KPS AG

The process transformers are coming

Retailers are faced with a major problem. More and more people are shopping online while business is stagnating on the high street. Companies seeking to avoid significant losses must therefore ensure they are well positioned digitally. This task proves too demanding for many retailers, especially when it comes to coherently linking the various sales channels. This is a job for KPS AG, the management consultancy which specializes in digital transformation and process optimization in the retail sector.

KPS, which is headquartered in Unterföhrung near Munich, is one of the leading companies in Europe when it comes to revitalizing flagging business models. It focuses on retail which is precisely where the digital transformation has had a major impact because goods are increasingly being viewed and purchased online. The consultancy experts provide impeccable advice on all aspects of business in the challenging sector, whether in relation to generating fresh impetus strategically, a new approach to faltering processes or creating added momentum by deploying state-of-the-art technology.

Rapid transformation

Above all, the customer-oriented coordination of the various marketing and sales channels presents a headache for many retailers. This is where the Munich-based consultancy comes into play. Adopting an analytical perspective, it develops concepts that optimize business processes on a cross-channel basis. The speed at which it can implement transformation projects is extremely impressive. The company's experts have devised a procedure that enables all resources required to be dovetailed and challenges to be tackled without media interruption – from the first view of the "green field" to data analysis, strategy development and implementation. The consultants call this method – which enables projects to be implemented in just a few months – "Rapid Transformation".

Geared to progress

Such incredible speed is achieved thanks to a company profile geared entirely towards progress. "Since our company was founded in 2000, an innovative ethos has always been part of our DNA," explained Leonardo Musso, Executive Board member. The workforce based at ten European locations are given plenty of room for maneuver to apply their expertise and creativity. Sophisticated structures – such as the cross-discipline "Innovation Campus" which incorporates all employees into the search for successful solutions via a specially created platform – provides the framework for this. "We are constantly developing new ways of completing projects more rapidly," indicated Michael Tsifidaris, Chairman of the Supervisory Board. The drive for innovation really does seem to be part of KPS's genetic make-up.

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L. Musso, **Executive Board member**, and M. Tsifidaris, **Chairman of the Supervisory Board.**

Innovation leader

Top 100, which was established 25 years ago, is the only competition in Germany that presents awards for the management and success of innovation at small and medium-sized enterprises. This means that top 100 does not evaluate individual products but instead closely scrutinizes all levels of the innovation process. The following categories are assessed: "innovation success", "innovation environment", "innovative processes and organization", "external orientation/ open innovation" and "innovation-supporting top management".

The top 100 is organized by compamedia GmbH. The science journalist Ranga Yogeshwar supports the competition as a mentor. Prof. Dr. Nikolaus Franke, from Vienna University of Economics and Business who is one of the world's leading innovation researchers, has sole responsibility for deciding which companies should be awarded the top 100 seal of approval. KPS AG emerged victorious over a strong field of competitors and was crowned one of the top innovators in 2018.

Top innovator award

KPS AG

KPS is a management consultancy which specializes in strategy, process, application and technology consulting in the retail and consumer goods sectors.

“We gear business models entirely towards customers within the shortest space of time.”

Michael Tsifidaris
Chairman of the Supervisory Board

You don’t seem to take too much notice of the old adage that “good things come to those who wait.” Why is that?
Time is a critical factor for our customers. The quicker they can become productive with a new business model – supported by the right technologies – the better their positioning vis-à-vis the competition and the earlier they can achieve a return on investment. To provide them with the support they require, we must constantly improve our patented “Rapid Transformation” method.

What makes this method so successful?
We’ve developed it on the basis of many years of retail expertise and our insight into cutting-edge software. In contrast to traditional procedures where the next phase is carried out immediately after the completion of the previous one, the “Rapid Transformation” method enables all project levels and stages to be tackled in parallel and thus combined. This significantly reduces the project duration resulting in cost savings.

How do you drive innovation processes forward in your own company?
Ever since it was founded, KPS has been a company heavily driven by innovation that is constantly developing new methods and delivery models for the benefit of its customers. We have a well-defined, three-stage process to assess the benefit of new trends for our range of services.
If the company management gives the green light, we immediately move onto the prototyping stage.

Is there still room for improvement?
Internally, we are currently improving the quality of our processes primarily through the launch of collaborative platforms that make communication and sales processes much more efficient and targeted.

Your strategy also entails acquisitions. What do you hope to achieve through this?
We are also driving our innovation strategy forward externally. By establishing new or acquiring innovative companies, we ensure that our solutions portfolio is always a step ahead of the competition thanks to fresh impetus and new technologies and consulting strategies.

Michael Tsifidaris on the importance of the time factor and how customers benefit from KPS’s innovative transformation method.