



Waging War on Complexity Costs: Reshape Your Cost Structure, Free Up Cash Flows and Boost Productivity by Attacking Process, Product and Organizational Complexity

Stephen A. Wilson, Andrei Perumal

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Shed Revenue-Draining Complexity Costs by Thirty Percent!

“This is an ambitious book packed with insight and fresh thinking. Separating good from bad complexity costs is a critical task facing companies today, and the authors provide a compelling roadmap for solving the problem.”

Michael B. McCallister, President and CEO, Humana Inc.

“*Waging War on Complexity Costs* examines an incredibly important and often overlooked aspect of business and organizations in general?regulators and government officials should read this book and take notice. Complexity dramatically increases costs and risk of failure. It is like a cancer that eats away at efficiency and profitability.”

Andy Beal, Chairman and CEO, Beal Bank

“This is by far the best and most useful explanation of how to address complexity in a business. *Waging War on Complexity Costs* frames the issue in a way that companies can finally tackle the problem?this book delivers.”

Ahmad R. Chatila, CEO, MEMC Electronic Materials Inc.

“This is the first book that really targets organizational complexity in a compelling way, making this a must-read for any organization that is looking to distance itself from the competition. After years of cost-cutting, many companies are realizing that they still don’t have a discernable cost advantage. This book provides the platform to achieve just that, by attacking the complexity that bogs them down.”

Tom DiDonato, EVP Human Resources, American Eagle Outfitters, Inc.

About the Book:

Complexity costs are the single biggest determinant of your company’s cost competitiveness. For the past two decades the pursuit of growth has created massive complexity in processes, product portfolios, and organizations, adding costs that companies can ill afford. The only good news is that your competitors may be carrying as much complexity as you are. Learn how to eliminate this complexity, and you can create a tremendous cost advantage over your competition.

In *Waging War on Complexity Costs*, Stephen Wilson and Andrei Perumal deliver a powerful and practical approach for reclaiming your cost advantage. This executive-level resource presents a wealth of insight and new research to definitively answer key questions such as:

- How can I quantify the cost of complexity without getting lost in a sea of data?
- Where are the biggest opportunities for reducing product, process, and organizational complexity, and how

can I cut through the interdependencies that trap these costs?

- How can I see results quickly by taking targeted actions against key levers?
- How do I keep complexity costs at bay?

It is not enough to attack bloated product portfolios. Substantive cost improvements require addressing the complexity in the underlying processes and organizational structures. *Waging War on Complexity Costs* provides a wealth of relevant case studies with examples from Kraft, Tesco, Fiat, and the U.S. Navy and highlights specific strategies for reducing costs by 15-30% in significant portions of your business.

Tomorrow's consumers are emerging as wellinformed customers who know what they want and the price they're willing to pay for it. Complexity not only drives costs; it creates a barrier between you and the customer. Declare a war on complexity costs and prepare for profitable growth.

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