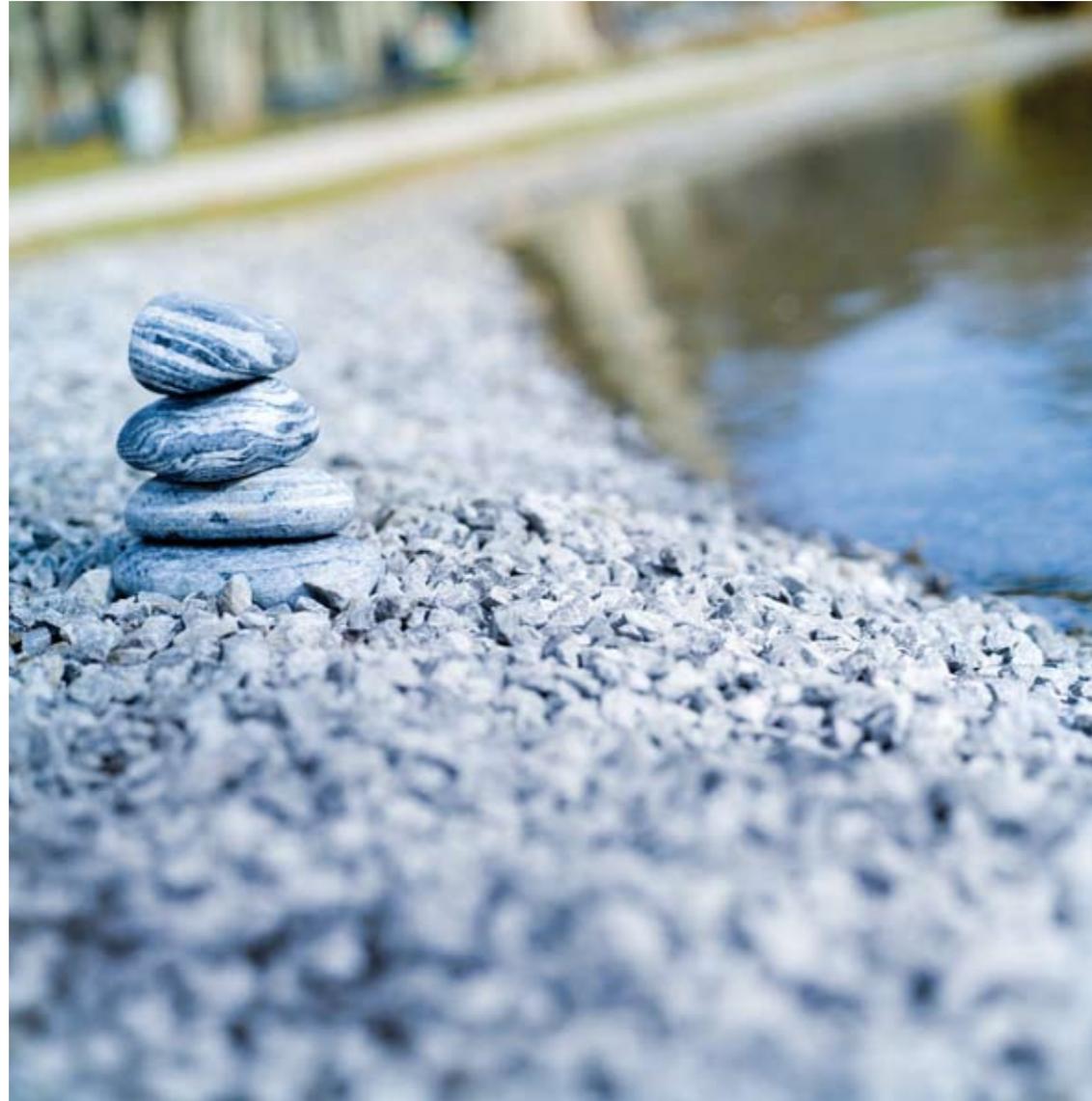


Reduce your IT expenses now using the

# Balanced Request Method®



# Cost reduction, performance optimization and a safe way into the future



A tender is more than just a handy tool for supplying products and services at an optimal cost-benefit ratio: establishing a professional tender management helps you to enhance your processes and methods in the long term as well as ensuring the abidance of internationally approved compliance guidelines.

