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Center for Value Management AB

Claes-Göran Lövetoft, one of the founders of the, during the 1990s, highly successful, method and business company Astrakan, is now starting the Center for Value Management in Göteborg. The initiative is being taken together with the newly started Adera Group AB, a specialist company within Sales, Marketing and Business development.

Astrakan Strategic Development was one of Sweden's leading companies within process and business development during the 1990s.

Claes Göran Lövetoft and the other founders of Astrakan have since worked in different IT consulting companies. But now, Claes-Göran Lövetoft is making a new start with the Center for Value Management AB, this time however with a somewhat revised business concept:

Focus on value creation

- Astrakan 1.0 focused on the connection between the processes and IT. The Center for Value Management on the other hand focuses on the connection between the processes and business, says Claes Göran Lövetoft. Simply rationalizing the operation with the help of IT is no longer enough - it is the value creation parts where the decisive battle will take place in the future. If Swedish industry is going to be able to maintain its competitiveness, then you have to offer long-term, sustainable added value that reflects the company's core processes and systems. This is an exceptionally interesting challenge for us as a method driven consulting company.

The new company has enjoyed a jumpstart with many exciting assignments within Swedish industry. From the start, we have handpicked some of the "old Astrakans" with experience in strategic initiatives relating to IT support and the organisation around projects and programs.

Part of Adera Group

The Center for Value Management AB is from the start a part of Adera Group AB, which was formed at the beginning of 2006. Magnus Penker, who was also one of the senior consultants at the former Astrakan Strategic Development:

- The Center for Value Management AB is a perfect piece of the puzzle in our work to build up a scalable consulting company with the help of methods, processes and other structural capital, says Magnus Penker, CEO for Adera Group. The Center for Value Management AB's model-driven approach is an important source of inspiration for the development of the Group's other companies - and the work to help customers improve the effectiveness of their processes.

At present, Adera Group consists of seven completely or partly owned companies within Sales, Marketing- and Business development. The Group's total turnover for 2006 is estimated to be approximately 200 MSEK. The intention is to grow both organically and through acquisitions.

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