



PKraan
Corporate Engineers



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P. Kraan Corporate Engineers is a management consulting company specialized in early - stage technology companies.

Deciding what to do about a business challenge is only half the battle – we emphasize putting solutions into practice. As a small and flexible company, we define our success by the quality of our services. We are proud of our international presence and have completed projects in 18 countries spanning four continents. Our fees are based on the results we achieve for our clients.

If you are looking for a different perspective to enhance the potential of your company, read on and see what we've done for other companies in your industry.



Vision

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"Success in business today means going well beyond the tried and true."

Why we exist...

Whether you are trying to keep up with the rapidly changing world of the "new economy" or are trying to leverage your "bricks and mortar" business to take advantage of it, one thing is clear... today's executives need to take swift and decisive action to maintain the competitive edge.

That 's where an outside point of view can be extremely useful. It will help you see your specific challenges from a new perspective, and to find solutions that will meet and exceed your business objectives.

By the time other management consulting firms have finished holding endless meetings and have filled your ears with today's latest buzzwords, P. Kraan Corporate Engineers will already be at work actually implementing the strategies required to meet your challenges.

Business is all about new ideas – and how to bring them to market. Sometimes it can be a wild ride. If you are looking for a different perspective on enhancing the potential of your company, take a look at what we 've done for other companies in your industry.

Contact us to request a no-obligation preliminary report on how we can help you develop, and implement, the strategies you will need to succeed in the years ahead.



"Solving a complex problem is always easier if you divide it into a series of smaller problems."

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Strategy

A dynamic approach to solving problems...

When it comes to bringing you effective strategies to meet your key business challenges, our approach is second to none - rivalling even the world's largest consulting firms. Our approach stresses:

Quality

As a small and flexible company, we don't define our success by market share, but by the quality of our services. As problem solvers, we enjoy a tough challenge and work very hard to meet it.

Methods

Any large or complex project can – and should be – segmented into a series of smaller projects, each with a well-defined objective and timetable. Structuring in this manner allows for continuous project assessment and a controlled way of evaluating its success.

Cooperation

We can participate in highly complex or large-scale assignments as a joint venture. In fact, we have cooperative agreements with partners in many widely varied disciplines.

Human Interaction

Even though our approach is always methodical and structured, we emphasize intuitive and creative thinking. A successful result depends on good interpersonal communications that work within a positive corporate culture.



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Services

"We help companies define their underlying mission, focus their management activities, and establish the habits that will be the key to their success."

What we do...

At P. Kraan Corporate Engineers, we provide an analysis of the strategic potential of your company, suggest ways to capitalize on it, and help you focus on critical objectives and strategies.

But deciding what to do about a business challenge is only half the battle. In fact, the inability to implement change is why many consulting projects fail. That's why we place a heavy emphasis on actually putting solutions into practice.

While many other management consultants deliver long, tedious reports that end up filed and promptly forgotten, we provide complete support for the implementation of your project.

Here are a variety of ways we can develop and implement dynamic new strategies for your enterprise:

Start-up Consulting

Most entrepreneurs have extraordinary talents and abilities, but lack the knowledge of even the most elementary business procedures. Our role is to provide support for these critical processes, so that investors, clients and employees perceive your venture not only as a dynamic young company – but as a highly professional one, too.

Company Reorganization

At any company, there are a myriad of opportunities for making key strategic improvements. In fact, any enterprise not committed to a process of constant reorganization and rediscovery is doomed to mediocrity and irrelevance. Yet, it often takes an outside perspective to analyze the strategic potential, focus activities and establish a successful approach.

Project management and implementation

We go far beyond the "ivory tower" approach of most consulting firms. We roll up our sleeves and help you carry out the mission – taking direct responsibility for your success.

Management Training

On-site management training assures the continued success of the project after completion. Our hands-on approach makes certain that your key managers understand the objectives of the project and how to solve problems in day-to-day business situations.



"As a consultant, I am not afraid to say 'I don't know, but I'll find out'."

Expertise

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Senior experience in a wide variety of areas...

In recent years, consultants have become increasingly specialized, offering effective solutions in highly specific areas, but missing the "big picture".

Our success results from knowing how to evaluate your needs from the top down, discerning the needed expertise, and then bringing in more specialized resources to implement highly specific solutions as they become necessary.

