



Expense Reduction
Analysts



Time to unlock your potential

Use your experience and our proven methodology
to build a successful B2B consulting franchise.

Value Through Insight™

au.expensereduction.com



Welcome to Expense Reduction Analysts

The world's leading franchise in cost and supply management.

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Why should you join ERA?



A proven business model and established methodology for cost optimisation.



A risk-free “No Win, No Fee” business proposition offered to clients.



Excellent work-life balance and very low overhead costs to run your business.



A global network of more than 650 franchise partners in more than 30 countries.



Franchise partners collaborate on projects and share knowledge and expertise.



A dedicated ERA Academy enabling your business to get off to a flying start.



Award-winning marketing department to assist you in winning new business.



Opportunity to expand your franchise business into a consultancy practice.



Access to bespoke IT software and round-the-clock ERA systems support.



Thousands of delighted clients and tens of thousands of successful projects implemented.



Winner of Global Franchise Magazine’s “Best Business Franchise” 2018.



Founded in 1992, ERA has been helping clients for more than 25 years.

ERA’s business proposition

Who we are

Expense Reduction Analysts (ERA) is the world’s number one franchise in overhead cost and supply management and winner of Global Franchise Magazine’s “Best Business Franchise” 2018.

For 25 years our franchise partners have enabled businesses to improve profit and gain greater financial scope by reducing business expenditure. With more than 650 operating in over 30 countries worldwide, our franchise partners enjoy the benefit of operating their own businesses with a high income potential whilst collaborating with their colleagues as part of an award-winning international brand.

Our clients include all types of businesses, hospitals, colleges and schools, charities and non-profit organisations. They also include some of the world’s most successful companies and brand leaders. This diverse client base is the result of an unparalleled level of expertise in more than 40 different costs and 25 years of experience in the market.



What we do

In today’s economic climate, the number one challenge that most organisations face is to reduce costs as they grow. Businesses are aggressively streamlining core expenditure, yet many of them are still overpaying by as much as 40% on their everyday operating costs. Many businesses simply do not have the manpower nor the depth of knowledge and expertise to keep control of these costs. Our franchise partners deliver tangible savings and long term added value by managing the procurement process.

Typically they achieve this through a “No Win, No Fee” proposition to clients whereby our franchise partners take the risk but share in the savings 50/50 over a two-year period. If no savings are found the client doesn’t pay.

We act as trusted advisors to thousands of companies worldwide and review millions worth of spend every year, averaging double-digit savings. Our specialists use their experience and expertise to generate process improvements and tangible financial savings in a variety of different industries and areas of cost.

We optimise costs and create opportunities

Some of the major industries we serve

- Automotive
- Cables, Communication & Utilities
- Construction & Engineering
- Health & Social Care Services
- Educational Services
- Financial Services
- Hospitality & Catering
- Manufacturing
- Not for Profit
- Public Sector
- Professional Services
- Retail & Wholesale Trade
- Transport & Logistics

Areas of expertise

- Banking & Financial Services
- Facility Management
- Personnel Services
- Corporate Services
- Medical Services
- Supply Chain Management
- Operational Supplies
- Telecommunication & Technology

“Our model and structure fits the current, fast changing business scene and is extremely well suited to today’s economy. Our vision is to continue unlocking potential and that applies equally for franchise partners, clients and employees.

By remaining humble, honest, and striving to always put our clients’ needs first, we foster our business and achieve our mission.

I am proud of what we have achieved so far and I am incredibly excited about the future ahead.”

Fred Marfleet, ERA Chairman



Professional approach, designer profits

"Our suppliers are very important to us and where possible we want to develop long-term relationships with all of them. ERA's supplier management is second-to-none. I have been really impressed with not only the savings achieved, but also the depth of analysis work carried out by the team. The professional approach and extra effort ERA made ensured that quality and service levels weren't affected at all."

Ashley Long, Finance Director, Paul Smith

Copier savings: **69%**

Banking & cash collections savings: **61%**



Paul Smith

Combine your skills with our knowledge

What type of profile are we looking for?

