



Optimize

Helping you achieve your goals

mazars

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We know the opportunities and challenges you face are unique. Running a business comes with many demands, big and small, and requires focus and attention on many different areas. We work with over 50,000 privately owned businesses worldwide – from start-ups and high growth companies to SMEs, mature multinationals and medium sized and family businesses – giving them confidence in their organisations and helping them achieve their ambitions.

As you know well, the demands of running a successful business are all-consuming and the challenges faced are ever changing. Day-to-day management tends to steal the attention and time of business owners and managers. This often results in a loss of focus on the strategic goals and long-term value of the company. What do you need to do to ensure you're taking the right steps to achieve your goals?

Clarify the mission and goals of the business

A robust strategy supports your business to achieve its goals while optimising long-term shareholder value. Clarifying the mission and gaining consensus on the long-term objectives of the business allows business leaders and management teams to create a plan to achieve each goal, while measuring performance and success along the journey.

Objectively assess current performance

The performance of your company should be assessed in terms of the underlying, fundamental drivers of the business. While this will determine where the company stands in its own right, a successful business should continually measure itself against best-in-class peer performance.

Identify gaps and build plans

Once current performance has been assessed, the gaps between your business' current position and its desired future will become clear. This gives business leaders and management teams the information to determine the actions required to bridge the gaps.



Business challenges



The Optimize platform

To give you greater confidence in your business and the decisions you're taking, Mazars has developed Optimize: our proprietary business diagnostics and benchmarking platform.

Optimize helps you and your Mazars team build a rich understanding of how to achieve your business goals. It helps us evaluate your challenges, prioritise actions to tackle them, and set targets that will deliver meaningful change.

Optimize brings a suite of powerful capabilities to support your objectives.

Granular benchmark database

Optimize gives you unparalleled insight to grasp the opportunities and challenges ahead. It helps quantify strategic priorities and KPI targets based on analysis of data from over 60,000 organisations across 28 countries. The platform uses four years of financial and operational data to deliver bespoke benchmarks of top performing organisations within your sector and geography.

Fully comprehensive assessments

Optimize allows you to assess how all the core value drivers of your business interact with one another and drive your profitability, financial strength, investment returns and business risk. Based on Mazars' tried and tested 'Shareholder value and business performance framework', Optimize brings together information on all of the following performance drivers in a dynamic and insightful way, from which it builds gap analyses and prioritised action plans.

Market maps

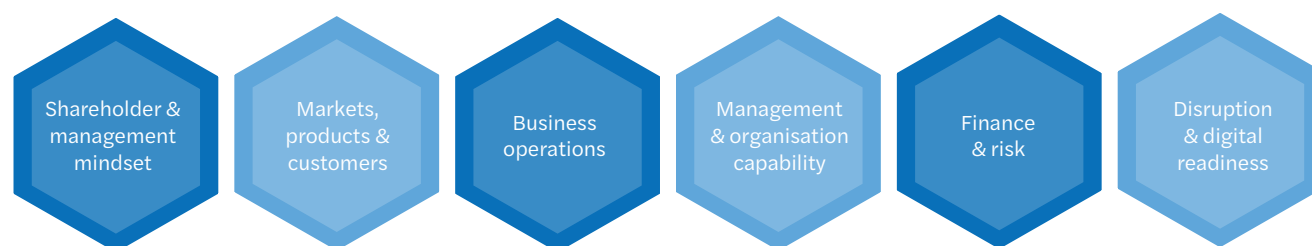
Based on proprietary industry analysis, Optimize designs bespoke market maps that visualise your business within its wider market. Your market map looks at your current business as well as adjacent product categories, geographies, business models, and customers/suppliers in order to help you identify areas for growth and focus, areas to deprioritise, and new markets to enter.

Intuitive, flexible, online experience

Optimize adapts to your specific needs. Depending on your goals, Optimize is able to create a high-level, integrated view of how your business generates value, or produce a detailed gap analysis for a specific performance driver. And it's all delivered through a user-friendly, cloud-based platform facilitated by experienced advisors.

Shareholder and management perspectives

Optimize helps you ensure your leadership team is performing at its best. By assessing the goals, ambitions, risk appetite and mindsets of shareholders and management, Optimize provides the foundation for transformative leadership alignment sessions and future success.



Key outputs

The Optimize platform delivers insightful reports and benchmarking data in a summary report which enables further transparency and clarity in the decision making process.

Achieving your business goals

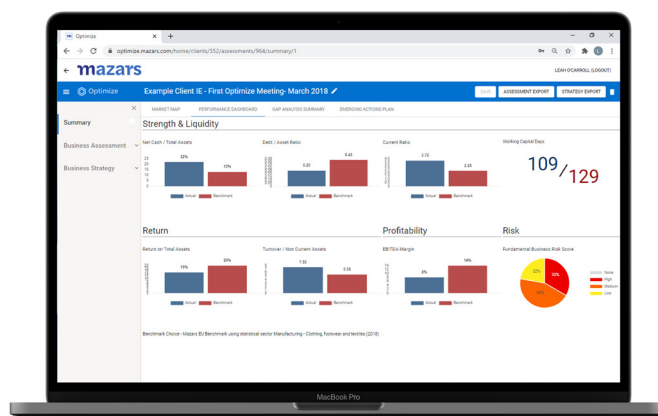
The Optimize platform focuses business leaders and management teams on strategic goals and enhancing long-term business value. As your professional services partner, we will continually learn about your business through our range of services, meaning you'll receive unparalleled business advice. We have the knowledge to ask the

right questions about the right issues and can help you identify growth, sustainability and profitability improvement opportunities. This ensures your business will not only achieve its goals but will also be resilient and adaptable in the face of any changing circumstances.



Optimize business assessment report

Performance assessment, benchmarking & fundamental business risk score



Contacts

Mazars is an internationally integrated partnership, specialising in audit, accountancy, advisory, tax and legal services*. Operating in over 90 countries and territories around the world, we draw on the expertise of more than 42,000 professionals – 26,000+ in Mazars' integrated partnership and 16,000+ via the Mazars North America Alliance – to assist clients of all sizes at every stage in their development.

*where permitted under applicable country laws

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