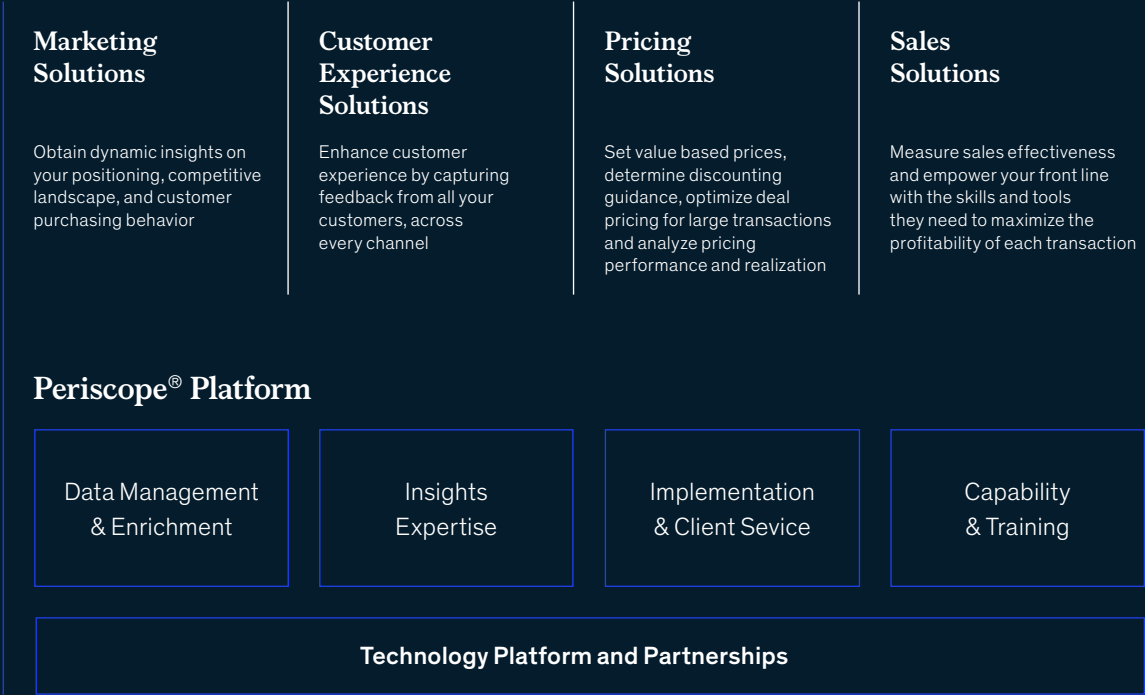


Periscope for Manufacturing: Create and sustain superior commercial performance

Periscope by McKinsey enables companies to achieve superior performance by addressing all core growth levers. Our solutions focus on insights creation, customer experience improvement, pricing optimization, performance management, and sales improvement to generate up to 7% ROS improvement.

Periscope Solutions for Manufacturing deliver insights and facilitate performance management, integrating complex data to create transparency on current performance, improvement opportunities, and the impact of actions over time.

Periscope enables sustainable price optimization and management through combining price-setting methodologies to tailor price-setting strategies. Periscope also increases sales productivity and effectiveness by improving sales planning, coverage strategy, and go-to-market model and enabling teams to make the right, fact-based decisions. It enhances customer experience by benchmarking customer journeys, identifying the most important improvement initiatives and measuring impact over time.



The Periscope platform combines world-leading intellectual property, prescriptive analytics, and cloud-based tools with expert support and training. It is a unique combination that drives revenue growth, both now and into the future.

Marketing Solutions:

1.5%

Margin improvement
per year

Helps manufacturers identify what customers want. It forms a 360 view of customers by integrating hard scientific methods, objective facts, and cutting-edge analytics.

- Extracts and analyzes data from online sources, providing 24/7 smart business intelligence
- Feeds competitive intelligence into decision-making processes, especially pricing

Customer Experience Solutions:

10-15%

Revenue growth

Helps manufacturers improve customer experience by benchmarking performance by customer journey, prioritizing improvement initiatives, and measuring impact on customer satisfaction over time.

- Transforms customer experience by benchmarking best-in-class experiences through surveys to reveal customer satisfaction levels and identifies the most critical journeys
- Defines and delivers optimal customer experience through advanced analytics
- Extends from touchpoints to journeys using our strategic customer-experience measurement system that collects, analyzes, and reports on customer feedback

2-3pp

Margin expansion, e.g.,
lower cost-to-serve

25-40pp

NPS improvement

Pricing Solutions:

2-5%

Top-line growth

Helps manufacturers set competitive product prices, determine discounting rules, and optimize deal pricing for large transactions to ensure each sale returns the highest possible margins.

- Calculates target and list prices with a flexible price-setting model
- Ensures prices are validated by all stakeholders before they go out to the market with a price management system, including workflow
- Combines CPQ with a smart algorithm to deliver tailored price, discounting, and portfolio mix recommendations
- Enables value pricing at scale, supported by advanced analytics through value-pricing application
- Recommends key buying factors using a deal-scoring algorithm

1.5%

Margin uplift

7%

ROS improvement

25%

Boost in sales productivity

100-200

Basis point increase in margins

Helps manufacturers create a single source of truth to identify margin improvement and leakage reduction opportunities, leveraging comprehensive performance analytics and management solutions.

- Provides BI and reporting, preconfigured for the management of pricing, margins, working capital, and purchasing
- Offers decision-support dashboards to simulate e.g., price scenarios
- Identifies which products contribute to revenue goals
- Defines actions to optimize margins with opportunity-generation tools
- Captures value from pricing and commercial excellence initiatives with impact tracking

Sales Solutions:

Up to

7%

sustainable ROS

Helps manufacturers achieve revenue growth by maximizing their salesforce effectiveness—increasing customer conversions, selling more to the installed base, preventing churn, and optimizing coverage.

- Provides account-level historic analytics and recommendations on price, leakage reduction, cross-sell opportunities•
- Helps to better align sales resources to opportunities in order to increase sales growth, while reducing planning overhead
- Provides granular coverage plans for each account, configured for a company's strategic go-to-market model
- Calibrates sales performance and marketing and sales
- Helps to improve the talent profile and effectiveness of the sales front line

20%

Terabytes of proprietary data

200

Sales organizations in our benchmarking database

Impact Created

Hi-tech company:

40% improvement in efficiency realized and the fact base for competitive pricing and 'design-to-value' strategy **expanded by a factor of 50** by integrating competitive data from a variety of sources and deriving the insights needed for real-time data-driven pricing leveraging **Pricing Solutions**

Specialty chemicals:

3% ROS improvement achieved by equipping the salesforce with granular transparency on margins and the ability to systematically identify opportunities for margin improvement at account level using **Pricing Solutions**

Construction materials:

4% ROS improvement created by defining a value-pricing framework, based on thorough market research, and building deal team capabilities using **Pricing Solutions**

Spare parts:

2% ROS improvement achieved by redesigning the price-setting system and implementing a rules-based pricing engine coupled with a tighter account discounting process using **Pricing Solutions**

Global chemicals:

25% EBITDA increase achieved by teeing up commercial priorities across key business units and launching a sales force effectiveness program using **Sales Solutions**

Get started

To learn more about our offering for the manufacturing industry, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope