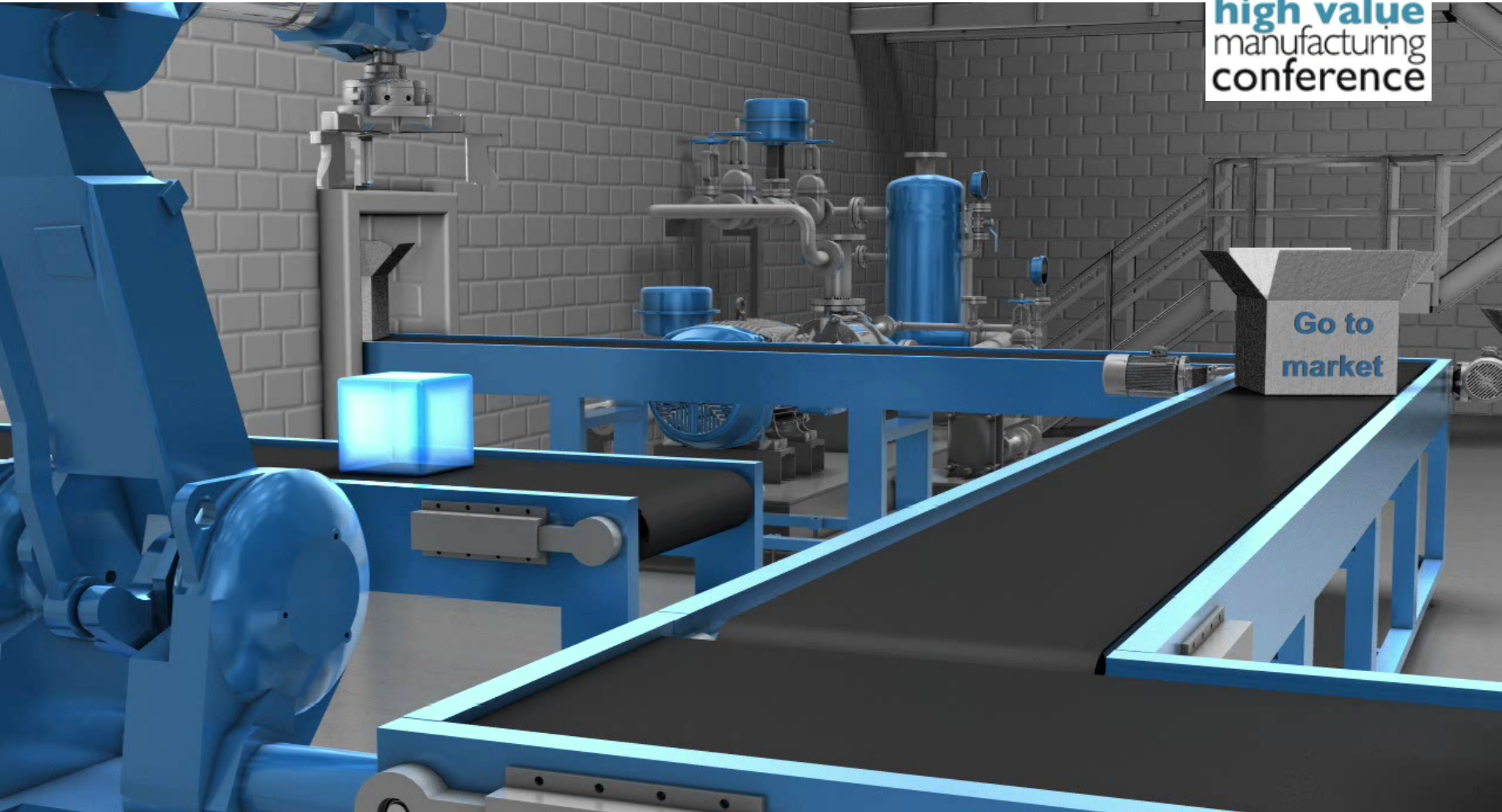
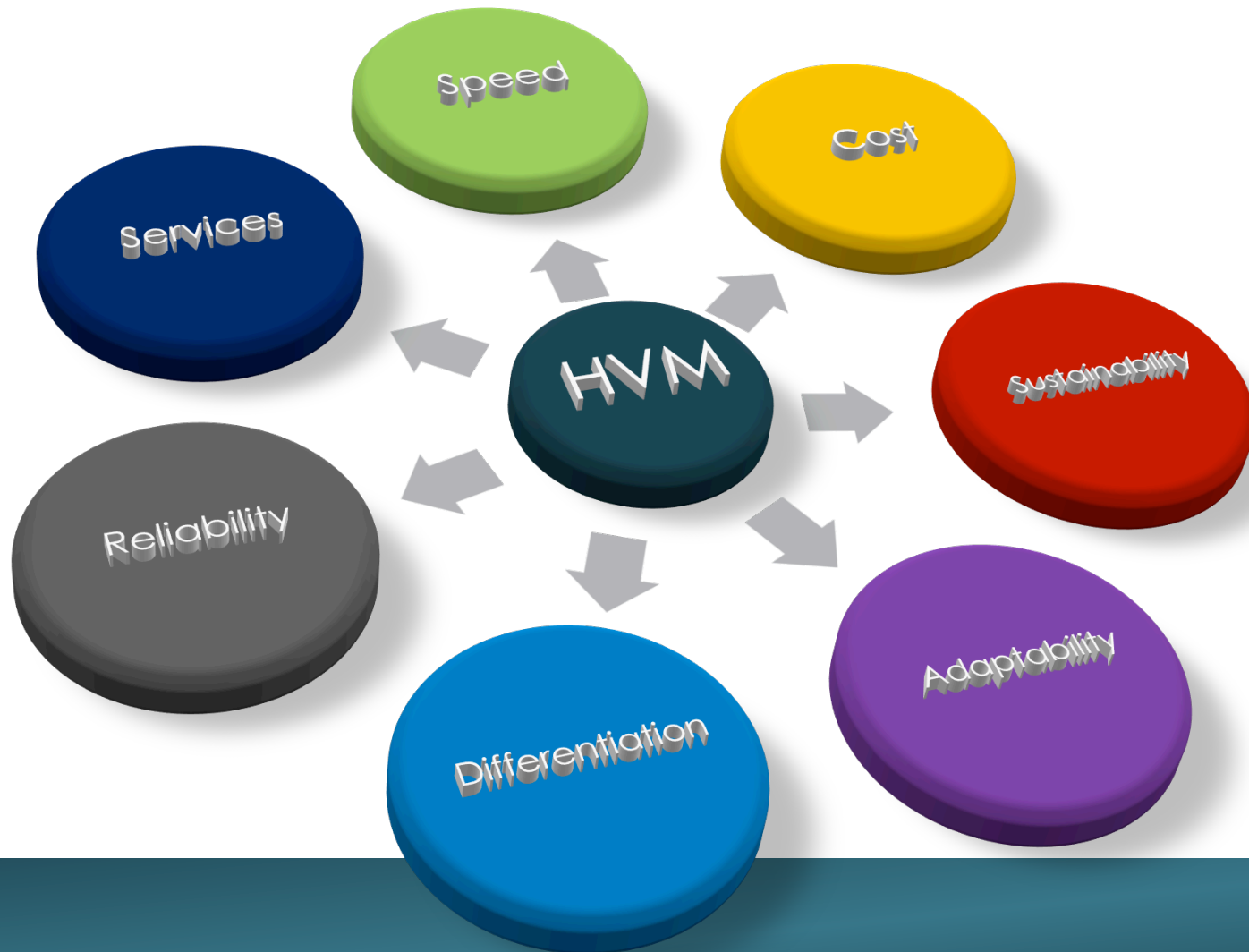


# Nicholas Coutts CIR Strategy



# What is HVM?

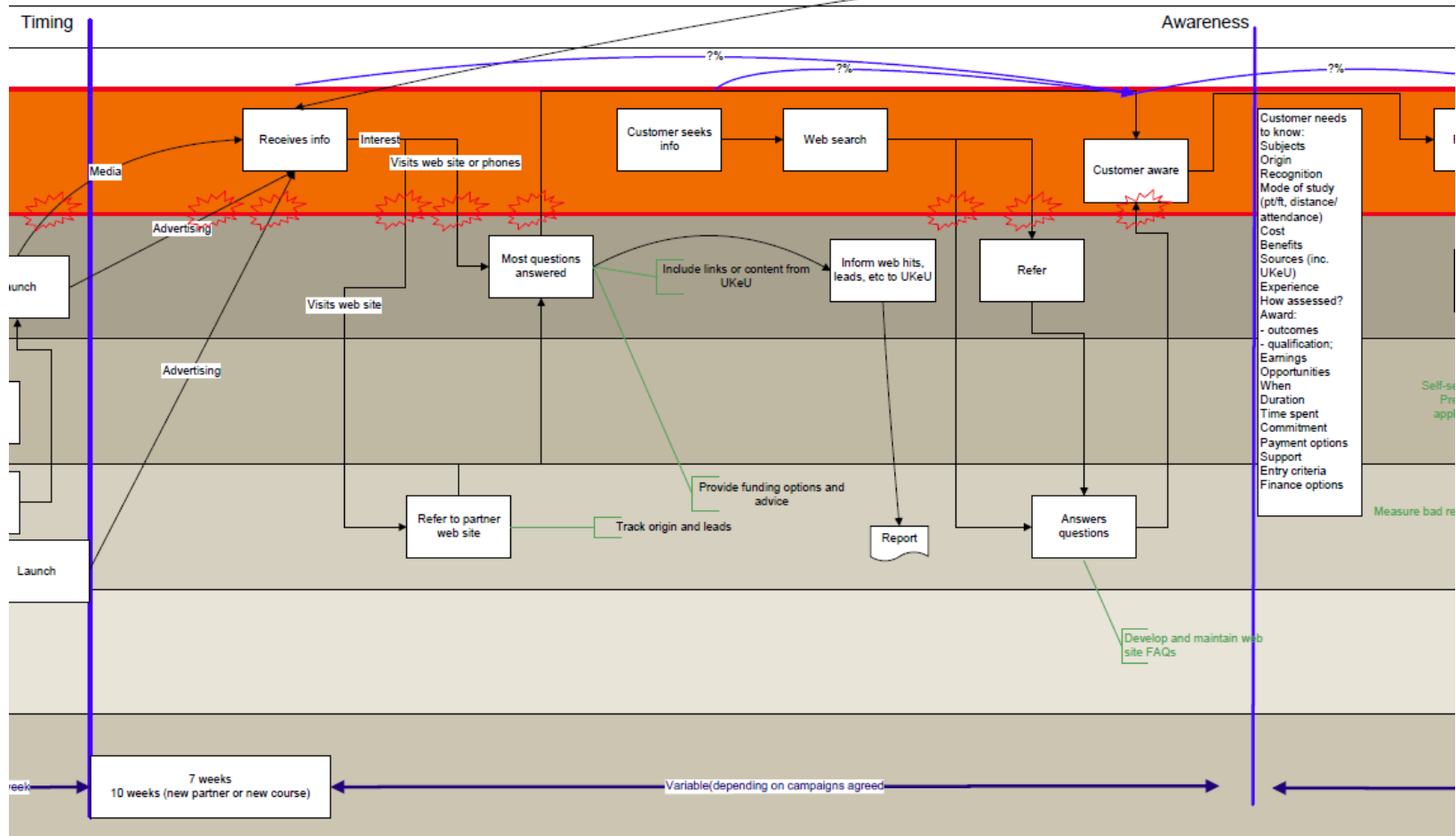


# HVM services



[hssmi.org/](http://hssmi.org/) high speed strategic manufacturing institute

# Service design



# The high value customer

$$LTV = (Tn \times ATV \times LT) - (CoA + CoR)$$

Life Time Value

=

Large number of transactions

x High average transaction value

x Long life time

---

- Low cost to acquire

- Low cost to retain

---



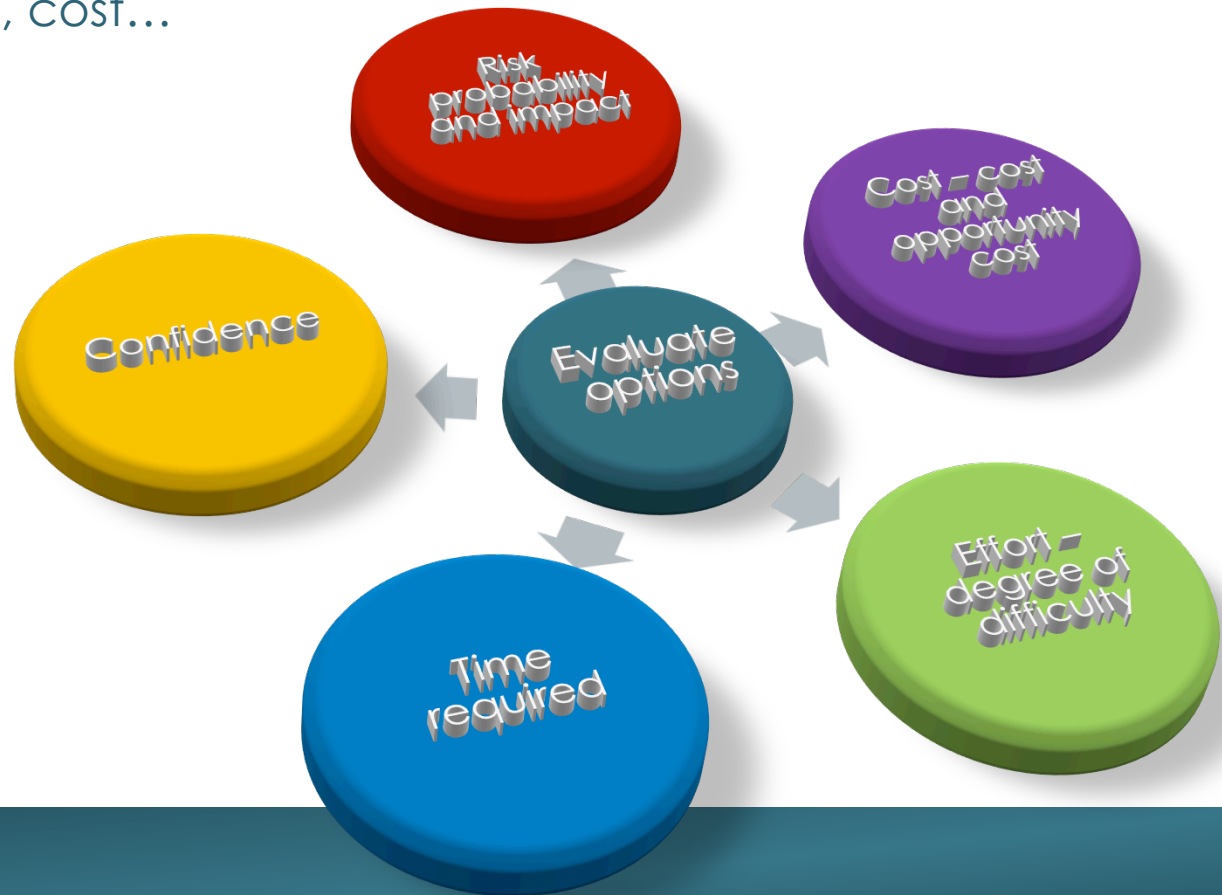
# Value of HVM to customer segment – impact assessment

|                 | Segment 1 | Segment 2 | Segment n |
|-----------------|-----------|-----------|-----------|
| Speed           | high      | high      | low       |
| Sustainability  | low       | low       | high      |
| Cost            |           |           |           |
| Differentiation |           |           |           |
| Reliability     |           |           |           |
| Services        |           |           |           |
| Adaptability    |           |           |           |