Usually, a tender allows cost reductions between 15% and 30% without reducing the amount or scope. But it can cost you and your company a lot of money, nerves and effectiveness if a tendering is done without a methodical approach. Numerous factors have to be considered before initiating the tender process to avoid unnecessary follow-up costs.

Simple changes to the scope may lead to excessively raised cost if they are agreed upon subsequently. This can make the selected cost-efficient supplier an expensive pick. Even more annoying and expensive are missing or inexplicit contract terms and specifications that do not fit the companies' long-term strategy.

That's why professional and effective tender management pays.

For the past twenty years we have been a preferred partner for the consulting and realization of our clients' international and strategic IT projects. Using our experience in managing successful projects and our know-how in turning around endangered projects we help you reach your goals. The most important conclusion that we came to after working in countless projects for clients of all sizes is, that building something always requires a stable basis.

That is why we have invested all our professional knowledge into the creation of the Balanced Request Method. We are convinced that this will contribute to the value creation and success of IT projects within the organizations that trust in us.

As a member of the IPMA International Project Management Association we actively support the improvement of tools and methods in the area of project management.

# The Balanced Request Method® – The basis for efficient tender management



## Balanced Request

The Balanced Request Method is the successful way to carry out more balanced tenders that help you reduce IT expenses without the risk of quality losses – from a planned budget of 100,000 Euros to several million. Our method uses the Balanced Request Model to visualize the common goal of the tender process. Purchasing experts are included in this process as well as the initiating department, the companies' top management and the legal department. All the individual goals are adjusted to one common goal. This ensures the highest efficiency for your tender process.



## The Balanced Request Model

Your tender is successful in the long term if every involved stakeholder is satisfied with the result.

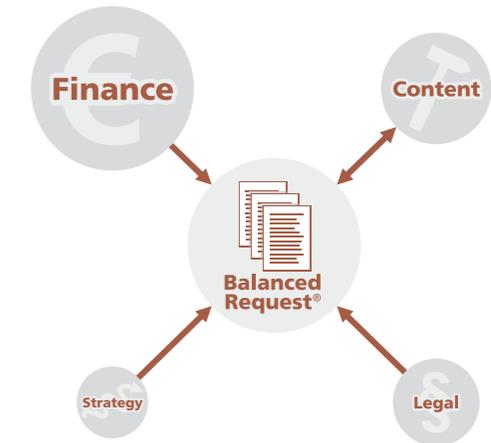
In classic tender processes purchasing and legal department are in charge. In the Balanced Request Process also the later users are included to ensure their support during the operationalization of the achieved results. The companies' top management is needed during the process to make sure that the results fit the companies' strategy for the whole contract duration.



## Setting priorities

During the initiation phase priorities are described for the tender process. In the Balanced Request Model this is visualized by increasing and decreasing the size of the determinants that surround the tender itself. Based on this chart we are able to build a tender framework that exactly fits the needs to reach the defined goal.

During the process this enables us to perform a constant review and comparison of the actual achievements and the planned status.



## Show flexibilities

In tender processes there are always some elements that are obligatory and some that can be set aside e.g. to realize an even lesser price. Again this is to be shown in the Balanced Request Model as this option must be accessible to all providers. In our model this is represented by using a double arrow.

The model is accompanied by a documentation that explicitly describes the requirements and single goals determined during the initiation phase. This is the solid foundation for your successful tender.

