

SERVICE BROCHURE

# Value-Based Content and Cases for Change

Independent value-based content, customer-specific value calculators and cases for change that help open executive conversations, guide first meetings and support investment logic around a specific offering.

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Industry benchmarks for broader account-based engagement

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Company-specific analysis grounded in goals, priorities and performance

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Cases for change aligned to the responsibilities of the executive engaged

4

Independent point of view content aligned to the client solution area

**PURPOSE**

# Giving executive conversations a more credible starting point.

Senior executives are time-poor, highly selective and often forced to prioritise through a financial lens. Sales teams may understand where their solutions create value, but they do not always have the time or research depth needed to connect that value credibly to the specific pressures, metrics and goals of each account.

Value-Based Content and Cases for Change provides that missing layer. It frames the target organisation through relevant industry, company and executive context, then connects those conditions to a clear case for change and a quantified view of potential value.

**SERVICE DELIVERABLES**

# What the client receives.

The service provides industry benchmark reports, company-specific reports, case for change reports and customer-specific value calculators, with the format selected in agreement with the client according to the level of account specificity required.

Depending on the engagement, deliverables can also include signed analyst-authored independent points of view or research articles that clients can use as campaign anchors.

Every piece of content is supported by a briefing with the client team to enable them to use it effectively.

**CLIENT BENEFIT**

# More substance in fewer executive minutes.

These materials help sales teams use limited executive time more effectively. They make it easier to focus the first conversation on the most relevant themes, support credibility with evidence and metrics, and create follow-up actions that can develop into larger transformational opportunities.

They are also useful beyond the first meeting. In early-stage engagement they help open doors and guide discussion; later in the process they can contribute to a stronger investment case by showing the likely commercial relevance of change.

*Effective reports connect the target's performance, priorities and executive objectives to a quantified and credible case for change around the client's offering.*

**VALUE-BASED CONTENT PRINCIPLE**

### Change

These estimates are grounded in observed improvements at comparable revenue base and cost structure. Notably, the largest impact is upon significant production - areas where efficiency gains and network ROI are highest.

**ROI and Timeline:**  
The deployment of network-enabled solutions is expected to be high the capabilities in stages across 18-24 months could begin delivering project a 5-year ROI on the program in the range of 180% - 220%, which reflects the front-loaded nature of benefits - early wins in maturity upfront investment in systems, training, and new network infrastructure.

**Strategic Benefits:**  
Beyond the quantifiable cost reductions and revenue gains, eICV will capture in the EBTTDA figures. These include:

- Sustainability & ESG Leadership:** Network-enabled transparency supports eICV's Science Based Targets initiative commitment. AI-powered energy monitoring, automated quality control, and demand-driven scheduling reduce Scope 1 and 2 emissions while creating meaningful metrics. This strengthens the company brand and ensuring compliance with tightening environmental regulations and stakeholder expectations.
- IP Protection & Platform Availability:** A zero-trust network architecture protects eICV's portfolio of 3,500+ patents and its growing digital service platform. Securing the IT/OT boundary prevents IP theft and ensures the availability of eICV integration space and safeguarding the premium margin that software-defined sensor solutions command.

Overall, the financial and strategic benefits position eICV to not only increase growth and sustainability ambition.

### Digital Transformation :

Digital technologies such as automation hardware, sensors and vision systems are prerequisites for smart manufacturing value creation improving productivity, flexibility, and cost control through analytics, digital twins, and AI.

While 91% of manufacturers are investing in digital factories, adoption gaps remain particularly in high-impact areas such as human capital.

A recent Deloitte survey found 35% of respondents citing adapting workers to the "Factory of the Future" as the top concern.

**Workforce & Technology Trends:**  
The industry faces a critical workforce challenge, with a projected shortfall of 1.9 million manufacturing workers by 2033. An aging workforce and slow productivity growth underscore the need for rapid upskilling and improved employee experience.

Meanwhile, AI and IoT are transforming operations - boosting efficiency, enabling predictive maintenance, and enhancing supply chain agility.

Accelerating M&A activity further highlights the industry's pivot toward acquiring advanced technologies like AI, drones, and automators, reinforcing the urgency for internal investment to stay competitive in a rapidly evolving landscape.

### Eitammy's Current Position

On this backdrop we benchmarked Eitammy against a group of its peers. We evaluated performance along five key dimensions of manufacturing operations: Productivity, Asset efficiency, Safety, compliance and social responsibility, and Workforce dynamics, and Safety. However, it was underperforming peers on Quality.

