

**Business Development
Management Consulting
Technology Concepts
Coaching**



**ARGUS-Häußler
Consulting Group**

> You have the questions:

What will be the demands of **today's customers tomorrow**? Will we still work for the **same customers tomorrow as today**? How can we **extend or change our offer** in order to satisfy future needs? Can we **continue to be competitive with our present sales organisation**? Is our **management team efficient enough** to accept and master challenges? Are our capital resources sufficient **to finance the necessary adaptations and investments**, or should we **look for partners**? Do we have **sufficiently motivated and qualified** managers to consequently implement the necessary adaptations and re-organisations? Is our **organisational and management structure flexible** and efficient enough to resist competitive pressure? Do we have adequate knowledge of **marketing and production in digital publishing**? Is our **business model** still applicable? How do we attract **good staff**? Do we have enough international appeal? Does our strategy allow to escape from the pricing wars?

Are we equipped for integrated data management of production data, **from order processing up to press presetting**? Can we expand control console technology in the press hall to a **plant-wide electronic organisational control**? Is our current **advertising and editorial system** powerful enough to permit optimal processes and market-related services? Are we using the right **management instruments**? Is our production philosophy in tune with the times? Is our management team "lean" enough? How can we identify hidden **productivity reserves by means of internal project groups** and achieve a high level of efficiency? Our customers do more and more prepress jobs themselves at their own operations. Is our **workflow concept** designed to cater to these market changes? How can we cover customer demands for **"multiple use" of existing data** in our server concept in the future? Are we **fit for digital printing**?

Which **additional electronic offers** can we use to ensure our readers' loyalty? How can we **market Internet offers more efficiently**? Do we have **e-commerce competency**? Can we efficiently process and sell our current contents and archives? Can we produce **interactive catalogues** on CD-ROM/online for traditional catalogue customers, or should we acquire the required additional resources? How can we use the digital working processes to achieve a **better newspaper design**, as far as possible at not additional cost? Is it worthwhile for us to create a **media-neutral image and logo database** for our customers, and how can we operate it efficiently? How can we organise and support **internal start-ups for new media offers**? Can we make **money by installing intranets at our customer operations**? Where can we find information design specialists? How fast can we develop our magazine publishing house into a **global e-commerce media house**?

TopConsult®

ImproveConsult®

CreativeConsult®

We have the answers >

Our Offer

Corporate Concepts

Development of integrated, systematic corporate philosophies, taking into account the existing company potential, available management capacities and financial resources. Total corporate concepts include definition of target markets, determination of the product offers for the final customers, a dynamic definition of the offered range of services and of the share of the company's real net output. The concepts are further determined by the chosen management organisation and the applied distribution methods. Innovative distribution methods are becoming an increasingly important contributing factor to achieving success. Our in-depth knowledge of the markets enables us to plan ahead and successfully translate future trends into corporate strategy.

Organisation Audit

Expert analysis of an organisation of part of an organisation, with description of weakpoints and proposals on how to eliminate them. The purpose of these projects is to exactly analyse weakpoints and call entrenched customs into question. It is important to achieve acceptance for changes early on by including personnel in the process.

Overall Planning Information Technology

Development of a medium-term and long-term plan for the use of modern information technology in the areas of corporate finance, logistics, publishing, printing, newsrooms and advertising departments. Optimal use of EDP also in the application fields of office automation, teleworking and integration of remote staff. In addition to strategic consultancy, we also evaluate the offered software and suppliers in this sector. We prepare the organisational conditions for a new EDP application and translate the company's ideas into work structures and master data.

Feasibility Studies

We produce feasibility studies for new projects to investigate the practicability and expected results of a new undertaking, marketing of a new product, or entering foreign markets. Our many years of experience offer you optimal conditions for a safe evaluation of influencing factors and development trends, therefore giving you a guarantee for the correct assessment of opportunities and risks.

