

FEATURED
COMPANIESCALLYDUS
GROUP LLC

Callydus Group LLC is a four year old entity that specializes in taking a fresh approach to cost cutting without upend-

ing the organization or eliminating people. The company begins by performing a pre-engagement diagnosis at no cost, and presents the potential client with an analysis that includes areas for targeted expense savings, the projected annual savings, an implementation schedule, and a *guarantee of the savings*, all involving non-salary categories. If the client considers something sacred, like a family business relationship, it is not touched, even if there is an obvious saving to be had. And at the same time, Callydus's efforts are not about beating up on vendors.

The diagnostic list is prioritized in terms of where the greatest results can be obtained with the least effort. Then, Callydus works for a weekly fee, with a bonus once the savings are achieved, on an area by area basis, at overall rates that are below what most consultants charge. Thus, Callydus actually puts its recommendations into effect, unlike consulting firms that leave behind work plans to be implemented. And typically, success with Callydus in one area leads a client to choose implementation in others. Moreover all of Callydus 15 professionals are experienced managers, with various areas of specialization. They have the ability to interact with senior level staffing and gain their endorsement, while being non-threatening to the rank and file.

While most companies believe that they do a good job of controlling expenses and question the need for an efficiency expert, Callydus maintains that if people are doing what Callydus does, they are not focusing on their primary jobs. Accordingly, Callydus professionals take a team approach and engage the people on the firing line to assist in implementing the procedures that will help them to work more efficiently.

Furthermore, now that Callydus is four years old, it can point to a track record of success. The company started working with private equity firms that needed help with struggling acquisitions, but has graduated to bigger things. One regional discount store, which prides itself on its low cost operation, even challenged Callydus to find savings, because it didn't think there were any. Callydus found annual savings in the seven digits. Savings are typically in areas that are somewhat below the radar of most executives, and are found in things like supplies, packaging, freight, furniture and fixtures, lighting and maintenance. And the little things all add up, with the savings for many clients running in the millions. The company has not marketed itself and is thriving on word of mouth recommendations.

The backgrounds on the Callydus management team may be found on the company website, www.callydus.com, but the people all have expertise in fields related to retailing, including law, finance, real estate, purchasing and technology. And the principals, Bennett Gross and Don Eugene, were both formerly high ranking executives at R.H. Macy & Co. Inc. Callydus has one staff member who specializes in furniture and fixtures who can detect whenever a product is over engineered. Another specializes in insurance and another in taxes, so that a great many bases are covered with seasoned pros.

Using Callydus seems to us like a no lose situation.