

Objectives



- International customers are increasingly demanding uniform services, processes and system support from their financial service provider for their foreign subsidiaries.
- Preparation of a strategic position paper with alternatives for action and recommendations
 - to meet customer requirements in the international sector and
 - for securing customer relationships and business.

Project Scope

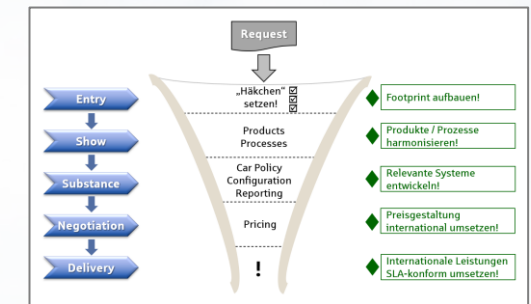


- Analysis of international market and customer requirements with regard to products, processes and systems (e.g. based on customer survey)
- Analysis of the range of products on offer: own, substantial competitors, potential partners
- Show alternatives for actions, e.g. on opportunities for cooperation with one global or several partners
- Recommendation for an option

Industry



- Full Service Leasing (Automotive)
- Non Captive



Outcome / Benefit



- Market and customer requirements analysed
- Potential analysis carried out by own customers and prospects
- Alternatives for action analysed
- Long- and shortlist of potential partners created
- First contacts with potential partners performed
- Feasibility study and roadmap developed
- Detailed implementation plan presented