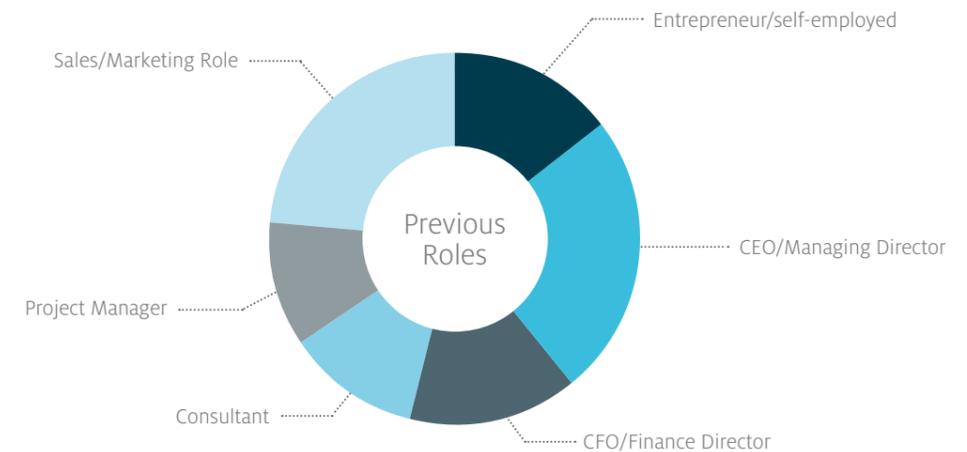
Our global network of more than 650 franchise partners come from all types of professional backgrounds.

The thing they all have in common is a desire to take control of their lives, earn what they deserve and put their past experience to use. When you join, in addition to ERA's training and methodology, you will also have access to a network of expertise to help your clients save money by drawing on the experience and skills of your ERA colleagues.

Harness your skills

ERA's franchise model allows you the flexibility to build the business you want. We want to harness your skills, so that you will be able to operate your own ERA franchise across all sectors. Our ongoing training and mentoring will help you to combine our know-how and methodology with your existing skills and experience.

You don't have to be a cost management expert in order to join ERA. In fact, we recently asked all of our franchise partners which of the following roles most closely matched with their profession prior to joining ERA. The results are shown below:



Brett Hay, QLD Australia

Expense Reduction Analysts has benefited me through becoming vocationally independent, allowing me to run my own business, meet a lot of terrific people, employ some fantastic staff, serve my own clients directly, and to have a direct impact from the work I do each day.

Collaboration generates new strength to grow

"I have appreciated the professionalism, fairness and transparency of the ERA consultants. The results achieved in the sea freight category were significant and we continue to benefit from them even though the project has ended."

Massimo Calearo, CEO, Calearo

Logistics (sea freight) savings: **16%**

Packaging savings: **12%**



A lifestyle to aspire to

We recognise that people come into business for a variety of reasons and that success means different things to different people.

For some of our franchise partners, success is simply the personal satisfaction gained from running their own business, whilst enjoying the benefits that come with being part of an international franchise system.

Some want to gain control of their own destiny, finding an environment that helps them achieve both personal and business goals.

For others, success is about holidays, cars, prosperity and receiving the full rewards for their hard work. Others simply like to spend more time with their family, with the flexibility of being able to plan work around the way they want to live their life, rather than their job dictating their lifestyle.

Many ERA franchise partners have the opportunity to create wealth for themselves and their families or perhaps plan their retirement sooner than they dared hope.

ERA allows you to build a financially rewarding business for yourself - one that could have a significant return on the cost of your initial investment. Once your bank balance is right, then your work life balance becomes yours to decide. You will make great friends along the way and enjoy a satisfying lifestyle.

Whatever success looks like to you; wealth, control, time with your family, flexibility or building your pension pot - you can achieve this, and more, from becoming an ERA franchise partner.



Some want to gain control of their own destiny, finding an environment that helps them achieve both personal and business goals.



Ruth Cohen, WA Australia



I believe that Expense Reduction Analysts gives me the flexibility to have both a professional and personal life and because I work from home, I can look after my grandchildren when I need to and if necessary, work after hours at my own convenience.



More efficient fleet management for Agrico

"The cooperation with ERA was pleasant and very welcome. ERA provided a framework that allowed our working group to have very good and productive meetings with different parties. Additionally, ERA acted as a soundboard for canalizing ideas, drafting guidelines and monitoring the financial consequences."

Jan Hoogenboom, Finance Manager, Agrico

Fleet management savings: **13.8%**



Training, support and development



Expense Reduction Analysts train, coach, support and help you to build your own profitable consultancy business under our leading and respected global brand.

