

For more than 40 years, **NUTEC BICKLEY** has become a world leader in designing and implementing industrial heating systems. We have clients in more than 50 countries, to whom we offer the highest quality products and services, which allows them to improve their process efficiency and to reduce their levels of fuel consumption and pollution. Our solutions include designing, constructing, installing, and refurbishing combustion systems, thermal insulation system, heat recovery systems, and entire industrial furnaces.

We would like to express our satisfaction and highly recommend **London Consulting Group** for the results obtained during the "Ignition" project, which was developed over the past 7 months to reengineer the Sales and Project Management processes, implement the Marketing strategy, develop and execute saving strategies in Supply Chain and implement a standardized management methodology. Some of the results obtained during the project were:

**MARKETING AND MARKET INTELLIGENCE:**

- Implementation of *Lead Management* and *Market Intelligence* functions.
- Implementation of Nutec Bickley's *Inbound Marketing* strategy, aligning it to the Business Unit's Sales processes, using the Salesforce CRM functionality.
- **142%** increase in *leads generation* and **34%** increase in created accounts in Salesforce CRM, due the implementation of marketing tools.
- **86%** increase in commercial proposals generated by marketing lead sources.

**SALES**

- Implementation of Nutec Bickley's *sales funnel management model*.
- The amount of sales calls and visits executed and registered on Salesforce CRM was increased **5 times**.
- **111%** growth in creation of new accounts.
- **60%** increase in the weekly average of proposals amount, created through *proactive prospection, cross selling and marketing*.
- **53 p.p.** improvement in Salesforce's functionality utilization.

**OPERATIONS – PROJECT FOLLOW UP**

- Definition and implementation of Nutec Bickley's project management methodology.
- Implementation of the project management tools to measure project progress, deliverables compliance, budget management, billing and collection follow up, for the Nutec Bickley's projects.
- **15%** reduction in projects' overbudgets.

**SUPPLY**

- Average **6.8%** reduction in annual billing for the main providers and subcontractors.
- **37%** reduction in the variability of the purchase prices, compared to last year's average prices.
- Developing the *Should Cost Model* for critical fabrications.
- **29 p.p.** improvement in the main warehouse's inventory reliability.
- Implementation of tools that allow to identify and utilize the left-over inventory from past projects.

Also, indicators were defined for each one of the processes in the project scope, and the corresponding control dashboards were developed, using **Business Intelligence** tools, specifically **Power BI**.

The generated benefits allowed us to reach a ROI of **1 to 1** by the end of the project, with a forecasted annualized ROI of **8 to 1**.

The project allowed Nutec Bickley to carry out and streamline the implementation of their strategic initiatives through the side-by-side work executed by both companies: bringing together the extensive experience of Nutec Bickley's personnel with London Consulting Group's abilities for understanding our process and implement tailor made solutions. These were the key factors in achieving the project's tangible results.

Sincerely,

  
Daniel Llaguno  
President Nutec Bickley

**NUTEC BICKLEY - INDUSTRIAL FURNACES AND KILNS**

Carr. Saltillo Monterrey Km. 62.5 No. 100 Sin Colonia Santa Catarina, N.L. C.P. 66359 Tel.: (81) 8151-0800 R.F.C. NBI900614HZ1

[www.nutecbickley.com](http://www.nutecbickley.com)

Offices: China / India / Mexico / Spain / United Kingdom / United States