Throughout the process, we make certain that everyone involved understands the original objectives of the project, and that resources are deployed to achieve that common goal.

Here are some examples of how P. Kraan Corporate Engineers can bring about effective change in your organization:

Expand sales and execute more efficient marketing

- Open up new markets to expand opportunities
- Establish sales branches in other countries
- Perform critical market research and marketing reporting so you know where you stand
- Organize your sales force for top performance

Develop more efficient logistics and systems

- Establish transportation and distribution systems to assure lower cost
- Improve production planning and control to save time and money
- Offer ways to manage inventory for optimum supply chain performance
- Improve materials flow and yield control for greater efficiency

Establish effective information systems

- Design computer strategies to provide mission critical information at lower cost
- Define data processing requirements to better use customer information
- Evaluate new hardware and software solutions for mission critical systems
- Set up a management information system to provide key data

Assure accuracy in finances and controlling

- Structure accounting systems for maximum control
- Implement cost accounting systems to provide up-to-date product profitability status
- Develop cash and liquidity management
- Establish state-of-the-art cost accounting systems and financial reporting




"Each of these projects have several things in common: They were challenging, rewarding and highly successful."


Our work speaks for itself...

As a small company, we are proud of our international presence – and have worked on projects in 18 countries spanning four continents.

While our experience reflects years of working in such diverse industries as pharmaceuticals, food products, retailing and computer services, we specialize in helping early-stage technology companies achieve their true potential.

Some examples of the challenges we have taken on include:

-  **Meeting Maker** *Meeting Maker US*, Boston, Massachusetts, USA (Scheduling Software) (<http://www.meetingmaker.com/home.cfm/>)
- Establishing the Latin American Sales channel

-  **Linux Alianza** *LinuxAlianza.com, Inc.*, Houston, Texas, USA (Internet Linux Portal) (<http://www.linuxalianza.com/>)
- Start-up consulting for a U.S.-based Latin American company

-  **RING!** *RING! Rosa Products N.V.*, Amsterdam, The Netherlands (telecommunications software development) (<http://www.ringrosa.com/>)
- Troubleshooting a major call center software implementation in the United Kingdom
- Establishing the Latin American Sales branch
- Assisting in the IPO of a start-up company

- RING! AG*, Basle, Switzerland (telecommunications software development)
- Interim Sales Director of a start-up company
- Interim Managing Director of a start-up company



Delhús Rt., Pécs, Hungary (food manufacturing and retailing) (<http://www.delhus.hu/>)

- Merger of three medium-size companies into a centrally managed and controlled unit



CSB-SYSTEM AG, Geilenkirchen, Germany (software development) (<http://www.csb.de/>)

- Establishing foreign sales subsidiaries in Ireland, United Kingdom, Benelux and the United States
- Implementation of a budgeting and financial reporting system
- Implementation of an accounts receivable management system
- Defining and implementing measures to increase the efficiency in software development

CSB-SYSTEM AG SCHWEIZ,

- Kestenholz, Switzerland (software consulting and sales)
- Consulting on software systems to manage accounts receivable
- Seminar on time management, personal efficiency and project management



*"Our success is based on your success.
That's how our clients prefer it, and that's
the way it should be."*

No cure, no pay...

We offer you up to one week of our time without cost or obligation. For more information about this offer, see our "Contacts" section. If you decide to work with us after this period, we have a variety of different fee structures, including:

Results Based

Because success cannot be measured by the hours on a clock, we prefer to be paid according to an objective measure of the project results. Depending on the project goals, this measure may be based on such metrics as sales, cost reduction or cash flow.

Equity Stake

You are excited about your new start-up opportunity, and we may be too! That's why we often are willing to accept an equity stake in lieu of cash for all or part of our services.

Fixed Fee

Projects may be accepted on a fixed-price, fixed-schedule basis. We will be happy to assess the project goals on site at no charge, and then estimate our time and expenses.

Daily Fee

For smaller assignments, we charge a daily fee. Usually this daily fee will include incidental expenses such as secretarial support, documentation, communication and travel.





"Many consultants like to fix systems, forgetting about the people. But, in my view, a systems problem is always a people problem."

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Biography

About Peter Kraan...

Peter Kraan founded P. Kraan Corporate Engineers in 1991. For the work he has done since then, please see "References".

