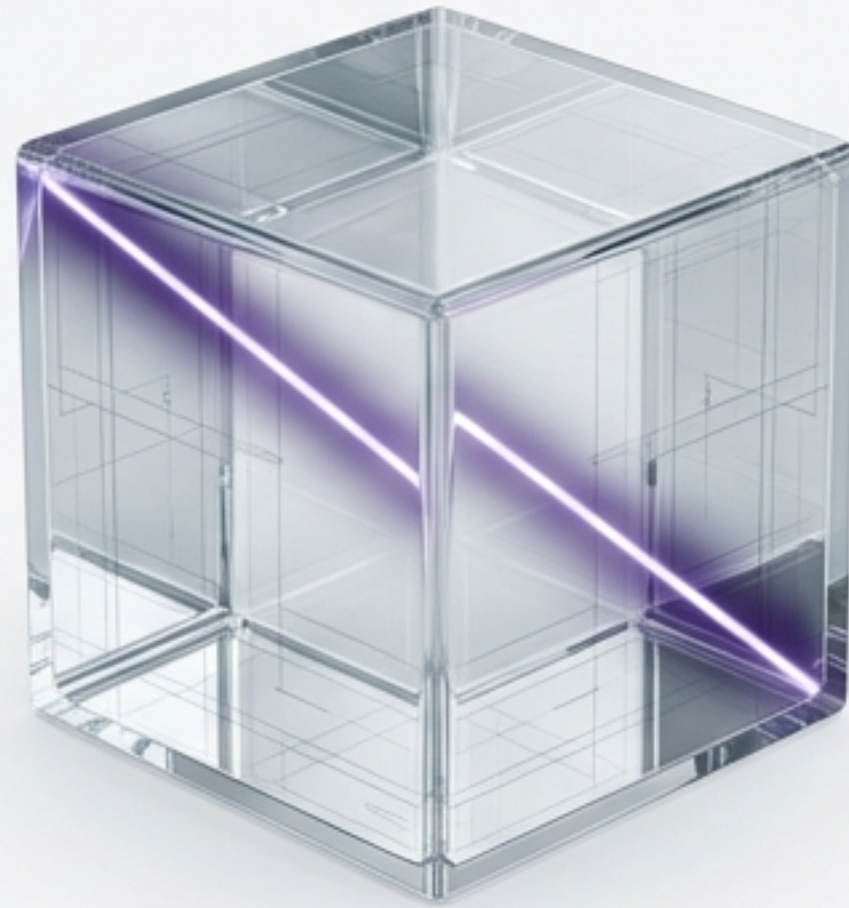


# COSTIQ™

The Cost Intelligence & Business Analytics Framework



**Making Every Dollar Accountable.**

# Are Your Most Valued Customers Secretly Draining Your Profits?

In today's complex business environment, top-line revenue is a dangerously incomplete metric. Without true cost intelligence, operational inefficiencies, unprofitable customer segments, and loss-making product lines remain hidden. This lack of clarity leads to misallocated resources, eroded margins, and strategic decisions based on assumption, not data.



# The Status Quo is a High-Stakes Gamble

Does this sound familiar? Your business is grappling with:



## Opaque Margins

Uncertainty about the true profitability of individual products, customers, or sales channels.



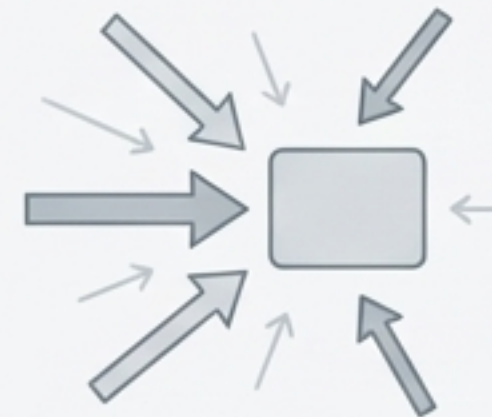
## Reactive Cost Cutting

Across-the-board cuts that harm growth areas instead of surgical strikes on inefficiency.



