



**Knowledge Management,
Management Consulting and IT Services**

Our Experience and Capabilities

Kyiv, 2004



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Company Overview

Consulting company Zept Group was established in 2001. The company runs offices in Kyiv and Prague (Czech Republic). Zept Group deliver services in the area of management consulting, knowledge management and information technologies. The consultancy sphere encompasses wide range of technologies of efficient business management: from creation of analytical information systems up to development of bespoke management solutions and methodologies.

Zept Group employs skillful consultants with multinational experience background. Thus the company combines world technologies and experience with the knowledge of local market specifics and successful operation on the market. The company consultants successfully completed a number of projects in different industry branches, including such industries as oil and gas, power, banking, food manufacturing, transport, building materials, engineering, pharmaceutical, wholesale trade, telecommunication and high-tech.

In February, 2001 the company launched Interregional Auditing Company "Zept Audit" as a part of the group. The staff of auditing group consists of certified auditors and accountants, specialists in tax planning and evaluators. The company client list includes large Ukrainian enterprises.



Knowledge Centers

Zept Group competence is concentrated in the area of corporate management, business strategy planning, financial management, management information systems, corporate restructuring and general management consulting.

Our consulting solutions and services are focused in the following knowledge centers:

- Business strategy and architecture
- Finance, cost and risk management
- Client relationship management
- Supply chain management
- Municipal management
- Complex enterprise information systems

These knowledge centers of Zept Group take care of accumulation and development of intellectual asset of the company and elaboration of scalable highly efficient innovative solutions that we can offer to our clients.

Based on the experience of many successful projects and taking into account the specifics of your business, utilized methodologies and technological know-how's, the experienced professionals of Zept Group will offer effective solutions applicable to the whole enterprise.



Business Strategy and Architecture. Development and implementation of strategies that reveal new value sources and represent key value sources in the company's business.

Integrated supply chains. Development and implementation of new operational models in integrated supply chain, increase of performance and creation of competitive advantages for company's customers.

Customer relationship management helps to increase the value of customer relations through implementation of complete sales and marketing solutions. This area also covers optimization and resolution of staff performance problems, which is a key factor in many companies' success.

Finance and performance management. Assistance to finance managers to determine main strategic directions of the company and implement complex solutions in the area of finance.

Municipal management. We assist governmental bodies to elaborate strategy of territory development and motivation principles of local production, to determine the efficient performance criteria of municipal economy and elaborate the methods to achieve it.

Complex enterprise information systems. We help our clients to maximize the efficiency of their business and improve the decision-making processes through integration of the latest software from leading providers of process automation solutions in the area of finance, staff management, trading activity, performance control and analysis.

We bring in our deep knowledge of industries combined with proven and reliable solutions that will help you to increase the value of your business. **Zept Group** works with you to create the **real** value.

Working with our clients we strive to build firm partnerships that allow us to get additional advantages from the environment of trust and constructive cooperation.



Business Strategy and Architecture

The core of Zept Group's knowledge center "Business strategy and architecture" is the development and implementation of strategic initiatives. We help our clients to improve the performance of their business by linking business processes, staff and information systems in compliance with client's corporate strategy.

Our solutions in strategic management help our clients to:

- Determine the competitive business-strategy and develop the realistic plans of achieving it
- Assess and optimize business processes, correct the organizational structure
- Align organizational processes and structure in compliance with the staff potential and at the same time evaluate risks related to the processes and management of modifications
- Optimize the operational activity of the company through cost management and maximization of business efficiency.

We work closely with our clients to achieve competitive advantages of their business adding value to their management solutions supported by advanced information technologies.

Our approach is based on deep understanding of client's business specifics as well as clear identification and definition of requirements involving analysis of:

- Corporate policy
- Organizational structure
- Business-processes
- Financial management practices
- Management information systems

The analysis reveals the challenges faced by the client and shows the most efficient direction to take. We guide and help the client to realize breaking and innovative strategies towards the long-term competitive advantage. Our key competence is application of advanced methodologies, technologies and techniques to develop and implement solutions which bring guaranteed results.

Zept Group experts possess knowledge and experience with international consulting and accountancy firms, major investment banks and industrial companies. They are ready to share their knowledge with clients and business-partners. We have experienced and client oriented project managers who successfully managed large projects in wide range of industries, including energy & oil, heavy & light machine building, light industry, building materials, brewery & drinks, food, transport, pharmaceuticals, hi-tech, services and distribution.



