

PINNOW & Partners' Consultancy Matrix:

Corporate pillars vs. corporate fields	"Man"	"Management"	"Machine"
Philosophy	Highly qualified personnel is a basic part of your company's assets!	Turn risks into opportunities!	Advanced technology delivers appropriate tools – for skilled personnel!
Policy	Training and education are a life-time duty!	Identify risks, avoid crises, survive catastrophes!	Use modern technology as much as needed but as least as possible!
Economy	Success and prosperity are based upon inspired people!	Controlling systems are the director's steering wheel!	Your clear target: Efficient and effective use of technology!

1.1 Highly qualified personnel is a basic part of your company's assets!

Employees and colleagues although today considered to be human resources are still regarded as objects, figures and waste of money. For highly qualified people are unique in their form, they transfer their knowledge to allow jobs and projects succeed. In fact they are sources of corporate know-how and profits.

PINNOW & Partners creates and organizes seminars, workshops and interviews to explore, preserve and develop a company's core asset – men and women.

1.2 Training and education are a life-time duty!

Big companies are used to run their own training centres and programs, so their staff has got the opportunity to match the advancing demands in the 21st century. Small and medium sized enterprises (SME) are suffering from the lack of appropriate resources and facilities in this field.

PINNOW & Partners co-operates with advanced educational institutes to develop and to realize entire courses. Conferences, workshops and seminars dealing with current challenges are tailored especially for the needs SMEs are concerned with today.

1.3 Success and prosperity are based upon inspired people!

Information Technology ("IT") often might convey another meaning: internal thieves... Besides the threat of external influence (e.g. hackers), offence statistics show that quite often the damage done within companies by employees is even worse. In general: Staff that works against their employer's interest is not criminal but de-motivated.

PINNOW & Partners supports your company's approach towards an honest, transparent and widely accepted code of aims that is rooted in an ambitious vision: Let the people feel the value of the clear objectives of your business day by day to give them a target to concentrate their personal power and abilities on!

2.1 Turn risks into opportunities!

SME owners and managers nowadays are victims of threatening experiences from globalization. Competitors even from other countries enter their market to offer cheaper goods and services. Due to taxation and regulations the native companies can't compete with those that have their official location elsewhere.

PINNOW & Partners assists you with your new marketing initiatives with a clear focus on your company's unique selling proposition. Based upon your firm's highest quality we will lead you successfully to your regional, national or even global market niche. Think global and act local at home or worldwide! IT and organization networks let your SME take advantage of globalization.

2.2 Identify risks, avoid crises, survive catastrophes!

The safety of your company is supported by a pillar that consists of personnel, organization and technology. With respect to the corporate integrity "safety" means reliability of people, procedures and structures. It is the directing management's task to dampen the response of their company to any disturbance, whether the source is internal or external. Worst-case scenarios are to be analysed in order to develop emergency and recommencement plans.

PINNOW & Partners is your temporary staff on demand to accompany the creation of detection, avoidance and survival concepts.

2.3 Controlling systems are the director's steering wheel!

Traditional accountancy is a duty enforced by law leading to book-keeping that represents the past. That is similar to a black-box recording system of a plane that crashed. Computer-based controlling systems are equal to steering instrument panels, which permits you to make decisions based upon comprehensive but summarized information.

PINNOW & Partners gives advice how suitable controlling systems helps you to decide quickly at present to influence the future you are ascending toward.

3.1 Advanced technology delivers appropriate tools – for skilled personnel!

Modern technology and the know-how to make use of it are essential for commercial purposes. Academic and management knowledge shall come together. A bridge is needed where information is passed in both directions between science and business.

PINNOW & Partners leads your house to a successful knowledge and technology transfer that is useful for all partners involved.

3.2 Use modern technology as much as needed – but as least as possible!

The introduction of modern technology to already developed corporate structures can fail easily if a new system seems to have a purpose just in itself.

PINNOW & Partners helps to evaluate technical solutions prior to the acquisition: A use-ability analysis leads to the choice of a system that fits and matches the individual needs.

3.3 Your clear target: Efficient and effective use of technology!

For technology is just a tool that helps to reach your business goals, its use should cause few costs and lead to sustained results.

PINNOW & Partners is your guide to a permanent evaluation of total costs of ownership in relation to the results of manufacturing.

**COMPREHENSIVE CONSULTING AND PARTNERSHIP
AS CONDITIO SINE QUA NON FOR MULTILATERAL SUCCESS**

PINNOW & Partners

Management and Technology Consulting at Potsdamer Platz

Where PINNOW & Partners comes from

In January 1994 Carsten and Dirk Pinnow began the preparation of our society's foundation. Carsten was running a software development office together with a friend, while Dirk took care about training and consulting customers concerning CAD systems as a project engineer then. In June 1994 together with two other companions PINNOW & Partners was founded as a German Ltd.

Partnership as a source of success

Our firm's name implies one fundamental way of business policy: partnership! Complex projects consist of many special tasks which can be fulfilled better by partners of whom each has a certain competence. Combining that varying knowledge leads to lots of advantages in comparison with companies which intend to do all by themselves. To share a job means to share success!

Comprehensive consulting

Problems of companies are hardly just technical ones. They are almost complex combinations of several aspects: "Man" (personnel, advanced education and training, psychology), "Management" (organization, administration, legal affairs, marketing), "Machine" (science, R&D, technology transfer, technique).

So, any solution, any advice shall have various points of view in relation to the problem's complexity. Together with our partners we offer an integrated care and solutions that are open for future developments.

For many companies can't afford to run their own consulting departments PINNOW & Partners will be an exterior staff on demand.



Carsten J. Pinnow

**Strategic Management Consultancy
&
Operative Management on Demand**



Dirk C. Pinnow

**PINNOW & Partner GmbH
MEISTERSAAL Building at
Potsdamer Platz,
Koethener Strasse 38**

D – 10963 Berlin

**Telephone: +49 (0)30 26 36 69 83
Telefacsimile: +49 (0)30 26 36 69 85
Email: info@pinnow.com
Website: www.pinnow.com**