## Strategic Blind Spots

Inability to confidently answer which activities create value and which ones destroy it.



## Misaligned Investment

Funding projects and teams without a clear, data-backed understanding of their cost-to-value ratio.

# It's Time to Move from Estimation to Precision.



Leading enterprises are no longer accepting ambiguity in their cost structures. They are building a competitive advantage by embedding data-driven cost intelligence into the heart of their operations and strategy. The goal is simple: to make every single dollar accountable for the value it creates.

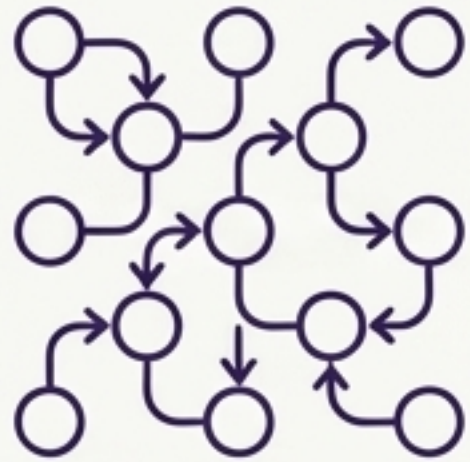
# Introducing COSTIQ™: Your Framework for Profitability Enhancement



**COSTIQ™** is a **data-driven cost intelligence** and **profitability enhancement** program designed to provide **executive leadership** with **unparalleled clarity** and **control**.

We transform your financial and operational data into a strategic asset, enabling you to see, understand, and optimise the true drivers of your business performance.

# The Four Pillars of the COSTIQ™ Framework



## 1. Activity-Based Costing & Margin Intelligence

Go beyond traditional accounting to assign costs to every activity, revealing the true cost of servicing each product, customer, and channel.



## 2. Product, Customer & Channel Profitability

Gain a granular, multi-dimensional view of performance. Identify and scale your most profitable segments while restructuring or exiting the ones that drain value.



## 3. Business Analytics Dashboards

We build intuitive, powerful dashboards that translate complex data into actionable insights for your leadership team. Monitor KPIs that truly matter.



