

STRENGTHEN YOUR COMPETITIVE ADVANTAGE

# Operational Business Assessment Program

*Delivering Business Performance Improvement using  
LEAN, Six-Sigma, TOC and Business System Tools*



info@synergyresources.net // TF 866-896-6347 // Main Office 631-665-2050 // Fax 631-665-2084

[www.synergyresources.net](http://www.synergyresources.net)

“In a time where manufacturing companies in America are struggling to survive, Synergy Resources Strategic Business Planning Program has provided our company with a roadmap to achieve World-Class performance. This program has re-energized our employees and our management team and focused our company on growth and efficiency through operational excellence. Through the execution of this program we now understand the opportunities we have for improvement and we are excited about our future and the prospect of continuing our partnership with Synergy’s Strategic Business Services team.”

*Richard Meisenheimer  
President & Second  
Generation Owner - Spectrum  
Associates*

***Strategic Business Services  
A strong catalyst for effective  
change***

***Reaching out to a trusted business  
improvement partner to realize  
your full potential has become a  
natural response for many North  
American businesses.***

Synergy’s Strategic Business Services Team (SBS) works directly with owners and key decision makers of small to medium-sized companies looking to improve their overall business performance.

***Every manufacturing, service and  
distribution business has the  
potential to grow and succeed.***

*By helping you tackle the challenges of today,  
we can prepare your business for tomorrow –  
removing the roadblocks to growth and higher  
levels of profitability while identifying new  
opportunities.*

***Focusing first and primarily on  
ERP software, companies often  
make the mistake of putting  
operational tactics in front of  
strategic objectives***

It is no wonder that most companies are not satisfied with their ERP. They’ve expected something from it – measurable improvement in their business’ performance – without defining or communicating goals and operational objectives.

Synergy puts ERP in its proper place – it’s a tool to help each individual in your company focus on “what’s important now” and execute the operational tactics that will support achievement of the strategic objectives.

Companies that are successful with ERP implementations view the implementation not as a goal in and of itself. Rather, they see it for what it should be:

An important component and part of an overall “Business Performance Improvement Project”, with a singular goal to drive measurable results in the organization’s ability to deliver their products faster, with better quality, and at a more competitive, value-based price.

And that is how they continue to see it as they progress from an implementation: As a tool they use to help them put in place the ideas and opportunities they find from having adopted a culture of continuous improvement.

**Continuous Improvement  
Exceeding Customer  
expectations**

**How would your Customers  
rate your Company’s Price,  
Delivery and Quality  
performance?**

Today, in the manufacturing industry, it usually comes down to who can produce most **efficiently**, produce **faster**, deliver **quality** and add the greatest **value** to consumers.

The biggest opportunity for **business performance improvement** lies within the identification and elimination of internal waste and conflict.

***Synergy's goal is your improved business performance. Tangible, measurable, objective improvements.***

We look for opportunities to improve your Price, Delivery, and Quality from your customers' and prospect's view:

How would your customer/prospects rate you today on your:

- Company's ability to deliver product to them on-time?
- Current quoted lead-time vs your competition?
- Product quality?
- Customer's experience doing business with you?
- Price vs your competitors?
- Price vs value your product delivers?

***Synergy's customers experience significant performance improvements in metrics directly related to these customer perceptions and ratings:***

- On time delivery performance improvement of 40% - 60%
- Lead time reduction of 20% - 80%
- Cost of Quality reduction of 20% - 60%
- Business Operation Productivity gains of 30% - 120%
- Shop Floor Process Productivity gains of 15% - 75%
- Visibility of Actual Costs and True Margins
- Pricing Flexibility not previously realized
- WIP reduction of 40% - 80%
- Inventory reduction of 15% - 60%
- Floor space reduction by of 20% - 50%

***Are you satisfied with the efficiency and effectiveness of your business operations?***

Perhaps you have experienced growth and have a sense that the company is not as efficient, effective, or as profitable as it could be. You understand your business well, but also feel that business operations are not advancing at the rate of other small to mid-size manufacturing, service or distribution businesses. Or maybe current operations are slowing growth or deducting from the bottom line.