Our Instruments

- Project Management** Independent realisation of a project, with full responsibility for results, time, and costs borne by the consultant.
- Project Supervision** Management of a project by an outside consultant, with responsibility for time and budget for the project.
- Project Moderation** Moderation of the work of an internal project group by the outside consultant, without his contributing to the project content.
- Team Moderation** Moderation and development of a management or project team, with strong emphasis on the social components within the group.
- Crisis Management** Fast and consequential aversion of a threatening situation calling for unconventional solutions and their immediate implementation.
- Management Team Coaching** Improvement of the cooperation within a management team by a suitably adapted organisation and improvement of working relations between the team members.



Organisation Development

Requires long-term planning. We set out from the current situation of the company and develop a concept of how the organisational structure can be tailored to satisfy modern requirements. Important instruments here include Total Quality Management, customer-orientation and satisfaction (CRM), and focusing on personnel. Organisation development also defines the specifications for the development requirements of management and key personnel, and indicates where expert and management know-how must be acquired - and how that can be done.

Human Resources Management

Personnel are a company's most important capital. They must be treated accordingly. This begins with the selection of the persons to be trained and finishes with the creation of career plans for top managers. In between are a great many instruments that must be logically developed and applied in a coordinated manner - the factor that determines the future success of service and information-oriented companies.

Shareholder Value Concepts

How does a company find the correct balance between short-term cash generation and long-term safeguarding of assets - taking into account tax regulations? The leeway for corporate decision-making must be enhanced by reducing the credit items on the balance-sheet, leeway in pricing and investment options must be created by consequential cost management in administration, production and purchasing. A strategic task in which many marginal conditions must be observed.

Cooperation Agreements, Company Sales, Alliances

The growing demands of the market call for qualified, professional offers in all areas. Such are these demands that few individual companies are able to keep pace, either financially or with their expertise, and consequently they seek universally applicable cooperation models and synergies. Together with these companies, we develop strategies for how markets can be developed, captured or secured by means of cooperation or participation models, company takeovers, or joint ventures. Our offer covers development of the profile of the desired partners, localisation of contact partners, open or discreet approaches, and mediation of contract negotiations.

Diversification into Electronic Media

Cross-media, Internet service, CD-ROM, electronic catalogues, media-neutral XML databases and servers are new, decisive challenges for the classical publishing and printing industry. We define strategies and projects on how these markets should be developed - taking into account market, product, technological, and financial aspects. Safeguarding content and copyright, integrated marketing via different platforms and co-marketing, striking visualisation and target audience-oriented content organisation are tasks that we face up to. New markets demand innovative, creative approaches, combined with a conservative financial policy and accompanying market research.

Strategic Orientation as an Answer to Competition, Price, and Cost Pressure

At a time in which the pressure on companies is increasing due to many different factors, the efficient, strategically concentrated application of available resources is even more importance than in the past. Customs must be broken, established paths abandoned. Staff and management must work on changing the company in an open and self-critical way. As consultants, we carry no "ballast from the past". We can act in a way that is uninfluenced by historical developments and are positioned outside of internal company networks. We have experience from current market developments, and in addition input our methodical and didactical competency to the project work.

We know the industry, the technologies - and the resistance to changes in organisations. We can effectively apply our constantly developed know-how and overcome internal divisions. Our input shortens the time required to implement internal adaptive processes and ensures that initial enthusiasm does not get bogged down in everyday business. We are fast, professional, and consequential.

Our Offer

Modernisation of Specialised EDP

Cost savings and production enhancements can be achieved today practically only in "non-productive" processes. The use of integrated, specialised software that covers all areas is a vital work instrument for this purpose. It is here not just a case of only covering the purely administrative side of order processing. Modern information technology permits the integration of technical work preparation, up to programming of the press parameters at the imposition station, in the press control consoles, and in digitally controlled cutting and folding machines. The task here is to install and consequentially further develop integrated information management.

Optimisation of In-plant Logistics

Material movements account for a large part of in-plant activities - and are unproductive! Action must be taken here to improve planning and minimise unnecessary transport steps and temporary storage by means of a matched logistical concept. However, under the heading of logistics we also process problems relating to disposal, environment-friendly additives, and optimisation of outside transport logistics.