## 4. Cost-to-Value Optimisation

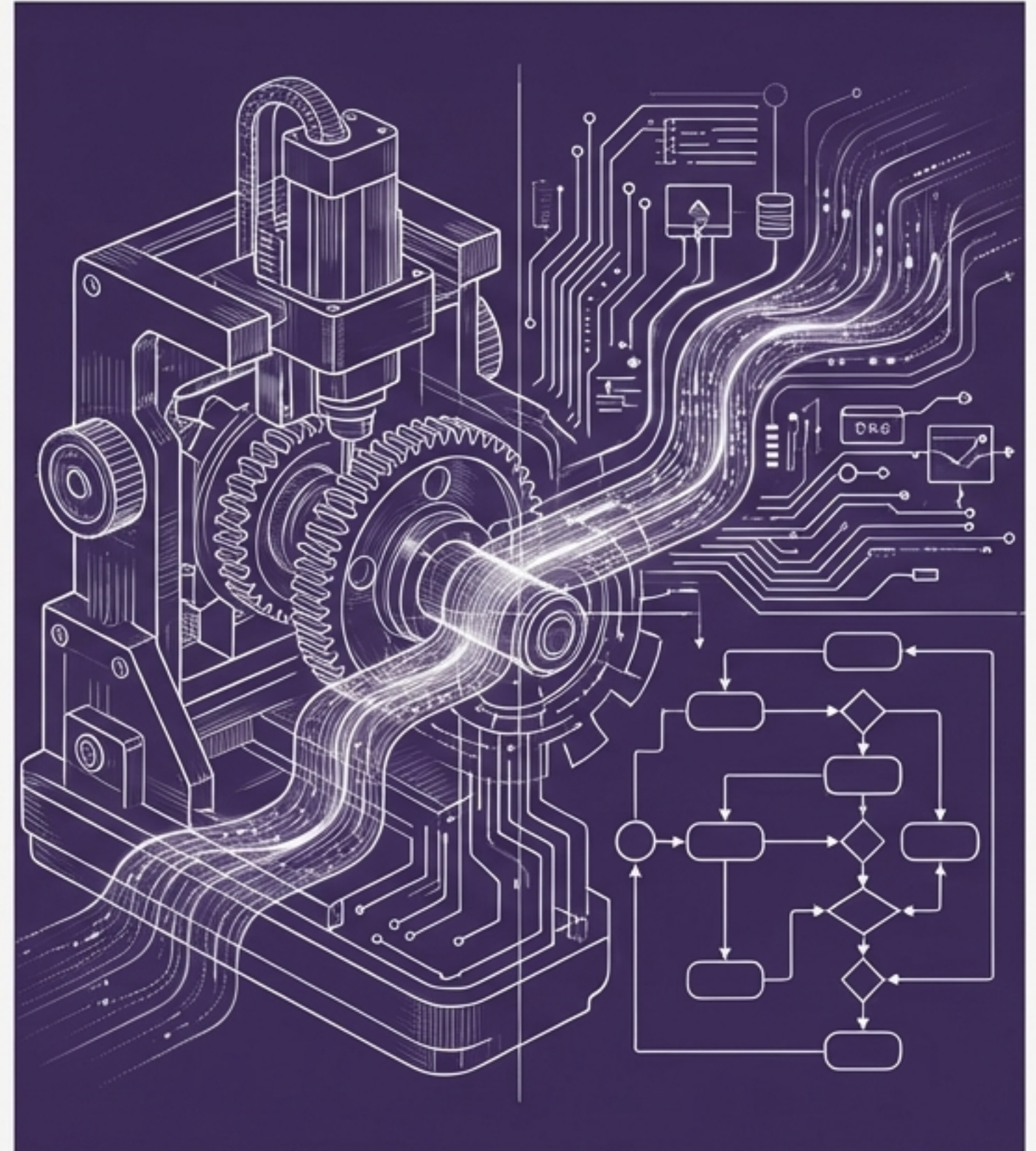
Empower strategic decision-making. Analyse the cost of business activities against the value they generate, ensuring resources are allocated for maximum impact.

# Engineered for the Demands of Complex, High-Value Enterprises

The COSTIQ™ framework is purpose-built to address the unique challenges of businesses where cost structures are complex and the stakes are high.

Ideal Client Profile: Our expertise is focused on delivering transformative results for:

- **Manufacturing**
- **SaaS (Software as a Service)**
- **Technology**
- **Services Enterprises**



# The Result: A Future of Total Financial and Operational Clarity

With COSTIQ™, ambiguity is replaced by certainty. Your leadership team will be empowered with a single source of truth to guide strategy, drive efficiency, and accelerate profitable growth.



# From Opaque Data to Decisive Action



**Identify Hidden Champions:** Discover which 'small' customers are actually your most profitable.



**Optimise Your Portfolio:** Make data-driven decisions on product pricing, features, and lifecycle.



**Negotiate with Confidence:** Enter supplier and client negotiations armed with precise data on cost-to-serve.



**Invest with Precision:** Allocate capital and resources to the people, products, and projects with the highest proven ROI.

# Making Every Dollar Accountable



This is the core principle of cost intelligence. It's not just about cutting costs; it's about understanding them. When every pound and penny is tracked, understood, and aligned with value creation, you unlock the full potential of your enterprise. This is the foundation of sustainable, intelligent profitability.

# Start Your Journey to Enhanced Profitability

Let's discuss how the COSTIQ™ framework can be tailored to your organisation's organisation's specific challenges and goals. out to begin the conversation.  
Reach



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**COSTIQ™**