Finance & Performance Management

Zept Group's knowledge center "Finance & Performance Management" was created with the purpose to assist financial officers in determining the company's principal strategic directions and implementing complex solutions in finance.

The Ukrainian business has reached the level of maturity when one has to pay special attention to organizational and financial specifics in enterprises' operations. There is a growth not only in medium-size holding companies, but also in large ones. At a certain stage organizational development of companies results in a vital necessity of forming a reliable system of financial management and control. Almost all large and medium enterprises have subordinate and dependent structures in this or that form and there are many methods to optimize their organizational structure. One way is to separate subsidiaries stage-by-stage from the principal enterprise and delegate authorities to them, another is to affiliate new companies or create a single management system for the existing group of companies. First of all it is essential to organize a reliable management and financial control of the business. If the company is a large-scale one and the number of subsidiaries is large, it might need more advanced methods and technologies.

Rapid changes in business environment require companies to explore constantly the ways to increase their efficiency. Financial management becomes a strategic resource ensuring that the business creates value.

Traditional role of finance is continuous change of emphasis from the past to the future and from profits to value. We offer our clients advanced techniques that add value through:

- Linking company's tactic actions to overall business strategy
- Measuring how the company performs in the marketplace
- Ensuring operational efficiency
- Providing the right information and supporting the process of making business decisions
- Ensuring effective communication between managers and business owners

We will help you to develop a robust, innovative financial strategy focused on value creation, increase of paying capacity and liquidity and offer financial management solutions that will bind your strategic plans with operations.



Integrated supply chains

Zept Group's knowledge center "Integrated supply chains" helps clients to optimize the movement of goods and services, improve supply management, implement the modern logistic planning systems, reduce the time required for introduction new goods and services on the market by efficient management of cooperation with partners.

The matter of company's survival on the market constantly requires improvements in the competitive ability of its output, extending the market for goods and services and building the basis for further development. One of the beneficial ways to increase the company's competitive ability is the implementation of logistic approach to optimization of material, financial and information flows both inside and outside the company.

Zept Group offers the following solutions in the area of integrated systems of supply chains management:

- Supply chain strategy
- Product lifecycle management
- Logistic planning
- Strategic outsourcing, purchasing and procurement
- Production logistics planning
- Partnership relations management and integration of partner's information flows
- Elaboration of trade networks

Zept Group solutions in integrated supply chains will help you:

- Reduce the risk level in the company's entire supply chain, optimizing information flows and using the advantages of your infrastructure to increase manageability
- Reduce the time to introduce new goods and services on the market, arranging effective control over brand and product entire life cycle
- Improve relationships with your clients and partners through establishing closer and more transparent data transfer between business-applications and information systems

We will help you supply **required goods and data to the required place at the required time and in the most efficient way.**



Customer relationship management

Zept Group's knowledge center "Customer relationship management" specializes in improvement of customer attraction, retention and assesment processes through automation and optimization of trade channels. This knowledge center also offers solutions in sales and marketing, billing systems, customer support and maintenance solving the problems of staff performance that is a key success factor for many businesses.

In today's business environment your success depends to a large extent on your understanding of client requirements, capability to anticipate the demand and increase the services value. We will help you to implement quickly and efficiently a CRM solution, apply best CRM strategies, business processes and effectively manage the process of moving to new technologies.

Zept Group offer the following solutions in the customer relationship management area:

- Analysis and segmentation of clients
- Customer relationship management strategy
- Management of marketing campaigns
- Sales channels management

Zept Groups solutions in the area of customer relationship management have the following advantages:

- Customer relations monitoring in real time
- Management of information stream required to support customer relations
- Customer loyalty increase
- High return on investments into CRM products

Our solutions will help you to take a complex look at your clients and partners: who they are, what products and services they are interested in, how to improve and optimize relations with them.

We understand the specifics of your business. We will help you to understand your clients.



Municipal management

The efforts to resolve socio-economic problems through organization of municipal services by the cut-and-try method don't yield desired results. Today state institutions need practically founded methodologies and methods to create a system of municipal services, its interaction with the mechanism of market regulation and state support of production. This also implies the quality management of transformation projects that helps to decrease the negative influence of crisis in socio-economic situation in the country.

Presently the most relevant problems lie in the determination of assessment criteria for efficient functionality of municipal service and methods of their achievement, strategy of territory development and the principles of local manufacture stimulation focused on certain regional markets and state order.