We want you to use the business acumen and expertise that you have developed over the years and combine your skills with our proven business system. With our continuous support and 18 month Start-Up Programme, we help you to become the best you can be as your own boss.

New franchise partners are professionally trained in how to identify, generate and sustain savings and add value to their clients. They are also trained in sales, business development and relationship-building in order to help them reach new business faster.

Our 18-month Start-Up Programme is designed to equip you with all the knowledge and confidence you need to successfully launch and run your business.

Upon the completion of the initial training, new franchise partners are ready to begin their journey with ERA and will work closely with the ERA Academy, their local regional representative, their ERA Coordinator and their Business Guides to get the quickest possible start in their businesses.



Hassan Nasser, NSW Australia



My highlight has been working with a group of professional people from all kinds of backgrounds who bring a special set of skills which enables me to provide the best level of service to my clients. A special bond with my colleagues keeps me engaged with Expense Reduction Analysts.



Project offers healthy savings

“The relationship with the ERA Project Manager has been outstanding. He has always been very professional in his approach, and we have appreciated to have experts for each specific cost category to investigate.”

Manuel de le Llave, CFO, IVI Group

Office supplies savings: **34%**

Cleaning savings: **19%**

Medical gases: **16%**



Comprehensive marketing & IT support

Marketing

Marketing is an essential support function for all ERA franchise partners.

Our Marketing Team want to ensure a solid and well-matched strategy is implemented, giving us the credibility of a global leader in cost and supply management while also providing franchise partners with reactive, ‘agency’ style support where they can call on us for urgent help, training or simply advice.

Our award-winning team provide creative marketing and design ideas, solutions and support to franchise partners assisting in all aspects related to the development of their businesses.

At the same time, each of our franchise partners need a certain flexibility to customise their marketing mix to suit their individual approach. We aim to help our franchise partners select the appropriate tools to boost their sustainable growth and create a profitable business through marketing approaches such as:



Direct Marketing | Content Marketing | Collateral Marketing | Digital Marketing | Vertical Marketing

IT

Our Global IT Support Centre assists our network of franchise partners by providing round-the-clock support in areas crucial to the everyday running of their businesses.

ERA’s ‘InfoFlow’ IT strategy is designed specifically to help provide added value to clients and additional efficiency for you. Our integrated IT ecosystem includes prospecting databases, Integrated Marketing System, Business Development System, Microsoft Dynamics and access to all Microsoft 365 programmes (Skype for Business, SharePoint, OneDrive, etc).

As the business world becomes more and more reliant on IT and technical solutions heading into the next 5 years, ERA is investing significant resources into additional development and software to provide our franchise partners with cutting-edge solutions to assist in helping their clients improve on everyday operating costs and process optimisation.



Peter Sedgwick, VIC Australia



After a 35-year career in consumer marketing and advertising, I identified in Expense Reduction Analysts an opportunity to leverage my cost management and relationship building skills into a win-win situation for myself and my clients.



University Saves Big with ERA

“Our cooperation with Expense Reduction Analysts was a very successful project. Our University, a leading centre for education in Poland, has a focus on raising the level of education. Which is why dealing with cost optimisation is not among our key competences. ERA demonstrated remarkable knowledge and skills that helped us obtain measurable financial benefits.”

Malgorzata Wróblewska, Chancellor, University of Social Sciences & Humanities

Security savings: **30%**

Office supplies savings: **34%**

Printing savings: **29%**

Cleaning savings: **32%**



Join an award-winning franchise

Expense Reduction Analysts is an established, proven franchise, it's also an internationally recognised, award-winning franchise.

For the fourth year in a row, Expense Reduction Analysts has taken places in the Top 10 of Australia's Best Rated Franchises presented by topfranchise.com.au.

Every year, the topfranchise Awards recognise best practice within the Australian franchising sector across several categories and in the past ERA has won Top 10 Overall, Marketing, Support, Passion and Lifestyle Awards.

Also, on Friday 8th Feb 2020, Expense Reduction Analysts, the world's number one franchise in business strategy, supply chain and cost management, was awarded Best White-Collar Franchise 2020 at the Global Franchise Awards for three consecutive years!

The Chairman and Founder of Expense Reduction Analysts said, “Congratulations to the Aussie team. I really like the recognition for “passion” as it is the passion that is vital to building the right business culture.”



