

> **The Customer**

The customer is a global leading manufacturer of machines and systems for packaging technology.

> **The Challenge**

In order to develop new synergies for his existing packaging technology, the customer is seeking further strategic partners to cooperate with. For this purpose, potential strategic partners were to be identified and evaluated using relevant criteria, and ranked as basis for decision-making.

> **The Solution**

- > In coordination with the customer, relevant assessment criteria are developed. GVM creates a method for operationalisation, so that the criteria can be evaluated using research indicators.
- > Suitable companies are identified and indicators such as sales, EBIT, product portfolio, location and patents are researched.
- > With this information, GVM creates concise company profiles and rankings revealing strengths, weaknesses and suitability of the companies studied as strategic partners.

> **The Result**

The customer receives an overview of the attractiveness of potential partners and herefrom resulting recommendations for action. Ranking, ranking scale and all evaluation relevant information is made available to the customer, enabling him to dynamically adapt the attractiveness ranking to changing preferences.

> What can we do for you? Find out more at www.gvmonline.de or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!