

Young high-tech Swiss company relies on process design by New Pace

The Company

Air-On Ltd. is an ambitious high-tech Swiss enterprise that has developed and marketed a revolutionary air conditioning unit. The device sets new standards in quality, sustainability, and usability of heating and air conditioning in new and renovated buildings.

The Challenge

Air-On's strategy is based on aggressive growth in the first target markets: Germany, Switzerland, and Austria. The field tests for

the first growth phase are running, while the last technical adjustments to the equipment are being made. This situation requires that the operational processes of the whole company are completely new defined.



For the successful implementation of the strategy, the start-up phase, which emphasizes development and marketing, will be rapidly replaced by the operational phase, **based on excellent business processes and appropriate information technology (IT) to support the rapid revenue growth.**

The Solution

In the first workshops with the leadership team, **New Pace established the success criteria for implementing the strategy and defined the key steps to accomplishing the strategic goals.** Due to the strong business dynamics of the young company, the business processes had to be particularly flexible, adaptable, scalable, and easily understandable for all employees.

In this highly dynamic environment, New Pace attached great importance to early establishment of clear responsibilities for all key processes, including development, sales, and logistics. **In collaboration with the leadership team, business processes were prioritized and then defined in conjunction with the process owners, including external suppliers and logistics service providers.**

With the support of New Pace, Air-On chose BlueWorksLive from IBM as process documentation tool, one of the world's leading solutions for business process management. Thanks to the tool's high user-friendliness and intuitive handling, the documentation could be executed directly in the tool.¹ By storing all documents in the virtual network ("cloud"), all stakeholders could access the content at any time and incorporate the results into their own areas of responsibility.

The Results

By working with New Pace, Air-On could define its scalable and sustainable business processes in a very short time and consistently prepare the start of efficient business operations. The process owners can further develop and improve their processes continuously. The necessary information technology can be implemented efficiently based on the defined business processes.

Air-On has made a big step forward in successfully implementing its growth strategy and setting up efficient and effective business operations, thanks to New Pace.

¹Within a few weeks, New Pace defined and documented in collaboration with the process owners 119 detailed processes in 19 process groups, from strategy development, product development, marketing, sales, logistics, and customer services to support processes such as human resources, finance, IT, and quality management.

What the Customer says

"New Pace Consulting was from the start a reliable partner that has always focused on achieving sustainable results. The high level of professionalism on strategy, process management, and project management has always impressed me. Even in the extremely dynamic environment with changing contact persons, New Pace could achieve quick results.

At each decision point, New Pace always puts the business strategy to the fore, so that the individual measures best support its implementation, such as the choice of the flexible and easy-to-use documentation tool that fits perfectly the agility of the organization.

Thanks to the fixed price package that only New Pace offers, we had the security of unlimited availability of the New Pace resources and could flexibly and quickly make adjustments when required.

I can entirely recommend New Pace Consulting to all organizations that want to implement their strategy consistently and successfully."

Thomas Hegg, Chief Financial Officer Air-On, Program Manager