As a subject of municipal consulting Zept Group offers the following areas:

- Investment policy
- Production organization, engineering
- Analysis of financial and economic indicators
- Analysis of goods and services market
- General management
- Staff management
- Company/enterprise management
- Company restructuring/transoformation
- Project management
- Finance management
- Quality management
- IT

Objects of municipal consulting are authorities: municipal bodies of all levels, local government bodies as well as dependent organizations.

Complex enterprise information systems

Zept Group's knowledge center «Complex enterprise information systems» helps our clients to boost their business efficiency and improve decision making processes through implementation of modern software solutions from world leading suppliers enabling automation in finance, staff management, operating activities, control and analysis of performance.

Nowadays technologies play more important role in every company's success and they also affect competition methods. Markets in which our clients work change rapidly, therefore it is necessary to have efficient IT management on the strategic level enabling adequate response to these changes.

The heart of our practical approach lies in the usage of software advantages and modern information technologies. Our solutions in information systems and decision support systems will help you get practical results and long-term competitive advantages from your investment in IT.

Zept Group will help you deliver critical information to those who need it. This way your data will work for you, instead of you working for your data.

With Zept Group solutions you will be able to optimize your operations and improve business strategy. You will boost your performance to a new level and take advantage from low aggregate value of owning the system.

IT-strategy and implementation of management information systems

By implementing management information systems as a part of your business strategy, you create long-term competitive advantages. We offer you solutions based on advanced technologies, sharpened and verified methodologies that will allow you to improve the management of IT investments and link them with business objectives through:

- Determination of current and future requirements to information systems (IS)
- IS strategy development
- IS implementation
- IS integration
- Training and support of information systems

With continuous improvement and increased customer focus we help to transform IT function of your company from a mere cost centre into the key success factor for long-term competitive advantages.



Financial solutions “Management planning and control”

To automate integrated management of major financial business processes Zept Group offers instruments that will help your company to:

- Arrange a stable management of financial data, increase the accuracy of calculations and organise the basis for further effective decision making
- Maximize your company's ROI
- Reduce budget preparation time
- Improve planning and forecasting processes
- Receive timely reports on major financial indicators of your business

Utilization of web technologies allows you to access these tools from any place in the world.

Zept Group's financial solutions will help you to:

- Link the strategic level of decision making with operational details
- Improve decision making processes and reduce risks
- Consolidate data to obtain high quality managerial reports and analyse all directions of your business
- Rationalize transactions and improve efficiency

Decision support systems (Business Intelligence)

Fundamental changes in information technologies today have revolutionised the worldwide proliferation of information and set new challenges for many businesses. Information technologies become a backbone for internal systems of companies which are required to support decision making process.

To deploy the systems of information support in decision making and quick analytical processing of any scale, Zept Group employs software products of Cognos – the world leader in software for data access, OLAP, budgeting and accounting.

Cognos software provides analysts, managers and company heads with all necessary functional resources for independent data access, information analysis, report generation, document exchange and their distribution inside and outside the company. At the same time technical staff can provide safe access to data and collaborative workspace for users.

Cognos products form an integrated solution that provides users with data access possibilities, distribution and analysis of corporate information inside and outside the company. They are easy to use and have a secure, reliable and scalable architecture.

We will provide all your managers, from CEO to a common employee, with a single access point to the integrated panel of financial, operational and market indicators of your business. With these possibilities your managers will be able to make coordinated decisions and follow the general business strategy of your company. In the long run this will add an extra value to your company.

Advantages for business:



- Automatic generation of company's accounting reports, minimal involvement of highly skilled personnel in low-profit or non value-adding operations
- Optimization of joint efforts to achieve company's strategic goals through building transparent evaluation methods and implementation of balanced approaches
- Improvement of client service quality

Technological advantages:

- Unified access to internal (financial, operational, client) and external (competitors, market) information
- Dynamic OLAP analytical platform supporting modern relational databases
- Customization of output data presentation
- Network environment security



Audit Group «Zept Audit»

In February 2001 Zept Group formed an audit company with the purpose to extend the existing family of company's financial services. Zept Audit includes certified auditors and accountants, specialists in taxation and property assessment having abundant experience in implementation of different projects in Ukraine and the CIS. Zept Audit cooperates with companies of all organizational forms in major industries.

Company is a complex system. In order to make it prosper, a lot of conditions must be met including a well-organized functioning of all its units. To achieve this management is used. But the nature of things proves that regardless of the management quality everything usually tends to live its own life, gradually deviating from the targeted plan. Therefore, despite of the current monitoring, there is a need in periodic audit, i.e. in a deep analysis of every component of the business.