Synergy's Business Operations Assessment Program provides an in-depth look at your current business operations, shop floor processes, inventory management strategies and quality/continuous improvement programs. We then provide you with a road map to take your business operations to the next level.

***How Does It Work?***

Over the duration of 2 to 3 days, Synergy business experts and continuous improvement specialists will conduct a series of interviews with key process owners.

We will review all aspects of your current business operations including the effectiveness of key measures and indicators of performance.

Once we have the current situation understood, we will evaluate the effectiveness of your activities as it relates to your stated business goals to provide you with a set of actionable recommendations along with implementation advice to improve your operational effectiveness.

***In today's manufacturing environment, we can't afford anything less than excellence.***

Is your pricing competitive? What is your reputation for quality in the marketplace? Is your on-time delivery a goal or a promise?

Synergy's customers know how to ***Deliver on time. Every Time.***

“We credit Synergy as one of the keys to keeping us in business during the down turn. It enabled us to have tight control of our costs and inventory. I wouldn't have wanted to face it without Synergy”

JACKY BESHAR,  
VP - GROOV-PIN

## ***Operational Business Assessment Findings Report***

This is where many consultant groups hand-off or hand-back the ownership of the challenge to their clients. However, despite having many pounds of reports provided by some consultant groups, concerned clients remain stuck in their paradigms of prioritizing and executing programs that will advance the improvement strategies. As such, no improvement is realized.

Synergy Resources delivers programs that we are fully prepared to lead, facilitate and provide hands-on support. The program is detailed within the documented findings of the assessment in the following manner.

1. Assessment Overview and Observations
  - a. Approach
  - b. Participants
  - c. General Observations
  - d. Performance Data Review
2. Recommendations
  - a. Assessment Principles
  - b. Project Description
    - i. Project Drivers
    - ii. Project Purpose
    - iii. Problem Statement & Value Realization
    - iv. Project Participation
    - v. Project Executables & Measurable
  - c. Project Scope
    - i. In Scope
    - ii. Out of Scope
    - iii. Other Exclusions
3. Action Plan
  - a. Strategy
  - b. Project Schedule and Budget
4. Project Conditions
  - a. Assumptions
  - b. Critical Success Factors
  - c. Project Risk

## ***And We Don't Stop There!***

The Synergy team is made up of dedicated professionals ready to roll-up their sleeves and work side by side with your management team and your employees to implement the recommended changes.

## ***Business Improvement Program Tangible Deliverables***

***Tangible deliverables directly support the goals and objectives outlined in the Operational Business Assessment Document and typically include the following:***

1. **DOCUMENTATION EXAMPLES**
  - Registrations (ITAR)
  - Certification (ISO)
  - Re-engineered process maps (Visio)
  - Business System work flows. (PPT)
  - Training Materials (PPT)
    - Lean, Six Sigma, TOC, etc.
    - CRM, ERP, QMS, PLM, etc.
    - ITAR, ISO, Internal Auditing, Problem Solving, etc.
    - Management Training
2. **BUSINESS PERFORMANCE EXAMPLES**
  - Productivity Increase +30%
  - Delivery Performance +20%
  - Inventory Turns +33%
  - Space Reduction +30%
3. **BUSINESS SYSTEM DEPLOYMENT**
  - CRM, ERP, QMS, PLM, etc.

**“We engaged Synergy Resources for a strategic business analysis that made obvious our need for a more structured, more aggressive approach to continual improvement. While the diagnosis was important, what has been even more impressive is how Synergy has helped us execute a Lean implementation to achieve this end. Synergy brought a proven, turn-key system, with the people, the training, and the tools to get our fledgling program off the ground and gaining its own momentum from day one. Since then, they have continued to support us with progress monitoring, ongoing training, and trusted counsel to keep us on the right track. These aren't just consultants – they're do-ers, whose energy and enthusiasm have challenged us to speed our own drumbeat. We have achieved meaningful gains that we simply could not have made without them.”**

**Douglas Hamilton, III  
CEO, Hamilton Associates**

## ***Business Improvement Program Intangible Deliverables***

***Often the greatest value provided to our clients are the intangible deliverables we provide because they will provide lasting positive change to our clients' futures.***

The Top 7 intangible deliverables typically realized by our customers include the following.

