“Our vision, mission, strategy, and implementation plan are clear and aligned now.”
– Deputy Managing Director

**Key Challenges**
- Changes in the competitive landscape since the global recession rendered the old business model obsolete.
- Market focus and product offering were too narrow to appeal to major buyers, limiting account penetration and revenue growth.
- Sourcing was high-cost.
- Pricing was uncompetitively high.
- Business was unprofitable.

**Why BSI was Selected**
- Deep knowledge of oil, gas, and power companies’ requirements and buying behavior.
- Strategic, analytical, and financial skill sets to structure and analyze strategic options across 6 industries, 10 product lines, 40 products, and 6 channels of distribution.
- Technical capability across the range of current and potential products and services.
- Combination of onsite and remote consulting team provided the desired degree of interaction and value.

**Project Scope**
- Fluid Treatment
- Process Control
- Turbomachinery and related services
- Pressure vessels
- Heat exchangers
- Drilling tools
- Valves
- Pipeline services

**Project Approach**
- Market sizing and profiling.
- Assessment of the current business model.
- Development of key success factors and strategic options.
- Evaluation of strategic options, including portfolio analysis.
- Articulation of a winning business model and strategy.
- Complete implementation planning, including organization structure, job descriptions, etc.

**Operational Benefits Realized**
- Revitalization of the business.
- Improved morale.
- Reduced staff turnover rate.
- Re-emergence as a leader in the marketspace.

**Financial Benefits Realized**
- 18% increase in projected operating margin.
- Projected Return on Investment (ROI) among the highest in the holding company’s portfolio.
- Decision to recapitalize the business for a 7-10 year horizon.