Zept Audit provides a wide spectrum of services:

- General audit
- Audit of credit organizations
- Audit of insurers
- Audit of investment institutes
- Audit by international standards
- Organization of internal audit services
- Transformation of financial reporting in compliance with international standards
- Development and implementation of accounting policy
- Arrangement and recovery of book-keeping
- Accounting consulting
- Tax planning
- Legal consulting

Our approaches and practice of building long-term business relations allow us to guarantee a high standard of the work, meeting the strictest domestic and international standards.



Our approaches and interaction with clients

Zept Group uses a wide range of consulting approaches, from expert to process and training methods. Each approach has its own distinctive features and advantages: expert method assumes that a consultant will independently implement all stages of a project, process method is a close interaction of the client and consultant at any stage and with teaching approach a consultant not only leads a project, but also provides a client with theoretical and practical information in the form of lectures, seminars and different training materials.

For the majority of projects to achieve planned goals Zept Group uses proprietary project management methodology. Each stage of the project is divided into smaller phases the contents of which depend on a specifics of a certain company. The uniqueness of the company, its staff, personalities of consultants and many other factors create a ground for creative search of the most applicable consulting technologies.

The major stages that Zept Group defines within consulting projects:

- **Diagnosis** – collection and processing of preliminary information
- **Problem detection** – exchange of views, group discussion, estimation of preliminary results, decomposition, systematization, diagnosis, forecasting, assessment of company's weak areas, ranking, building of objectives tree.
- **Decision development** – scenario development, discussion, risk forecasting, scenario selection, preparation of the final report
- **Solution implementation** – coordination of efforts, training of client's employees, implementation of transformations

Diagnosis procedure is based on a scientific analysis of preliminary information about the client's organization. The quality of information ensures the quality of analysis and, in turn, the quality of diagnosis. The diagnosis phase usually helps to reveal the differences in positions and opinions of employees on various organizational problems.

Virtually any functional area of the enterprise (marketing, sales, finance, supply etc.) as well as its managerial aspects could be diagnosed separately. While conducting the research, consultant defines the problems, lining up consecutively the tree of problems and objectives. Eventually, the diagnosis process is finalized with written report and workflow project for the following phase.

Decision development stage ends with elaboration of the method to implement the selected scenario in the form of targeted complex program. The realization of the program will undoubtedly require more efforts than its development. Therefore this stage is the most labor-intensive and requires joint efforts of the customer's staff and external consultants.



Partnerships and alliances

Our partnerships and strategic alliances enable us to offer your company a wide range of business solutions. Through alliances we can offer flexible and scalable end solutions which will be the best fit for you and which could be launched and implemented within the shortest possible time and in the framework of your company's branched structure.

Zept Group is a partner of:



Why Zept Group?

We define several factors which better describe the specifics of our solutions and consulting services.

Staff – We gathered a unique group of professionals whose knowledge, experience, education and culture unite them in a single intellectual team. United by a common strategy, their talent and creative thinking allow Zept Group to constantly offer its clients innovations, even at the times of uncertainty and rapid economic changes.

Integrated services - Zept Group and the company's groups offer integrated solutions in the area of knowledge management, management consulting, IT, corporate finance, tax planning, accounting and legal issues.

Experience of successful projects – we have completed a number of successful projects. Zept Group's clients are Russian and Ukrainian enterprises, large international corporations and international financial institutes.

Every client is unique. And so are our solutions. Our deep understanding of the specifics of industries constantly allow us to offer the best innovative solutions to all our clients.



Our Clients

Zept Group's experience includes implementation of successful projects for the following organizations:

- Bayer Cropscience
- Finport Technologies Inc.
- ICI Ukraine
- Aldi-Still
- Association of Ukrainian Banks
- Bel Epoch
- BIG-Energy Bank
- Va-Bank
- Instrumentbud
- Interbank
- Interbroker
- Kazan Utlary
- Kyiv Municipal Administration
- Kniahynia Olga
- Koch GmbH
- Elteco Ukraine
- Credit-Rating
- Maltex
- Medical center «Dobrobut»
- International Finance Corporation
- Microfinance Bank
- Norris
- Parnas
- Real Finance
- North Alliance
- Slavtehinvest
- Ukraviaexpertise
- Ukrpromstrah
- UABI
- Renaissance Foundation
- Electromech Ukraine

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