1. **LEADERSHIP** - In a world filled with complexity, often Synergy clients need help with establishing clarity about where to go and what to do next. It is very easy today to lose sight of where your focus should be and become paralyzed by fear or indecision.
2. **RELATIONSHIP** - Our clients receive confidence through our relationships. Our clients can operate at a higher level when they feel supported in what they are doing. Creating value through relationship happens when we increase our clients' confidence by repeatedly demonstrating to them that we are someone they can trust and rely on, someone who is focusing on their strengths and playing on their team.
3. **CREATIVITY** - Our clients receive capability from our team that allows them to move forward in areas where there may have been constraints, restrictions or resistance. We find that more frequently our clients are not interested in just our services; what they are really interested in are the new capabilities embodied in the services we provide. Value creation through creativity can mean providing new tools, techniques, structures, business systems or ways of thinking to solve problems, improve existing conditions and even more importantly - innovation.
4. **TRUST** - Our clients receive a peer-level relationship with our team that is based on mutual trust and respect. This is the only type of relationship in which all parties involved can openly speak their minds candidly and address any issue, good or bad.
5. **TRUTH** - Since we are free from internal politics and various other internal issues, our team will always share the truth, even if it means losing the opportunity.
6. **CHALLENGE** – As advisors and facilitators we regularly challenge our clients and make certain they grow and learn from everything we do together. Our role is to make certain that our clients are moving forward towards their goals in a way that they have never moved before in their organization's history.
7. **FEEDBACK** - Our clients receive our honest and unbiased feedback. Unlike clients, we are free of emotional attachments to individuals and / or their businesses. And we give that feedback even if it puts at risks the continuation of our services.

## ***Right Questions, Right Direction!***

The first and most important step in creating the plan for a successful Business Improvement Program is to make sure that top management views it as a Business Performance Improvement Project, and that it is fully and completely aligned with their vision and strategy for the company. This is achieved by asking and answering a few simple, but very powerful questions:

- 1) **WHY** is it important to change now?
- 2) **WHAT** must improve & **WHAT** will it mean to our business?
- 3) **WHO** will need to be involved in the execution?
- 4) **HOW** will we achieve the stated objectives & **HOW** will we measure success?

**Ok, you ask, how do we get our Business Performance Improvement Project started on the right foot?**

Simply make sure you select a partner that delivers what Synergy Resources customers have already witnessed and attested too: programs that deliver results!

***“Synergy Resources really stands out in their quality, attentiveness, and competence. No other ERP vendor that I contacted has spent the time and effort with us that Synergy did, and delivered both strategic business consulting and implementation plan that addresses all of our concerns. As a small business manufacturer that is looking to grow significantly in the next five years, I believe that Synergy Resources will be a valuable strategic partner.”***

***Elizabeth Keefe  
Director of Operations  
Howard Glass  
Worcester MA.***



## Unleash your potential & call us today

For companies serious about improving business performance and with the resolve to take the necessary action, Synergy Resources offers a unique combination of products and services.

Strategic Business Services, Software Application Services, Continuous Improvement Services, Quality Services and Technical support to help companies achieve sustainable business performance improvement.

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### United States

320 Carleton Avenue, Suite 6200, Central Islip, NY 11722 | TF 1-866-896-6347

### Canada

2680 Matheson Blvd E, Suite 102 Mississauga, Ontario L4W 0A5 | TF 866-896-6347

[more.info@synergyresources.net](mailto:more.info@synergyresources.net) | [synergyresources.net](http://synergyresources.net)