Prior to 1991, he worked for such major companies as:



Bell AG, Basle, Switzerland
(food manufacturing and retailing)
(<http://www.bell.ch/>)

- Member of the Management Board
- Vice President of Finance and Accounting
- Head of the Computer Services Department



NOVARTIS Sandoz AG (now Novartis), Basle, Switzerland (pharmaceuticals)
(<http://www.novartis.com/>)

- Computer Services Project Manager (Basle, Switzerland)
- Market Research, Product Management and Sales (Hanover, NJ, USA)
- Operations Research (Basle, Switzerland)



Prognos AG, Basle, Switzerland
(consulting) (<http://www.prognos.ch/>)

- Research Fellow Market Research and Marketing Consulting

In addition, he has taught at the following schools:



Engineering School of Basle,
Switzerland (<http://www.fhbb.ch/>)

- Data Processing Project Management



Vocational Academy of Lörrach,
Germany (<http://www.ba-loerrach.de/>)

- Operations Research

Peter studied mathematics, physics and astronomy, and has a Master's degree in mathematics from the University of Basle, Switzerland. Born in Brazil, he grew up in the United States, the Netherlands and Switzerland – where he has lived since 1970. He is fluent in English, German, Dutch and Swiss German, and has a good working knowledge of Spanish.

Peter is married to Renée C. Kraan-Korteweg, (<http://www.kraankorteweg.com/>) a renowned astronomer. They have three children, Christiaan (<http://www.ckraan.com/>), Tiemo and Marisa (<http://www.mkraan.com/>).



"We're happy to invest our own time to get to know your company."

Let's get started...

Any productive consulting arrangement requires that both consultant and client feel comfortable working together.

You need to spend some time with us to get used to our style and our methods of working; and we need a few days to get a sense of your company and its potential.

To be able to assess your company's needs, and for you to clearly see the benefits of our approach, we will be happy to provide up to a week of our time – all without cost or obligation.

We'll spend a few days at your location, looking for new ways your company can work smarter, faster and more profitably. At the end of the week, we will furnish you with a detailed report on possible opportunities and a cost estimate.

This is an excellent, risk-free opportunity to find out how to unlock the hidden potential of your company. To get started, simply contact us now.

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"In a highly complex world, it's the small, qualified and dedicated team that makes the difference."

It's all about teamwork...

This web site and brochure is a perfect example of how leadership and teamwork produce excellent results. For while I am responsible for the overall result, I ended up doing only a fraction of the actual work.

That's because I relied on no less than 13 talented professionals – from 6 countries, spanning 3 continents – for help with their specific skills.

I was fortunate to work with some excellent copywriters who helped me take some very sketchy ideas and turn them into compelling text. Richard Bloch (<http://www.rbloch.com>) wrote the original English version and offered suggestions on how visuals and copy could work together to illustrate my concept and vision.

Translation was an immense challenge, mainly because I demanded that the other language versions come across as original – not as a mere verbatim translations of Richard's text. Franziska Haug (franziskahaug@cs.com) was responsible for the Ger-man version. René Buuts Concept & Copy (rbuuts@euro-net.nl) helped us with the Dutch copy. Adriana Celis (adria_celis@hotmail.com) and Hector Bravo (hector@astro.ugto.mx) worked together as a team on the Spanish version.

My friends Rolf Hess (hess@asia.com), Martin Siebold (martin.siebold@t-online.de) and Dominic Speiser (fam.speiser@bluewin.ch) volunteered their valuable time critiquing the initial versions of the site and the brochure and made many worthwhile suggestions.

Brad Richards (bradley@kri.ch) of Kraan and Richards (<http://www.kri.ch/>) took the myriad components, put them together and physically created the first version of the web site and the brochure in all four languages. He set up the hosting and made sure the search engines treat us nicely. Moreover, he managed to stay sane when I was not.

And long after I thought I was done, my wife, Renée (<http://www.kraankorteweg.com/>), tore it all apart and helped me make it even better.

Finally, a few months after the first version was finished and available, Teun van der Heijden (teun@heijdenskarwei.com) and Lena Kuppens (lena@heijdenskarwei.com) of Heijdens Karwei (<http://www.heijdenskarwei.com/>) applied their considerable design talents to make the current version a web site and a brochure we can all be proud of.

To round it all off, Kristian Castruita (kazt@kazt.net) helped me implement the foreign language versions.