Variantum

2021

The Leading Offering Management Company

Advisory & Consulting Whitepaper

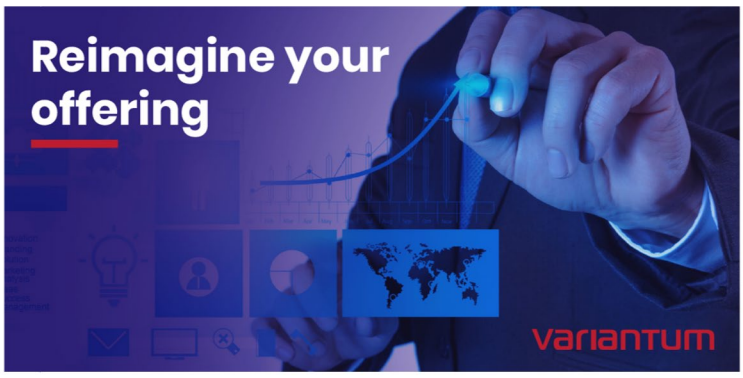
Specializing in High Impact Offering Management Solutions

Market Trends

Our world is changing fast due to the incredible innovation and unprecedented technological change. Digitalization, AI, robotics, and Internet of Things are transforming the markets with speed never seen before. Customer-centricity has been identified as the driving force for companies who are willing to succeed in today´s rapidly changing business environment.

"One of our customers cut 7 months from time to market process. Another one increased the number of offers by 50% with our help", says ***Kimmo Karhu****, CEO of Variantum.*

You can see this change in our everyday lives: shopping via voice command, autonomous cars and smart devices connected to buildings that keep you connected and always-on. People are not just connected with each other, but also with the companies who provide us services across every industry. The whole buyer behavior is evolving.



E- commerce giants have set the standards for service and delivery high, and personalized service is now the new normal. This will break the barriers between B2C and B2B. For example, company providing elevators and escalators moves over a tremendous number of people each day. They can anticipate service needs and provide digital services during the elevator ride to create even more seamless consumer experience. This creates endless opportunities to sell more to clients both on B2C and B2B markets. On the other hand, personalization drives offering complexity: the number of offerings consisting physical software and service components is increasing. Delivering complex offerings and personalization generates manual labor and overhead across departments.

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Is your company selling multiple variations of services, products, or solutions to your customers? Or is your company collaborating with other companies to create products or services as a part of ecosystem? Most likely you have identified bottle necks to automate, for example, how products, services and software are designed, produced, sold, delivered, or maintained.

Offering Management thinking will pave the way towards automated processes supporting increased customer centricity and ecosystem capabilities. Offering Management helps handling the whole product lifecycle including the research and development, manufacturing, production, sales, and maintenance.

Offering Management

Offering
A product, software, service, or their combination that is offered for sale.

Offering management
Reimagining what and how you can sell, produce, and provide services for your offerings.

Our scope
The offering management is the key processes and solutions for **offering-as-a-service management.**

Why Offering Management is important?

Offering Management gives ideas how to solve the current challenges:

- How will your business change in the following years?
- Which products, innovations or services will provide the highest business value in the future?
- How to make buying and selling easy?
- How the ecosystem technologies and connected software will enhance your profits?

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Who are your trusted advisors?

The business owner is always the key cog in the business wheel even if the business grows. All decisions flow through the business. What if the business owner is a great engineer, but not great as marketer or salesperson? How to find the right skills for adapting the product to customer requirements, expanding the market, managing the configurable offerings, and increasing the sales viability of the company?

How can a business owner fill the gaps in expertise without increasing headcount? It requires collaboration inside the corporation and its different departments to be successful. Variantum can be your trusted advisor and help you to detect and define your key challenges.

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Variantum is an Offering Management company. With our solutions companies can empower their own customers and reimagine their offerings.

Today's business environment is complex, ever-changing, and difficult to navigate without the occasional need for external help. Variantum's team is well-equipped to offer services for your business needs. Whether you are scaling up your business, bringing products in the market, planning new offerings, looking for cost savings or simply bringing your business to the next level, our professionals are here to assist you.

