PERISKOP

im immobilienmanager

Kostensteuerung aus Sicht des CFO

Christian Seurig

Agenda

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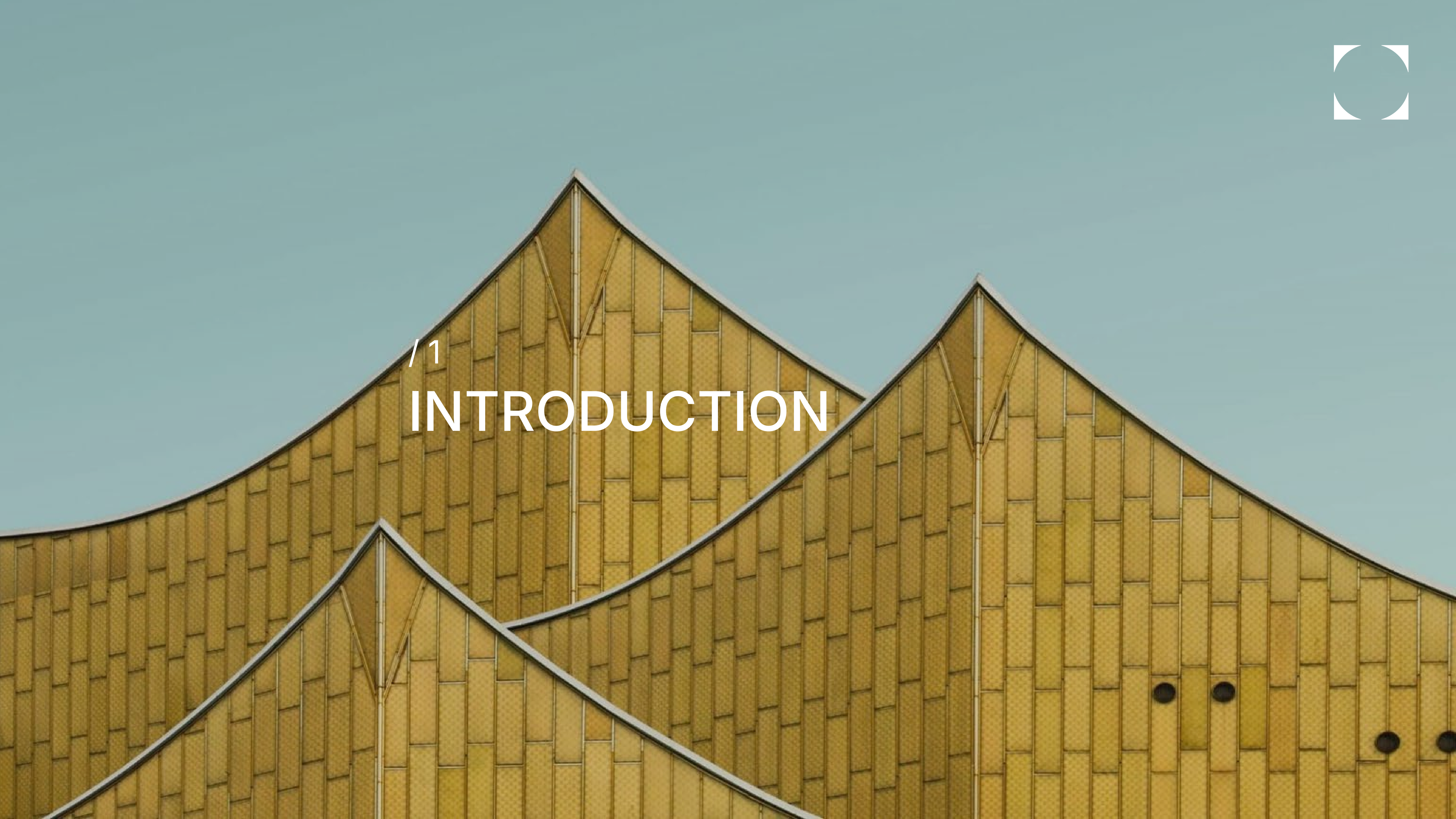
INTRODUCTION



Generic prompt – generic output

I am preparing a keynote speech with the topic "Kostensteuerung aus Sicht des CFO". What can I talk about?

