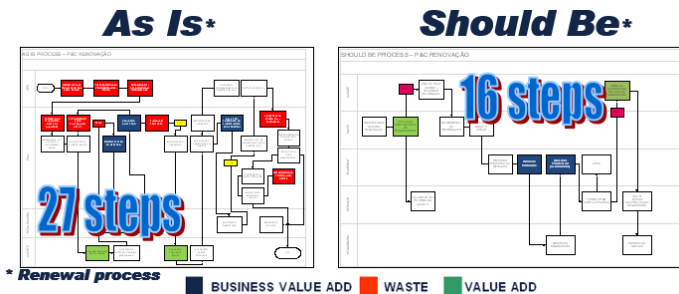


# Lean on Sales

## Self-funding growth

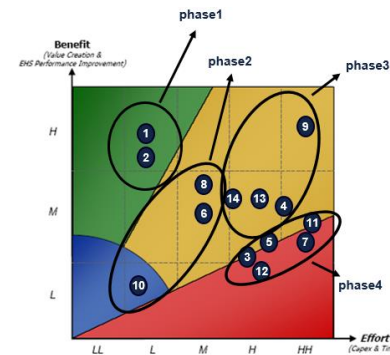
### Challenges

- Complex renewal process was requiring more manpower
- Sales investments were being de-prioritized due to limited budget
- Limited synergy between account executives and placement



### Approach

- Value stream mapping – identification of all non-value added activities
- Implementation of technology solutions combined with the new process
- Roles and Responsibilities Matrix



### Results

- Creation of 9% of capacity in the Front office
- Two phases: process streamlining and target operating model
- Segmentation of front office and placement

