




# Strategic Modeling

VIP SOLUTIONS CASE STUDY





## BACKGROUND

Our technology client required dynamic financial modeling to capture multiple strategic options across business lines to provide insight on the combination of initiatives that delivered the greatest ROI.

## OBJECTIVES

-  Deliver an Executive-facing financial model to aid in strategic decision-making
-  Work with cross-functional leadership team to frame strategic options
-  Summarize the combination of strategic options that deliver the greatest return for leadership to choose from

## SOLUTIONS

-  Created a detailed financial model aligned with business structure
-  Met with key executive leaders to rationalize functional improvement initiatives and capture associated economics and underlying details
-  Ensured financial details are transparent across products, people, and processes
-  Deliver a real time model that can be reviewed and changed dynamically during executive working sessions representing the key performance metrics

**Executive team leveraged strategic model to inform company 3-year plan and return the business to top line and earnings growth**