

PALLADIUM

Portfolio Resilience Review

Deliver cost savings and efficiency opportunities across your portfolio businesses.

The contagion of economic events on business activity is inevitable; however, the magnitude of impact is largely dependent on how quickly businesses react and adapt to changes.

During periods of uncertainty, businesses are forced to take deeper scrutiny in their operations and, more than ever, revisit existing strategies and plot new courses.

2022 has seen a confluence of inflationary and geopolitical volatility result in the end of a decade-long cycle of low interest rates. The spiralling knock-on effects are vast, but the key questions in boardrooms right now are succinct:

- 1. How are we going to get through a potential economic downturn unscathed?**
- 2. How can we come out of it improved and on the front foot?**

Palladium has created a business resilience 10-day accelerator programme tailored to tackling the specific challenges of the current economic climate.



Portfolio Resilience Review from Palladium

- Suitable for any business in your portfolio
- Focussed, fixed-term consultancy to rapidly identify marketing cost savings or technology efficiency opportunities
- Highly skilled digital consultant teams complimented by sector specialists
- Track record of successful programmes, delivering significant cost savings and business growth
- Outcomes typically delivered in 10 days

Portfolio Resilience Review Overview

Palladium's Portfolio Resilience Review offers two 10-day rapid reviews, tailored to identify quick, actionable solutions to save money and improve efficiencies across marketing and technology functions.



Marketing Cost Optimisation

A review of the marketing cost by practitioners who understand what is appropriate in the context of strategic approach.

- ▶ **Data analysis**
- ▶ **Capability review**
- ▶ **Benchmarks vs. Competitors**



Technology Cost Optimisation

A rapid high-level assessment of technology systems and process spend to identify potential operational inefficiencies and duplications.

- ▶ **Technology spend audit**
- ▶ **Cost analysis & diagnostic**
- ▶ **Technology spend report & benchmarks**

Why do it?

- ▶ **Actionable solutions**
Receive actionable and prioritised solutions that directly tackle the opportunities or risks identified
- ▶ **Expert insights**
Practitioners in Marketing or Technology providing recommendations with strategic context
- ▶ **Rapid review**
A quick Technology or Marketing Cost Review with analysis carried out and provided within 10 days



Marketing Cost Optimisation Overview

Portfolio Resilience Review

A review of the marketing cost by practitioners who understand what is appropriate in the context of strategic approach.

What do you get?

Actionable solutions in the context of the digital strategy.

▷ Cost saving opportunities

Collation of marketing spend with RAG status (red, amber, green) for potential savings and roadmap

▷ Cost efficiencies

Opportunities with channel/media mix and account set-up

▷ New opportunities

Recommended team and capability to realise opportunities

What we do?

Suitable for any business with annual revenues of up to £50m.

▷ Data analysis

Review marketing budgets for last 2-3 years and forecasts. Review media, tools, people and agency costs. Review performance metrics

▷ Capability review

CMO interview to review strategy and spend evolution. Review analytics account set up and structure. Red flags on partnerships and agency relationships

▷ Benchmarks

Industry benchmarking for channel mix and brand spend based on best practice and competitors. Initial view on headroom based on competitor matrix

Requirements from the management team:

Access to analytics, budgets and forecasts, management interview with our digital specialists.



Why Palladium?

- ▷ Leaders in diligence
- ▷ Track-record of B2B and B2C digital marketing assessments
- ▷ Digital specialists with a practitioner mindset
- ▷ Realistic recommendations

SureCloud.

COLLINGWOOD
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PURE

hush

CANYON

LE COL

DUKE + DEXTER

Displate

Technology Cost Optimisation Overview

Portfolio Resilience Review

A rapid high-level assessment of technology systems and process spend to identify potential operational inefficiencies and duplications. We take a unique technology cost assessment approach, starting with your balance sheet, minimising impact on BAU.

What do you get?

Actionable and prioritised cost optimisation options across key technology spend areas.

➤ **Prioritised cost options**

Reduce existing technology spend without impacting business operations

➤ **Technology spend report**

Technology spend report, benchmarked against the corporate context

➤ **Identification of inefficiencies**

List of inefficiencies and duplication impacting highest spend

➤ **High level business case**

Articulated benefits of the cost saving options and delivery roadmap

What we do?

We take a unique technology cost assessment approach, starting with your balance sheet, minimising the impact on BAU. We then evaluate spend based on unique levels of insight across a wide range of industry vertices.

➤ **Technology spend audit**

A review of financial transactions related to technology over the last 6-12 months. Categorise transactions into technology spend categories

➤ **Cost analysis & diagnostic**

High-level overview of each spend categories' technology systems and operations. Review of operational processes related to highest spend categories

➤ **Technology spend reports & benchmarks**

Overview of the technology spend & assessment against current corporate context. Articulated cost saving opportunities & highlighted areas for attention

Requirements from the management team:

Balance sheet, tech budgets & forecasts, IT related transactions, platform analytics, operational process insight.



Why Palladium?

- **Leaders in diligence**
- **Proprietary tooling**
- **Tested frameworks**
- **Practitioner-led**

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PALLADIUM

**Deliver cost savings and efficiency opportunities
across your portfolio businesses**

Call: +44 203 882 8567

Visit: www.palladiumdigital.co.uk/portfolio-review



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