# One integrated framework for better results at less effort

## The Balanced Request Process

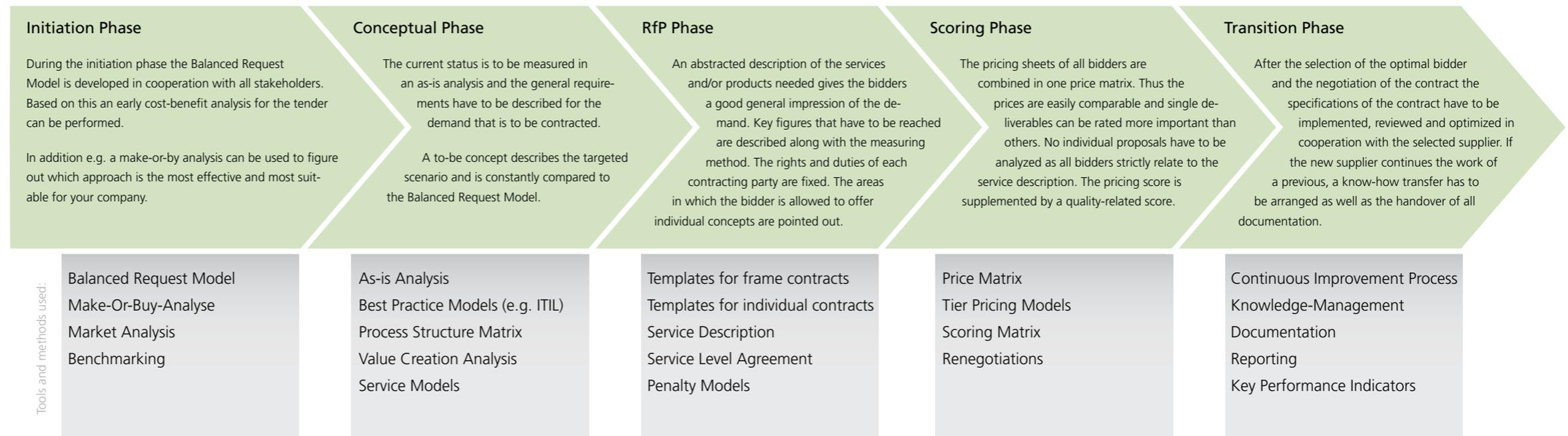
Our process has constantly been enhanced and refined during numerous IT sourcing projects. Thanks to the standardized process the efficiency in the projects we are in charge of is highly increased. As is the quality in these projects, since no detail is forgotten.

We provide the right tools and methods for every phase of the process. Of course changes to the process or the methods are possible at any time to synchronize with means already established within your company.

One major goal is the standardization of the proposals delivered by all bidders. Our method uses an unequivocal specification or service description that is accompanied by a frame contract as well as an individual contract that give the bidders a good understanding of the deliverables and the general requirements.

The bidders fully relate to this description and formally agree to it in separate statements of compliance. By this the scope of the different bidders is fully comparable and the valuation of the proposals is easier and a lot faster. All prices are to be entered in a standardized pricing sheet and can easily be compared due to the comparable scope of services. Optional services or details that can be individually designed by the bidders are exactly pointed out.

The quantitative data is to be supplemented by a qualitative rating given by the rating committee. A simple scoring system is used to select the most applicable bidder in a verifiable and corporate governance compliant way.



# Assure yourself of the advantages of the Balanced Request Method®



## Improve cost-efficiency *and* quality

In addition to cost reductions a professional tender management allows long-term quality enhancements:

### Alignment to the actual demand

The actual demand is analyzed during the tender process and is documented in detail. Unnecessary features are discarded and the necessary is exactly described.

### Improved cooperation

The maturity of your contracts is significantly improved. The agreements contain exact descriptions of the rights and duties of both parties. Definite rules are fixed for the documentation and exit management scenarios. This considerably increases your independence from a single supplier.

### Compliance conformity

A professional tender process makes yourself legally invulnerable, as the correctness of the procurement process is documented in detail.

## This is what we have reached for our clients

In a transformation tender process we have contracted the service delivery for a globally used engineering data system in the automotive industry. Before this tender the service delivery was contracted based on negotiations. A new service model was designed and introduced.