David Rounsevell, SA Australia

“ I first joined Expense Reduction Analysts in 2001 as a Principal Consultant before assuming the position of Managing Director in 2014. Expense Reduction Analysts holds a unique position in the marketplace; with significant category expertise, we bring results that are rarely achieved in a business. Our skills in implementation set us aside from other consultants, as we ensure that the results get to the bottom line. ”

Events agency saves more than 50% on office supplies

"We did not believe that we had more than 50 percent cost savings potentials in our office supplies. Furthermore, we appreciated that Expense Reduction Analysts did not affect our day-to-day work and is controlling our savings for 18 months now."

Juha Hytti, Managing Director, Eastway

Travel management savings: **11%**

Office supplies savings: **56%**

Printing savings: **33%**



EASTWAYLive

A look at our market

So where does our business come from?

Our business comes from all types of industries including manufacturing, professional services, retail, healthcare, education, automotive, not for profit and many others, the majority of which come from the SME sector.

Why is there space for us to occupy?

If you think about it, the typical B2B transaction takes place between a sales person and the buyer. On average those salespeople are better motivated, better rewarded and more highly incentivised to sell more and create margin than a buyer is to make savings.

Sales people often sell based on what they feel they can get away with and maximising margins maximises their income. Inside organisations, responsibility for buying is often tacked onto someone's existing responsibilities – and they are not typically trained in effective procurement.

This means that our expertise can be used and measured to save time, money and add value.

Why can't organisations do better for themselves?

Most organisations turning over less than \$50million won't have a procurement department. For those that do, the team is typically focussed on their highest costs – often purchasing goods for resale or raw materials. Expertise in buying one product or service doesn't necessarily translate into buying others.

How does our expertise add value?

It's not practical, or sensible to have (for example) a photocopy or fleet expert on staff if you only negotiate your contract once every four years. However, having one on your side of the negotiating table when you do, means that they can use their market knowledge, price visibility and understanding of contracts to significantly reduce their outgoings when compared to historic prices. Their expertise enables you to measure savings, improve bottom lines for your client, and generate income for yourself.

ERA clients by size



- \$0-19 million
- \$20-49 million
- \$50-99 million
- \$100-249 million
- \$250 - 499 million
- \$500-999 million
- \$1 billion +

Our team is full of expertise in all the other areas a business spends money and that expertise, applied at the right time, generates efficiencies and savings for clients – and generates income for you.



Annamaria Varga, QLD Australia



Being the founder of a start-up business I understood what it takes for a business to survive and ERA provided the right network and model for success. Most days of the year the work- life balance is achievable and I can do the school drop offs and pickups, attending triathlon trainings with my son or going to the gym with my daughter. I believe it is a good opportunity for women to succeed.



Significant savings in telecom for manufacturer

"We have reduced our telecommunication expenses by 53%. Expense Reduction Analysts has clearly exceeded our expectations."

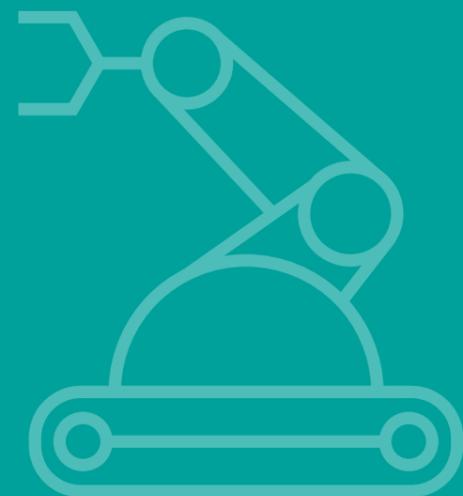
Günter Jantzen, Head of IT, Nobiskrug GmbH

Telecommunication savings:

Mobiles: 70%

Landlines: 32%

Data transfer: 29%



Evolution of cost management

The next evolution in business is upon us, and while a lot of our clients are trend-setters in their industries, they often struggle to understand and implement new technologies in areas of their business that don't get the most management attention. This is where our consultants add value through insight into new technologies such as blockchain, internet of things (IOT), e-mobility, 3D-printing etc.

"Enterprise 4.0" is the term used today to define the combination of digital technologies, data, and analysis tools found throughout the value chain. In an increasingly global and digital society, technological advancement will continue to play a significant role in the continued progress of entire industries and set the stage for the emergence of new ones.

How can ERA help their clients leverage digital technology?

For more than 25 years, ERA has evolved its value proposition in order to deliver the best, and most current, services to our clients.