Given the topic "Kostensteuerung aus Sicht des CFO" (Cost Management from the Perspective of the CFO), you have a great opportunity to delve into several key areas that are both insightful and relevant to your audience. Here are some ideas you might consider incorporating into your speech:

1. **Role of the CFO in Cost Management**: Start with an overview of how the CFO is integral to cost management within an organization. Highlight the strategic importance of cost control and the CFO's responsibility in aligning financial strategies with business goals.
2. **Cost Management Strategies**: Discuss various strategies that CFOs can employ to manage costs effectively. This could include budgeting, forecasting, and financial planning techniques. You might also touch on the importance of data analytics and technology in enhancing cost efficiency.
3. **Balancing Cost and Growth**: Explore the challenge of balancing cost control with growth initiatives. Explain how a CFO can support sustainable growth while ensuring that costs are kept in check. This could involve discussing investment in technology, innovation, and human resources.
4. **Real-world Examples**: Share practical examples or case studies from your experience at Periskop Partners or other organizations. Highlight successful cost management initiatives and the lessons learned from them.
5. **Impact of External Factors**: Address how external factors such as economic changes, regulatory shifts, and market dynamics can affect cost management strategies. Discuss how CFOs can anticipate and respond to these challenges.
6. **Future Trends in Cost Management**: Conclude with a look at future trends and innovations in cost management. This could include the role of artificial intelligence, machine learning, and digital transformation in shaping the future of financial management.

Would you like to explore any of these points ..rther or need help structuring your speech?

Quality prompt – quality output

Hey! You are a highly successful CFO for a German PERE company. You are an expert in setting and managing the company's financial strategy in a balanced way - that is cost efficient, but does not sacrifice quality and growth. You have been invited to deliver a 20 minute keynote speech at the event "Renditeorientierte Kostenstrukturen im Immobilienmanagement: Von der CFO-Perspektive zu Praxisbeispielen". The topic of your keynote is "Kostensteuerung aus Sicht des CFO".
Create an outline with the topics that you can discuss in your keynote - focus on practical strategies to cut costs while maintaining quality. Keep in mind that your audience is financially fluent - consisting of CFOs, finance professionals, and investors. Your goal is to give useful and pratical insights and strategies.

Remembered: "Renditeorientierte Kostenstrukturen im Immobilienm..."

Here's a detailed outline for your keynote speech on "Kostensteuerung aus Sicht des CFO":

1. **Introduction**
   - Brief overview of Periskop Partners and its role in real estate asset management.
   - Importance of cost control in maintaining profitability and growth.
2. **Understanding Cost Structures in Real Estate**
   - Types of costs in real estate management: operational, capital, and indirect costs.
   - The impact of market fluctuations on cost structures.
3. **Strategic Cost Management**
   - Setting clear financial goals aligned with business strategy.
   - Importance of a balanced approach: cost efficiency vs. quality and growth.
4. **Practical Strategies for Cost Reduction**
   - Leveraging technology for operational efficiency (e.g., automation, AI).
   - Streamlining processes to reduce overhead costs.
   - Negotiating better terms with suppliers and contractors.
5. **Maintaining Quality While Cutting Costs**
   - Investing in quality materials and sustainable practices to ensure long-term savings.
   - Implementing rigorous quality control measures.
6. **Case Studies and Examples**
   - Successful cost management strategies from Periskop Partners.
   - Lessons learned from past projects and their financial outcomes.
7. **Risk Management in Cost Control**
   - Identifying and mitigating risks associated with aggressive cost-cutting.
   - Balancing short-term savings with long-term value.
8. **Innovative Approaches to Cost Management**
   - Exploring new financial models and investment strategies.
   - Collaborations and partnerships for shared financial benefits.
9. **Conclusion**

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COST STRUCTURE AND LEVERS

Finance needs to do more with less – to free up operational time for value creation

(all numbers in € thousands)	P&L			
Revenue	**75,000**			
Business Unit 1	30,000			
Business Unit 2	25,000	Contribution Margin		
Business Unit 3	20,000			
Revenue Structure	**75,000**			
Recurring	50,000	Concentration Risk		
Transaction	15,000	Revenue Volatility		
Other Revenue	10,000			
Other Operating Income	**5,000**			
Cost	**(34,000)**			
Fixed Cost	(25,000)			
Personnel Expenses	(15,000)	Systems and Processes	Digital and Data	
Other Operating Expenses	(10,000)			
Variable Cost	(9,000)	Vendors/Contracts		
Travel & Entertainment	(5,000)			
Transaction Related Cost	(2,000)			
Customer Acquisition and Marketing	(2,000)	ROI/CAC/Yield on marketing		
EBITDA	46,000			
Depreciation and Amortization	(2,000)			
EBIT	44,000			
Income and Expenses From Financial Activities	10,000	Capital Structure	OCI	Buy vs. lease / TCO
EBT	54,000			
Taxes	(16,200)	Taxation/IC		
Net Earnings	37,800			

- In scope
- Out of scope

As traditional cost optimization has its limits, future growth depends on innovation and strategic investments — paving the way for sustainable progress via operational excellence.