*We achieved a 40% reduction of the operation expenses without any losses in quality or performance.*

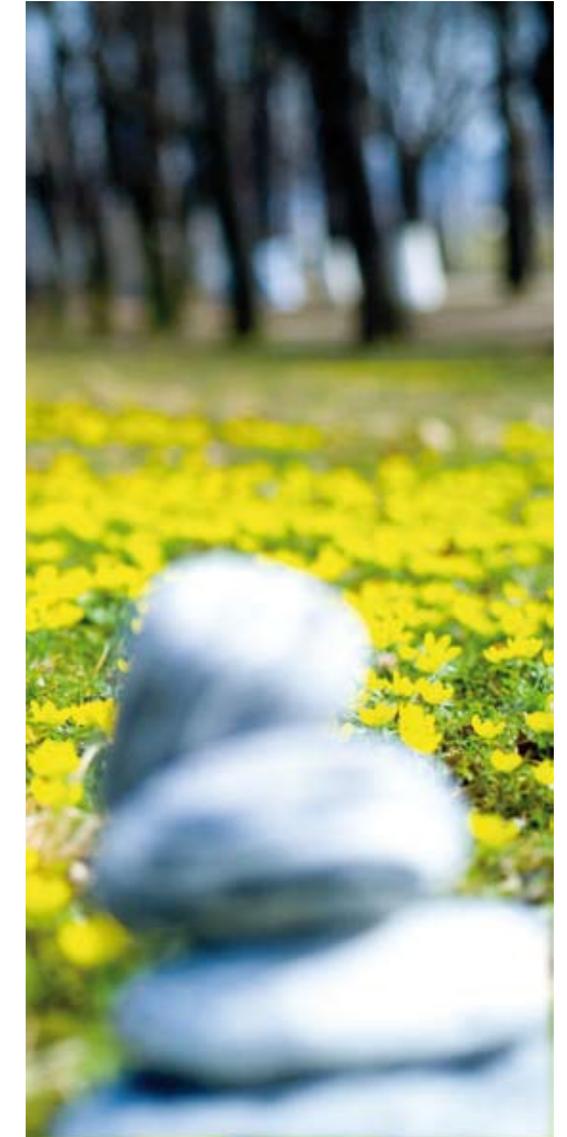
In a transformation tender process we have contracted the global SAP 2nd level support for an industrial client. The support processes have been significantly improved.

*Again we achieved a cost reduction of 40% without any quality losses.*

For an engineering service company with more than 2.000 employees we have contracted the complete IT and communication services. An improved service model has been introduced.

*We achieved a 20% cost reduction and increased the transparency and efficiency significantly.*

These are just three of many successful references.



# Our expertise ensures your success from planning to implementation

Our experts support your organization during the whole tender process and beyond.

In advance of the tender process itself we advise you regarding the cost-benefit ratio of your planned tender. Based on benchmarks we analyze if a tender is the best available purchasing method in the current case or if another has more advantages.

During the tender process our experts are in charge of the complete tender management. We take care for all concepts being verified by the necessary internal experts and we propose additional innovations. Our experience with tenders in other companies and our market knowledge enables us to suggest the optimal technologies, suppliers and contract details.