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Variantum consulting services

Advisory Consulting

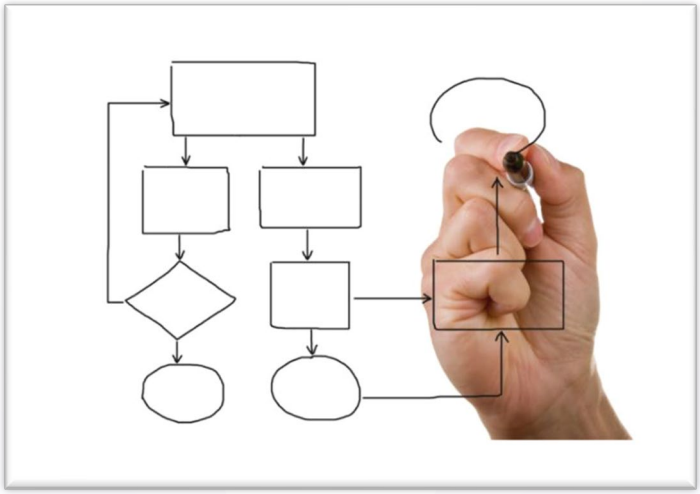
Advisory Consulting can help the business owner to fill the gaps in existing expertise. The advisory can assist in anything from sales model to configuration, to offering, to production configuration, to steering the business towards achievement of objectives and goals.

Advisory consulting can keep the business owners informed of industry and offering management trends but also for more specific needs. Knowledgeable, well-connected peers can help your business grow. Advisors elaborate ideas, reimagine, provide a reality check, and give you options to choose from.

Variantum can function as your advisory consulting partner to help you resolve challenges with objective insights, fill talent gaps, build roadmap, and find the potential solutions.

Our advisory consulting can help you in many areas, including:

- Optimizing your business model
- Cutting costs
- Streamlining operations
- Increasing sales effectiveness
- Obtaining additional scalability
- Empowering your employees
- Reducing errors
- Defining roadmap



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Feasibility study

Feasibility study is created by conducting interviews with business owners and key personnel and reviewing existing documentation. The purpose is to crystallize the current situation and future growth objectives. The study reveals the strengths and weaknesses in the offering capabilities and helps to determine an action plan for moving forward.

At the end of the process, a written report and presentation are produced to summarize the findings along with recommendations. Report includes a SWOT analysis that spells out of your company´s strengths, weaknesses, opportunities and threats. Recommendations are designed to require short periods of time to complete.

Once the study is conducted, we will schedule a meeting to present the results. The meeting is recorded so you can listen to the results without having to take notes and then review the details at your convenience.

CPQ – feasibility study

CPQ or Configure Price Quote software helps to accelerate sales and decrease errors. Due to ongoing business disruption companies are facing increased demand for client specific, custom-made products, while having to deal with shorter cycles and lead times. To satisfy these needs, companies use flexible and holistic sales and configuration software.

Variantum‘s feasibility study for CPQ helps to optimize variety of product and design options to be automated. We can support you to sell diverse products with complex pricing faster and with reduced number of errors, define best practices for configuration complexity in diverse market segments and fit for purpose integration to other software needed to run your whole Offering Management efficiently.

Feasibility can be utilized to re-evaluate, and re-engineer sales process related to manufacturing. It answers how to enable guided selling, dynamic configuration, or flexible pricing. From process perspective it gives tools to align your sales process with available product features.

Companies utilizing CPQ tools and processes can double their order size, have a 50 percent higher offer rate per salesperson and 25% shorter sales cycle
(source: bearingpoint.com/en-fi/our-success/insights/configure-price- quote/)

We will analyze your current product data quality, processes and where to improve. As a result, you will get a study that will point out benefits, solutions, and processes and how to proceed to the most optimal result for your company.

PDM – feasibility study

PDM, or Product Data Management has been the core system since 90's to develop and manage product information for improving time to market, reducing errors and costs, increasing productivity and following regulations. Nowadays PDM needs to focus on change and requirement management, to manage BOM (bill-of-material) for multi-organization purposes (xBOM) and to support product data from physical product to extended service and software purposes.

Due to company's better customer or solution coverage, there is a need to manage configurableproducts in design and manufacturing. This will bring challenge to the whole PDM coverage, how to manage products from design to manufacturing with configuration rules. And, how to support order-based product manufacturing and suppliers and how to manage product portfolios internally.

Variantum's PDM feasibility study will give the answers for example to the questions above.

Typical benefits of PDM are manufacturing cost reduction with 1-2%, non-manufacturing labor efficiency with 20-30%, and time-to-market decrease with 20%. Automated product configurator can increase productivity dramatically when delivering customer specific products. Valid PDM data is essential for ERP (enterprise resource planning) or when developing IoT (Internet-of-Things) systems or field service maintenance systems.