies take action through cost-cutting measures, many times without considering a much more strategic way to boost EBITDA.

## Look Ahead. Imagine More.

CohnReznick Advisory provides strategic, financial, operational, and technology-focused solutions to help companies increase margins, cash flow, and operational efficiencies. Through our Business Transformation and CFO Advisory Services practices, our professionals help executives and their teams reduce costs, better manage working capital, and improve EBITDA through a comprehensive process that includes:

- Financial statement and detail data analysis
- Operational performance benchmarking against industry, revenue, and regional peers
- Cutting edge collaboration and discovery techniques, often leveraging CohnReznick's Innovation Lab
- Engaging subject matter experts and strategic partnerships
- Oversight by our Strategic Transformational Steering Committee

## Our Approach to EBITDA Improvement

### Analyzing Data and Benchmarking Operational Performance

We can help to identify trends and patterns that may be leveraged for improvement and cost savings. Our analyses often cover telecom systems, risk exposure and insurance needs, health and welfare, retirement and executive compensation programs, and many other areas of a company's operations.

We also leverage benchmarking techniques including the Open Standards Benchmark framework used by thousands of organizations worldwide. By benchmarking your company against others in your, or a related, industry, we can help you develop comprehensive action plans to maximize ROI against EBITDA improvement goals.

### Harnessing Innovation to Drive Growth

Companies that successfully harness innovation often grow faster and improve bottom line results by taking inefficiency out of the equation. Two specific areas that CohnReznick is focused on are:

**Strategy & Transformation:** Business transformation strategies help companies fully employ today's digital strategies, implement enterprise architectures, and align critical business functions (e.g., finance, technology) with their business strategies.



**Financial and Operational Improvement:** We can help you define the enabling processes within your organization's value stream that can mitigate EBITDA growth roadblocks, linking these processes to your strategic objectives. Following this, we can lead your team in a return-on-investment analysis that results in a prioritized list of performance enhancement opportunities designed to meet EBITDA improvement objectives.

## Leveraging Subject Matter Expertise and Strategic Partnerships

CohnReznick Advisory has a wide breadth of subject matter expertise augmented with best in breed strategic partnerships. We can support your organization's EBITDA growth and valuation improvement initiatives across a wide span of functional areas:

- **Revenue Enhancement**

- CRM
- Omni-channel

- **Operating Efficiencies**

- Detailed process and policy design
- Applicable system selections and corresponding technology deployment
- Process measurement and reporting program
- Financial analysis and planning deployment
- Integrated business planning deployment

- **Cost (SG&A) Reduction**

- Insurable Risk realignment
- Tax outsourcing
- Telecom spend
- Benefits program realignment
- HRIS and payroll transformation
- Internal audit outsourcing

## Employing Transformation Governance

A well-conceived transformation governance model will facilitate optimization of costs, resources and staffing, integrate and resolve inter-project dependencies and deliverables, and promote the achievement of EBITDA improvement and other desired outcomes.

Our Business Transformation and CFO Advisory professionals will work with your executive leadership to define, establish, and tailor a program governance model that fits within the culture of your organization. In developing the model that will allow you organization to achieve its strategic EBITDA improvement objectives, we can:

- Establish and manage a program management office (PMO) responsible for the management of your overall EBITDA improvement program
- Establish, manage, and support your EBITDA Improvement Steering Committees and function as your organization's business transformation advisor
- Deploy a project management program (PMP) responsible for initiating, planning, and executing specific EBITDA improvement initiatives
- Oversee the roll-out of the change management program, including communication plans and training programs

## PROGRAM MANAGEMENT

### Executive Sponsorship

- Strategic vision and direction
- Resolution of escalated issues and key decisions

### Change Leadership

- Organizational change management
- Anticipation/mitigation of barriers to success

### Prioritization

- Continuous application of a prioritization framework
- Integration with Project Plan and OCM Plan

### Quality Control

- Objective assessment of quality, controls, and risk
- Process effectiveness and quality compliance

### Risk Management

- Program risk identification and management
- Enterprise risk identification and management

### Communication and Reporting

- Reporting cadence and status/action required
- Exception process and escalation path

### Training

- Training strategy and deployment
- High end-user adoption and consistency

## About CohnReznick Advisory

In both times of rapid growth and of crisis, organizations face a myriad of issues relative to their strategic objectives. Whether the organization is public, private, not-for-profit, or governmental, it may require specialized resources for a long-term project or highly focused expertise in addressing a complex issue.

CohnReznick Advisory offers a national team of professionals who are dedicated to helping organizations address many different challenges resulting from growth, economic issues, opportunities, or crises. We work side-by-side with your team to identify and implement effective solutions to help your organization optimize profitability and growth, improve workflow and performance, manage risk and compliance, or respond to a natural or man-made disaster. We also provide specialized services in areas such as forensic accounting, litigation support, valuation, and transactional advisory.

## Gain Insight

To learn more about our strategic business transformation and EBITDA improvement services, visit [cohnreznick.com/advisory](http://cohnreznick.com/advisory), or contact Mario Pompeo at [mario.pompeo@cohnreznick.com](mailto:mario.pompeo@cohnreznick.com) or 862-245-5097.