New technologies have often been a driver for cost savings and that is more true today than in the past. We have therefore created Expense Reduction Digital Solutions, a business unit focused 100% on leveraging digital technology in order to drive efficiency for our clients.

Interestingly, Digital Solutions can be both a very strategic area of investment for our clients as well as a tactical and very effective way of lowering their costs. Therefore some of our projects can be fixed fee based and involve helping clients make first steps with new technology. In other projects we work closely with suppliers, both incumbent and new, to deliver smart saving solutions based on digital technology that can be implemented based on our classic "no savings - no fee" approach.

The development of new technologies is a process that requires investment.

Enterprise 4.0 in particular, represents a structural change for companies, which has to be funded. A third of funds are generated via intelligent management of company costs. This approach may be much more effective than borrowing to fund investments.



Blockchain



AI



E-mobility



3D Printing



IOT



RPA



Process Optimisation



Graham Wood, QLD Australia

"After many years working at senior management levels in the corporate world, I reflected that I had led a number of business units to record levels of profitability and growth. However, I also realised that I had not received any great share of those financial results. I felt that Expense Reduction Analysts offered an opportunity to change that around."



Enjoying the journey

Establishing your business takes work and that's why we believe you should have a little fun along the way - success is a journey, not a destination.

We have worked hard to create a culture where work and fun are part of our DNA. We call it 'enjoying the journey' and we believe that by being together more often, our network goes from strength to strength.

In fact, as an ERA franchise partner, you are never alone. Whether you're collaborating with your ERA colleagues on projects, developing your skills with the ERA Academy or learning from your local Business Guides, ERA offers you a supportive platform on which your business can thrive.

Our annual social calendar includes regular regional franchise partner meetings, national and international conferences, bespoke networking events and additional training opportunities.

Award-winning marketing support

- Access to ERA's award-winning marketing support
- Delivery of your starter "marketing kit" as well as access to all marketing materials
- Access to all direct marketing, content & collateral tools
- Use of more than 700 client case studies globally
- Online & digital support to deliver your inbound marketing
- Access to upgraded Social Selling tool

The ERA franchise package

ERA franchise license

- The non-exclusive right to operate an ERA business using the ERA System for an initial period of 10 years + renewable period of a further 10 years
- The right to use the name, brand and logo "Expense Reduction Analysts" for the duration of your franchise
- The provision of, and access to, intellectual ERA properties including the Operations Manual and methodology
- Access to a global network of more than **700** ERA consultants
- Ongoing support from our Operations department

World class training programme

- Full Preparation, Basic & Advanced Training Programmes
- 18 month Business Start-Up Programme
- Support of your ERA Coordinator for first 18 months
- Opportunity to hone your sales skills with Sales AccelERator training
- In-field mentoring support from your ERA Business Guides
- Opportunity for additional, future Refresher Training

Bespoke IT software

- IT and ERA Systems support
- Bespoke 'InfoFlow' system including:
 - o Prospecting database
 - o Microsoft Dynamics
 - o RFX Tendering software
- Access to Microsoft 365 software including:
 - o Skype for Business
 - o SharePoint
 - o Excel, Powerpoint, Word, etc

Cost of entry (all \$ values exclude GST)

Option 1

- Franchise fee \$80,000
- Training & Coaching
- IT Systems & Software
- **Total cost:** \$80,000

Option 2*

- Franchise fee \$39,900
- Training & Coaching
- IT Systems & Software
- **Total cost:** \$39,900

Management Service Fees

- 15% (Royalty on Sales)
- 3% (contribution to marketing fund)

Management Service Fees

- 22% (Royalty on Sales)
- 3% (contribution to marketing fund)

* Option 2 carries exactly the same entitlements as Option 1. The only difference is the Royalty fee.

* Royalty reverts to 15% upon payment of the full franchise fee.



Tom Debney, VIC Australia

This is a group well worth exploring and having a chat with the consultants, and I suspect you will find still engaged and enthusiastic. Get the war stories and laugh, but the proposition is simple but powerful, and from that, the possibilities open up. It is not easy, and the need to reach out to find new clients is real as they do not grow on trees, but the opportunity is excellent.





Expense Reduction Analysts



Value Through Insight™

Your business experience could be the key in helping companies to optimise their everyday costs.

If you're interested in profiting from your career experience, an ERA consultancy franchise could be the right fit for you.

The next step is to get in touch!

Contact us today

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