

# Ahlstrom Capital Markets Day 2010



Path to profitable growth

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1. Become best-in-class in sales
2. Enhance global presence
3. Develop leading product and solution offer further

# From asset to customer focused

**Build customer driven  
operating model**

**Organize according to  
markets and customers**

**Build best-in-class sales  
implementation**



# Build customer driven operating model

## **Build strongest and most competent sales organization in the industry**

- more sales resources, unified sales force
- over 350 dedicated sales professionals
- decision making closer to customers

## **Move sales resources from former Product Lines to regional sales teams**

- increased efficiency and synergies

## **Recruit more sales people to growth areas**

- 25 more sales people to Asia



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# Global customer presence

- **Coherent Global Sales Network**
  - 25 Sales Offices
- **Strong development in Asia (> 30% of sales resources)**
  - China
  - India
  - Southeast Asia
- **Added focus in**
  - South America
  - Eastern Europe
  - Middle East and Africa
- **Competitive advantage**
- **Partner network to complement sales in selected areas**





# Organize according to customers and markets

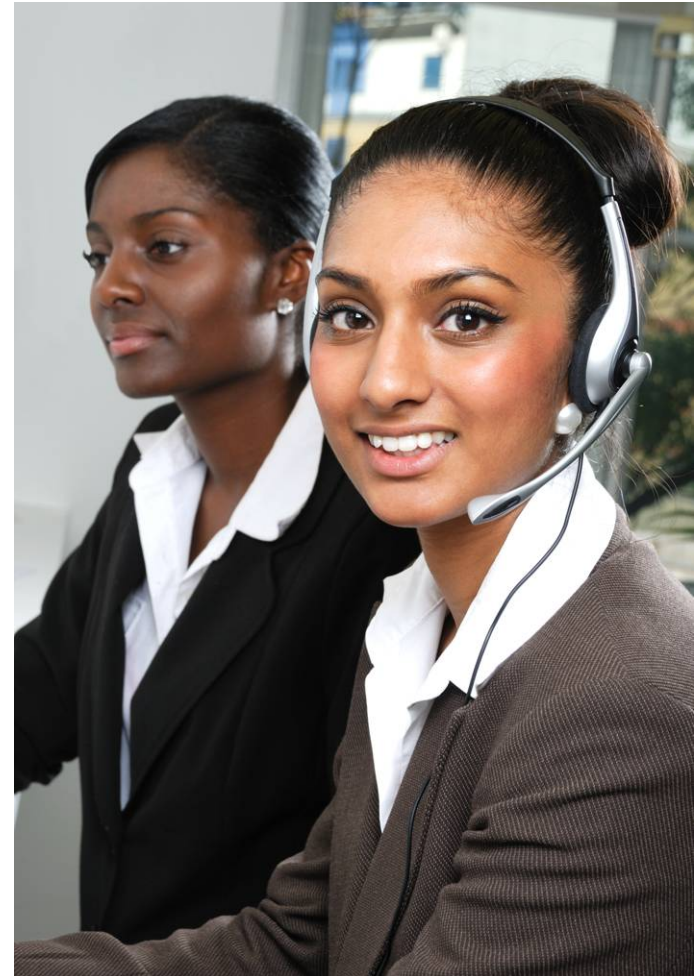
## **Added focus on Strategic Global Key Accounts**

- around 50 Strategic Key Accounts
- focus on strategic key account management
  - to win and to plan to grow
- Business Areas and Units globally

## **Customer segmentation regionally**

- local sales and customer service network regionally
- customer management model (A-B-C)
- more efficient management of different kinds of customers