# Option assessment

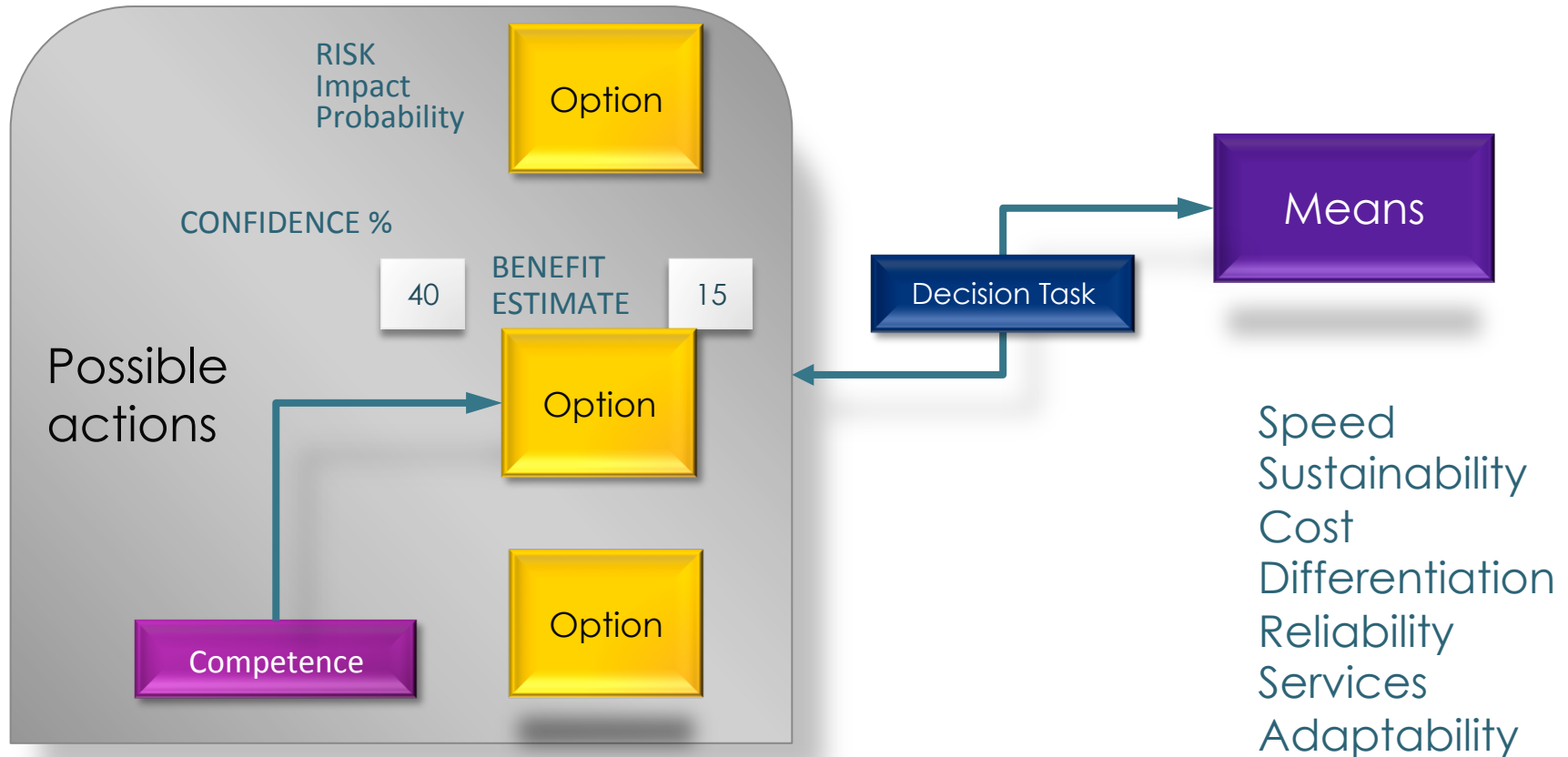
Propensity to improve value

e.g. sustainability, speed, cost...