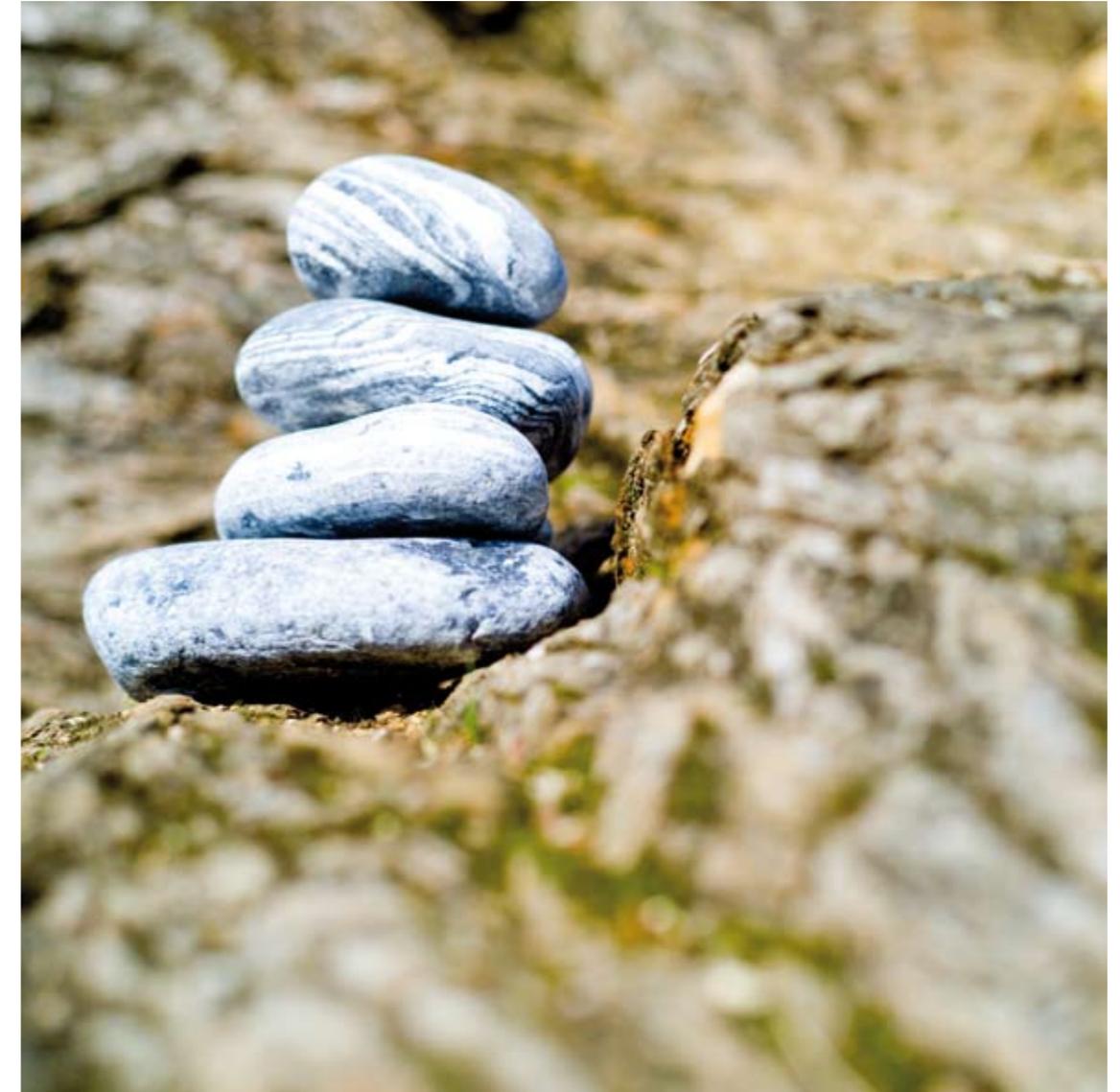
The whole process and the decision making in particular is continuously documented. Thus you can at any time prove the compliance conformity of the procurement process.

Once the contract is signed, during the transition phase and beyond, our experts continue to monitor and support the implementation of the concepts developed during the tender process. We constantly match the current status to the requirements of

the new contract and we make sure a conclusive reporting is introduced and used consistently.

Many of our clients are provided with a service manager or consultant to supervise the performance of the supplier during the whole contract period. If more than one supplier is contracted our service managers also help coordinating the different suppliers.

After contracting a demand to one or several suppliers a continuous improvement process is necessary to constantly recognize deviations and correct them to optimize the overall performance. Our experienced experts stand by to assist you doing this during the whole contract period.



Schäfer & Lichtenberg  
Business Consulting and Services GmbH

Hahnweilerstr 15b  
70378 Stuttgart  
Phone +49 711 530 70 89 0

<http://www.ausschreibungsprojekte.de>