**Right balance of dedicated sales specialists and one face in front of customer for selling wider Ahlstrom portfolio**



# Build best-in-class sales implementation

## Execute industry leading sales leadership model

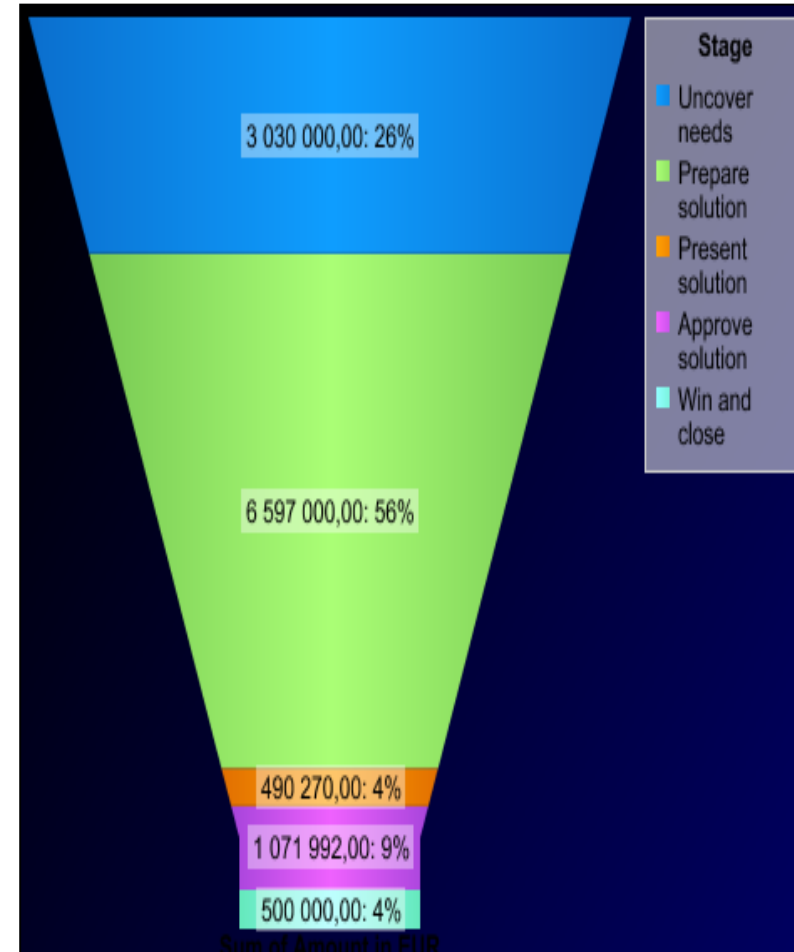
- efficient sales leadership process
- effective sales management practices
- strategic Key Account management program

## Implement rigid and productive sales planning and management processes and tools

- opportunity and pipeline management
- forecasting and demand management
- CRM tool

## Develop advanced sales competence

- sales skills development programs
- sales skills coaching and best practice sharing programs





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# World-class product management and marketing

**Ahlstrom already has leading solutions in**

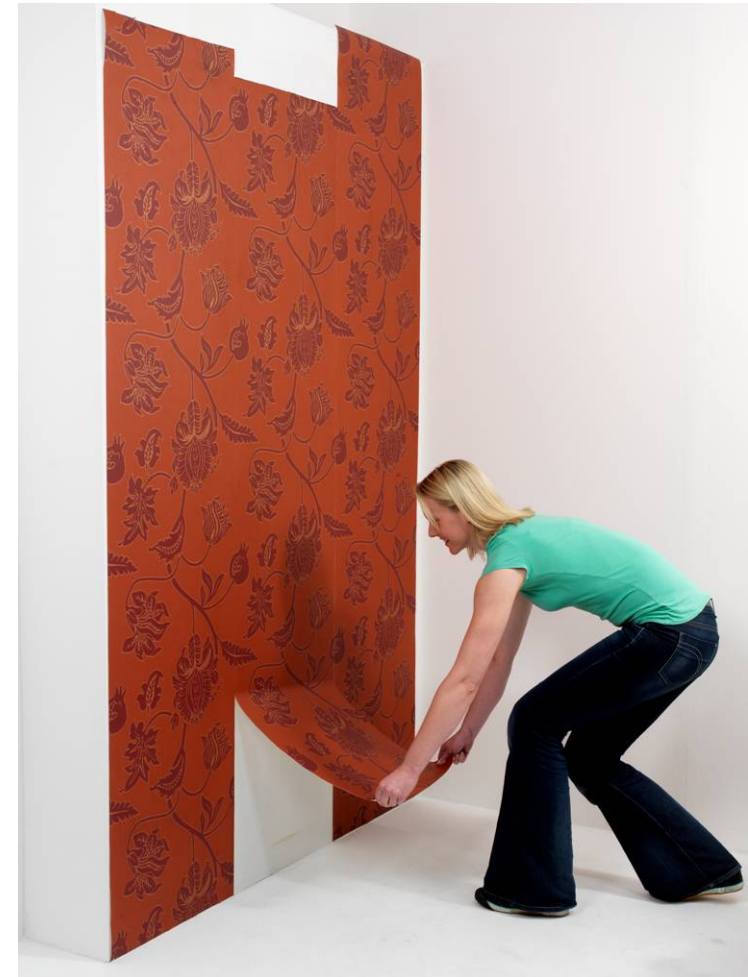
- Filtration (engine & air filtration, water filtration)
- Specialties (e.g. wallcover, fabric care)
- others

**With the aim to become stronger in**

- innovation management
- time-to-market of offerings,
- improve value capture and demand generation

**By building**

- new Product Management organization
- enhanced tools and competencies
- stronger lead-generating marketing campaigns



# Summary

- Added customer focus through transition to one sales organization
- Global presence with special focus on Asia
- Implementation of best-in-class sales performance management





Thank you