# Option assessment – route to value





# HVM - position



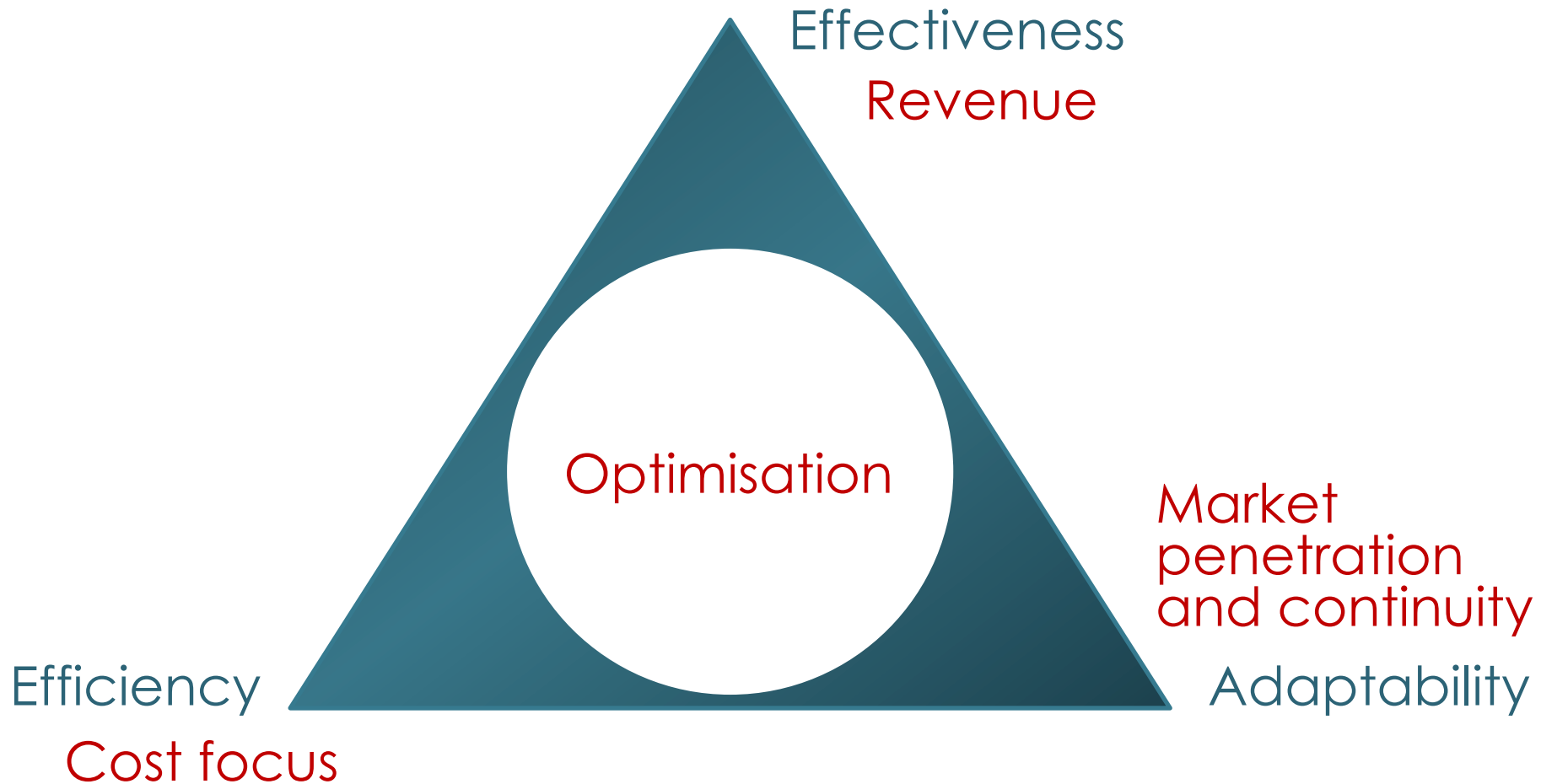
Effectiveness

Efficiency

Adaptability



# HVM - position



# Robofold



Furniture  
Facades  
Workshops  
Software  
Training  
Commissions  
Events  
IP





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