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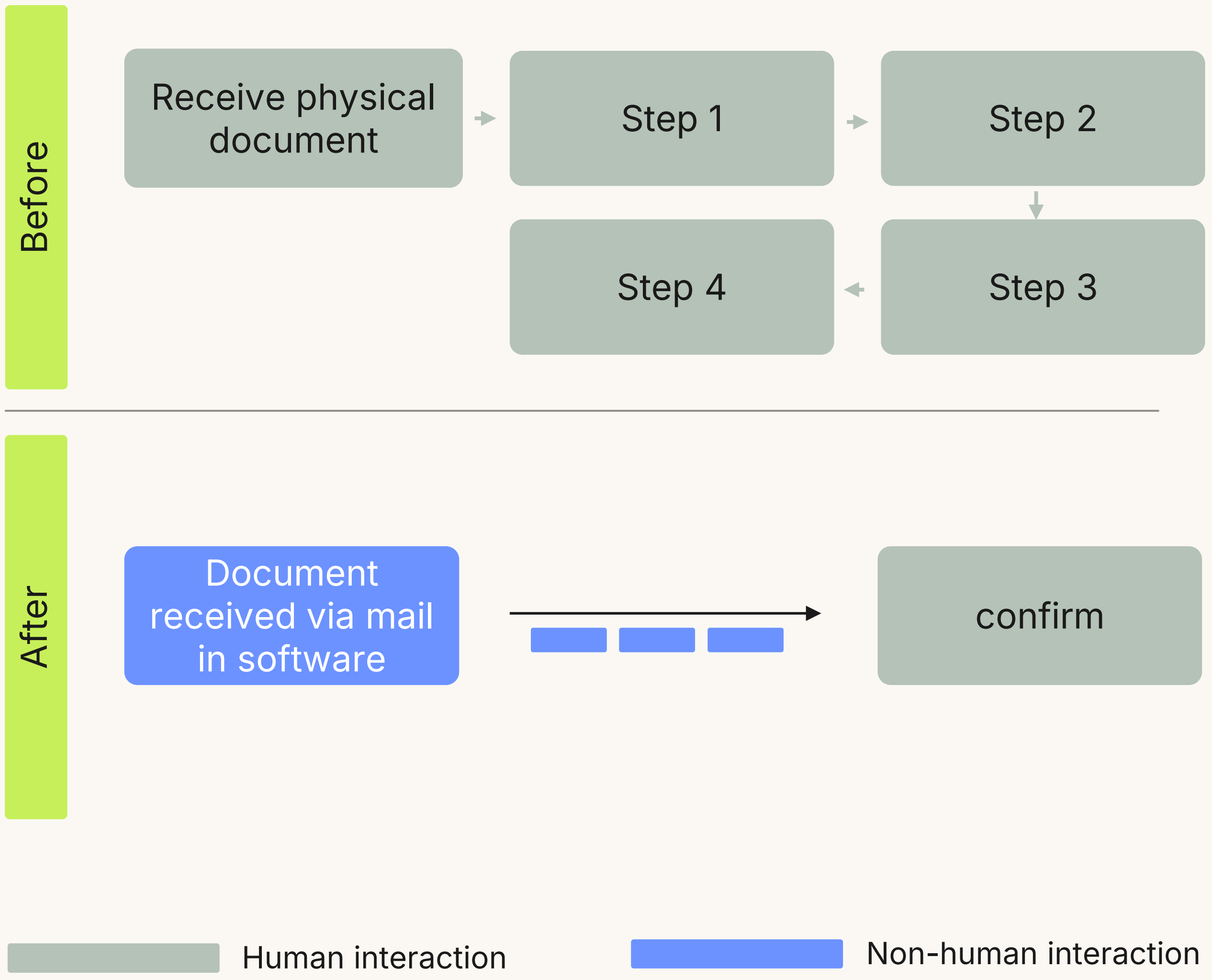
USE CASE 1
SIZE AND SCALABILITY

Use case 1: size and scalability



Strategic levers and outcomes

- Scale & Size
- First Time Right
- Insight
- Foresight
- Cost/Yield per Unit
- Performance Measures
- Job Attractiveness
- Employee Happiness

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USE CASE 2
RESOURCE EFFICENCY

Use case 2: beyond data extraction – building assistants

Fast vs. Slow, Narrow vs. Broad

- Legal
- HR
- Customer service
- …

Agent

iterate

- Reason
- Act (external/3rd Party)
- Access memory

Narrow = programatic

- Generate:
  Summarize, 1st drafts etc.
- *#contracts in Berlin*

Mid = compound system

- Pick components to solve a problem
  (vs. tuning)
- Search:
  #contracts in portfolio with inflation linkage (database)

Broad = Agent

- ReAct *(Reason + Act)*
- Slow *= Plan/Think*
- Act *(e.g. calc, search)*
- Check result *(circle if need)*

Strategic levers and outcomes

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/ REAL PERSPECTIVES.