Computer-to-Plate and Digital Printing

The path from digital data to the finished product is becoming increasingly shorter, faster, and even cheaper. Computer-to-Plate (or Film) and digital printing processes are not just new printing technologies, but also offer customers new possibilities of high-speed and highly-individualised communication. Therefore the communication industry must develop new consulting concepts to market these technologies as effective product systems. We offer concrete support for the realisation of this task.

Corporate Controlling

Complicated production processes, more delegation, higher levels of freedom for managers and personnel: the new corporate organisation needs control by budgeting and comparisons between budget items and actual values. Modern information technology allows database information to be gathered, condensed and visualised in a graphic representation. Together with your managers, we define the control items, calculation schemes and management parameters that are required for fast, hierarchically condensed information. To do so, we use both existing EDP systems at your company as well as individual management systems and outside planning calculations, for example for purposes of simulation and hourly rate calculation.

Our Instruments

Process Analysis and Reengineering

Analysis of actual work processes and development of organisational alternatives. Reorganisation of processes on the basis of flowline processes and adaptation of the organisational structure and workplace organisation to the new requirements.

Innovation Compass

Mediated team sessions, including proven creativity methods for the development of solutions for defined problems.

Project Coaching

Definition of objectives and basic organisation for EDP-supported management of limited-time project tasks. Taking over of project organisation, documentation and progress monitoring.

Smoothing Integration of New Managers

Ensuring the fast and smooth integration of newly recruited managers into the existing working environment and in ongoing projects.

Market and Technology Scouting

Ongoing or project-related analysis and documentation of technological trends and available market offers (supplier, library and online research).

Installation of Continual Improvement Process Team

To understand a "continual improvement process" as well as to ensure the permanent, effective application of this instrument, we take charge of the in-plant actuation of the team.



Digital Prepress and Workflow Management

The digitisation of the prepress processes is not just a technological revolution, but also completely changes the division of work between author, designer and prepress production. By efficient organisational and low-cost offers, we ensure that you remain in this work chain and thus avoid the danger of becoming just any, interchangeable printing operation. Workflow concepts necessitate consequential planning of the networks, servers, automated functions and interfaces. Such concepts can only be developed in a customised way for each individual operation, and we must work with rapidly changing technologies. The task consists of combining customer wishes with a flexible, performance-oriented process organisation to a dynamic overall concept. Workflow concepts, colour management systems and flow standards will play the decisive role concerning the status of the printing operation in the future supplier mix.

Technical Investment Projects

The classical task of corporate consultancy: translation of the requirements of selling into the configuration and specification of technical production systems. No matter whether it is a digital prepress, a newspaper rotary press or a mail-room that is concerned, what is needed is a guarantee of clear, methodical impulses, a high degree of transparency in the decision-making processes, and an extensive inclusion of the personnel who will be later effected in the complicated decision-making process. We consider ourselves here as independent technical consultants, the final price negotiations with the suppliers continue to be the responsibility of the customer.

Building Reorganisation

Lean production makes different demands on production processes and logistics. Buildings must be adapted to meet these new requirements. Compact production, centralised logistics, and minimal temporary stores are core aspects. But also the administration, sales organisation and prepress divisions need optimal working conditions. Work areas for teams, flexible networking and open communication possibilities must be created - in order to motivate cost-intensive personnel.

Integrated Marketing and Sales

In the new environment of strongly fragmented demand for print and non-print products, corporate marketing must also be carried out in accordance with new rules. Brands must create feelings of trust, a company's image towards the outside must be consistent and unequivocal. Background work by classical PR, events, customer seminars, is increasingly important. The customer no longer expects the "dazzling salesperson", but competent experts offering both specialised technical know-how and knowledge of the customer's problems - with a high degree of social competency. In order to achieve this, classical paths must be abandoned and new marketing concepts and sales organisations developed.

Modernisation of Editorial and Advertising Systems

The use of modern highly-integrated and database-supported publishing software opens up new possibilities of work division and customer focus. However, the efficient use of these instruments presupposes the conversion of old work organisations into new, more highly-integrated functions on the part of the individual employee. Organisation development, personnel development and information technology must be optimally matched in order to be successful. A revolution in the way many of those concerned see their role - but nevertheless essential.