Company Name	Revenue/Employee	Asset %
Emerson Holdings	\$ 207,400	0.8
Chandler Paper	\$ 48,642	0.9
Graphic Packaging Holding	\$ 214,612	0.7
Spall	\$ 362,248	0.9
Avant	\$ 259,614	1.0
Avant	\$ 362,248	0.5
Systems	\$ 653,148	1.2
Peabody	\$ 493,790	0.3

**NEXT STEP**  
Capitalising on current automation, AI and IoT efforts can help Eitammy move to lead - supporting management's stated ambition generation and disciplined deleveraging.

## \$2.5M to \$5M

### IoT and Edge Computing Benefits over 3 years

	Year 1	Year 2	Year 3
Investment	50%	100%	100%
Annual Savings	\$0,000	\$0,000	\$0,000
Annual Maintenance Savings	\$250,000	\$100,000	\$100,000
State	\$0.5M - \$1M	\$1M - \$2M	\$1M - \$2M

**Key Assumptions**  
Platform deployment: Subscribing Energy optimization: 5-10% as management Maintenance efficiency: 8-12% and sensor-based scheduling Implementation: 6-12 months

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### eoktrA - A Case for Change

ow a network-integrated enterprise contact center can protect commercial revenue, strengthen distributor loyalty, and drive operational efficiency across eoktrA's North American commercial market.

**Strategic context**  
eoktrA posted \$2.85B in FY25 net sales, almost entirely from North America, through a distributor-first channel with 2,000+ distributor locations and a nationwide B2C network. Organizational initiatives signal a strategic emphasis on unified customer experience, pricing, and channel performance.

**Lever**  
Enterprise network-integrated routing, an measurable

**THREE PRIORITIES NOW MATTER MOST**

- 01 Distributor & Channel Loyalty**  
2,000+ distributor locations depend on responsive inside sales, order support, and technical expertise. Service failures push orders to competitors.
- 02 Project & Key Account Capture**  
Large project pipelines in data center, commercial, and solar require specialist routing of RFQs and specification inquiries to the right teams, fast.

**Thesis**  
As eoktrA unifies its commercial model under new leadership, a reset of its customer Verizon's network-integrated contact center could reduce service friction with dist deliver measurable operating leverage consistent with the eoktrA Business System

## HOW IT WORKS

# Research shaped around the target and the offering.

The type and format of the content are agreed with the client. Before anything is built, the client briefs Periphass on their solutions capabilities, relevant use cases and case studies so the analysis can focus on how and where value can actually be delivered.

That insight informs the first draft of the content (reports, benefits calculators and others), which the client validates for accuracy. Once that grounding is in place, reports and calculators can move from observation to quantified implication, helping sales teams explain not just what is happening in the target account, but why it matters and what value could be realised through change.

# Three report types for different levels of specificity.

The service includes multiple report formats because different situations require different degrees of depth, precision and personalisation. They share the same objective of strengthening executive engagement, but they vary in structure, length and how closely they are tied to a specific company or executive audience.

## I

### Industry benchmarks

These reports describe opportunities for the target company in the context of its industry based on selected benchmark figures against peers.

The metrics chosen reflect the problems the client can solve and help frame the possible benefit of the offering.

Most clients use industry benchmark reports to initiated conversations and support account-based marketing at scale.

## C

### Company-specific reports

These reports focus on how the client's offering can improve the performance, and support the priorities and goals of the target company itself.

They include both a strategic benefits assessment and the fully auditable, calculated value of the client's proposition.

The reports are typically prepared for high-value accounts, and designed to be shared across the targeted organisation.

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### Case for change analysis

These reports discuss the company's performance and goals as they relate to the responsibilities and objectives of the senior executive being engaged.

The content is designed to provide the evidence needed for a deeper executive discussion quickly and credibly.

Case for change reports are particularly effective in one-to-one engagements, when seeking to develop champions.

# Calculators and independent research for campaign use.

Benefit calculators are built to enable the required financial justifications for all reports. They are tailored to the customer and offering rather than applied as generic templates. While generally used by Periphass as part of the reports creation process, these calculators can be offered to the clients for use separate from reports too.

In agreement with clients, the service can also include points of view articles and research content relevant to the business areas in which those clients operate and the types of solutions they offer.

These pieces are always independent and reflect Periphass opinions and recommendations. They can nevertheless be used by clients as anchors within campaigns where an external point of view strengthens credibility and engagement. All content remains tied to real buying considerations rather than abstract market description.

*Credible executive content shows in quantified terms why a change is worth considering now.*

**Periphass Value-Based Content and Cases for Change**