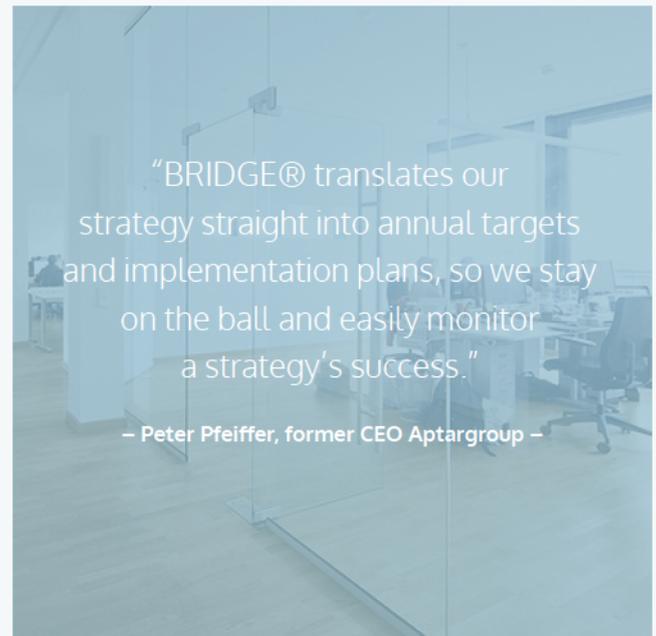


Easily usable strategic planning standards enable you to be better oriented toward customer benefit. You will be equipped to cope with continually changing circumstances and will always be up-to-date on strategy status.

In our strategic planning module, you can develop and document strategy for all organizational units in accordance with methodological guidelines. In our comprehensive toolbox, you'll find an easy-to-use interactive help feature to answer all your questions. Integrated implementation plans enable you to seamlessly link all stages of the strategy implementation.



“BRIDGE® translates our strategy straight into annual targets and implementation plans, so we stay on the ball and easily monitor a strategy's success.”

– Peter Pfeiffer, former CEO Aptargroup –

## BRIDGE® FEATURES TO SUPPORT YOUR STRATEGY WORK



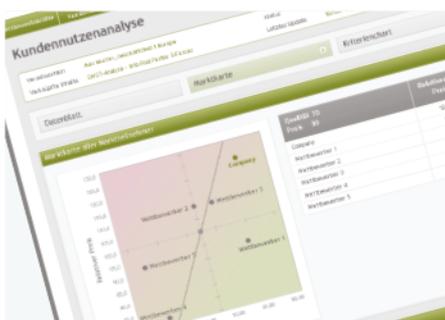
Strategy Process



Strategic Challenges



Option Alignment



Customer Benefit Analysis



Strategic Parameters



Graphic Data Evaluation

## SERVICES

Our experts offer you full-fledged strategy consulting in the tradition of the St. Gallen understanding of management. Our Management Services Team supports you in mapping and professionally visualizing strategy content already in place, and also helps you to establish and use new methods and tools. For example, with support from our Management Services Team, you can create comprehensive customer benefit analyses and send them to your customers via a link.

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“BRIDGE®” enables midmarket companies to take an effective and efficient approach to strategy work for the first time.”

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– Volker Scheel, CEO K.D. Feddersen –

## BENEFITS

- Media support for the strategic management office.
- Improved cross-unit communication and coordination.
- Establishment of a professional standard for effective strategy work.
- Introduction of a consistent and robust methodology for strategic management.
- Tried-and-true tools drawn from management consulting and your management experience.
- Simplification of the planning process and improved planning quality.
- Active inclusion of key persons, customers, and partners is possible.
- Simple queries for systematic knowledge generation and reporting.
- Conformity and compliance with documentation requirements within the framework of certifications.
- Continuous learning and increased innovative strength.
- Less dependence of the organization on the knowledge of individuals and external consultants.