Consequential Technical-Organisation Optimisation as a Basic Precondition for Corporate Flexibility

Today more than ever before, corporate successes are achieved on the market and not in the costs sector.

But market flexibility, both as regards the technological offer and financial flexibility, can only be achieved if extremely flexible, low-cost and motivated-efficient production is available internally.

Competitiveness can no longer be achieved with "isolated optimisations".

It is necessary to develop and implement totally new organisational and production concepts. The wide range of consultancy services offered by our group enables us to guarantee that the market, technical, financial and personnel aspects of a decision are equally taken into account.

Consequently, you obtain better-founded and genuinely realisable optimisation concepts.

Our consultancy, however, is not confined to development and planning work. We achieve success by on-site implementation and adoption. By team sessions, workshops, project groups and by the responsible project monitoring, until the final objective is achieved.

Our Offer

Editorial Marketing

Editorial capacities must also be marketed. In the information industry, only those editorial services will be successful that process contents in a way that is aimed at target groups, is excellently organised, and presented in a reader-friendly manner. But today's newspaper or magazine does not aim at a single target group, instead it uses different media to appeal to many small part-groups. For the editorial service, these market segments must be constantly reviewed and weighted. Editorial marketing is an ongoing process. The readers' interests must be discovered and catered to, feedback provoked, evaluated and interpreted - without losing sight of the overall orientation. We initiate and accompany such a process by acting as moderator, and ensure that all target groups are optimally served - in order to safeguard the future of the title concerned in the face of increasingly fierce competition.

Object Audit

How does an outsider see one of our titles? Where are there weaknesses in design, information organisation, visualisation, content, reader service? What can be done in the short, medium, and long-term to improve the quality of our title for readers and advertising customers by means of a redesign, a cross-media relaunch or permanent, careful corrections? Our standard product object audit investigates these questions. Based on this audit, measures aimed at product improvement, a re-orientation towards reader and advertising markets, expanding into other market sectors, or into the electronic media. We regard an object audit as the basis for cooperation with all concerned parties as well as the starting point for an ongoing improvement process in the editorial, advertising and distribution areas.

New Publishing

The reader/user market has become more demanding. Today, it is no longer a good concept that counts, but an extremely target group-related, highly-topical content organisation. What does my customer really want? With which additional uses and references can I offer the solution to a current problem? With which products can I create additional uses? How can I ensure long-term and intensive reader attention? These are the questions around which complicated publishing solutions must be built. Together with you and your customers, we develop such concepts as start-ups or in existing publishing structures, from the time of introduction up to actual operation.

Marketing Concept for Electronic Media

The "market-place" is developing in the direction of a "market-space". Sales strategy is changing from "push" to "pull". In a virtual, non-physical environment, this calls for completely new marketing approaches and marketing instruments. The integration of hyperlinks into different offers, co-marketing with supplementary product offers, presence in topic-related events of other organisers, offers of additional uses by product bundling are several new approaches that require a different way of thinking and a new "sales behaviour". It is not the good products and service offers that are successful today, but the those are marketed in a clever, intelligent and integrated way. Avail of these possibilities for your own user marketing or, together with us, develop such concepts for your customers and readers.

Our Instruments

- Project Management** Independent realisation of a project, with full responsibility for results, time, and costs borne by the consultant.
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- Project Moderation** Moderation of the work of an internal project group by the outside consultant, without his contributing to the project content.
- Innovation Compass** Moderated team sessions, including proven creativity methods for the development of solutions for defined problems.
- Market and Technology Scouting** Current or project-related investigation and documentation of technological trends and available market offers.



Interactive Mixed and Cross-Media Concepts

In contrast to the static print medium, electronic media offer the opportunity also to interactivity. Direct interaction and transaction in the Internet, customised user guidance through web sites on the basis of recorded user profiles are already commonplace today and used for business transactions, computer-based training and in target group marketing. The market is increasingly demanding even more complicated information offers. Broadband transmission channels allow access to even the most complicated structures in real time. How must I organise, visualise and link my content? Which processing and server technologies must I use in order to reach a wide-scale accessibility at low cost? What must I do myself, what should I outsource? What financial instruments can I use? We develop answers to these questions together with you, and ensure that you, as a pioneer, can attract attention, market acceptance and future prospects.

Product and Service Development

Printing plants and prepress operations must develop new, additional services. Do you want to break out of the sameness of standardised product offers? Customers in industry, publishing, commerce and the services industry expect the solution to complicated communication tasks, taking into account all possible means of communication. We consider it to be our task to help you become a communication consultant for your customers. Give your sales organisation the possibility, via learning by doing, to improve your consulting and concept development capabilities. We make available concept impulses, technological know-how and project management experience for your key accounts. If so desired, we also act as team members of your sales organisation before your customers. Customer satisfaction, customer loyalty and a unique identity for communication service and printing operation can no longer be achieved via "quality, reliability, speed". Customers expect creative proposals, future-oriented innovative offers, more complicated partnership offers.

Database Operating Application Provider

The media industry of the next years will be characterised by the centralised storage of all types of data, whether texts, images, graphics, sound or digital video. This calls for a new organisation at the user end as well as among the information suppliers. Many large organisations have already made major advances in the introduction of this technology. Medium-sized companies, publishing houses and public organisations are only at the beginning of this development. Multimedia content systems are strategic core elements of future publishing strategies. Organisation, installation and operating of such content systems (up to the application provider) are the business sector of the future.

The Product is the Bringer of Success: Growth and Prosperity through Satisfied Customers

Only those companies that develop or optimise products offering customers additional uses or higher levels of satisfaction will have lasting success. For this reason, existing ways of thinking in the publishing industry must be abandoned and new ways of looking at situations "learnt". The wide range of possibilities of today's media technology gives rise to completely new communication offers that the market quickly accepts and rewards. We think in terms of these product-technology-use categories. The digital prepress, digital printing processes and possibilities of individualisation in the finishing process open up a whole new spectrum of real and virtual products also in industrial print production. Interconnection with the customer, thinking in terms of his communication tasks, innovative realisation of the technological possibilities, bring new real net output, market acceptance and customer loyalty.

Online Publishing

It can be taken as certain that the Internet will continue to strongly change "publishing". The reader/user can at all times and worldwide retrieve all the information he needs, or thinks he needs. However, this technology also necessitates a complete rethink in relation to information processing. Content must sell itself, as there will only be a demand for whatever the user considers to be of personal relevance. For this reason, online publishing means processing content in a way that suits the media concerned and ensuring content quality in a user-oriented manner, then technology, availability and price must be defined. SGML, XML, Acrobat, HTML - there are many standards and instruments for use in online publishing. We ensure an integrated marketing, content, technology solution.

Database Publishing

Products that are compiled automatically - up-to-the-minute, fast and with little handling effort. That is how database publishing could be described. A structured data collection is permanently maintained in a centralised operation and is available for utilisation in many different ways. Content is cash, even if it is of interest only to smallest target groups. Our society is developing more and more towards a knowledge and information society, and this increases the volume of structural information that must be kept in databases. We provide consultancy for the installation of both smaller and complicated databases, the organisation of data processing and output, marketing and technological networking to the users.

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**ARGUS-Häußler
Consulting Groop**

You have the questions:

TopConsult®

We offer you security for the future and an permanently improved result by means of global orientation and professional consultancy management. We take responsibility for coaching managers, companies, and projects.

Häußler+
Partner

ImproveConsult®

We offer you concrete improvement of profitability by innovative planning of technology application, on-site introduction of efficient organisational processes, personnel-focused implementation, and economic security.

ARGUS CONSULTING
Serving Printers and Publishers world-wide

CreativeConsult®

We develop and improve print and electronic products on the basis of customer specifications, and ensure optimal marketing.

ARGUS

ComCon

Avail of the opportunities of change!

As corporate consultants with more than 25 years' experience from more than 1000 projects on all continents, we offer you

- *creativity in solving problems*
- *efficiency in developing concepts*
- *safety in implementation*

a global competency from which you should also benefit!

We have the answers!