

ONLINE

OPEN WORLDWIDE

IN ENGLISH

Costs, Profitability and *Artificial Intelligence.*

Master TDABC in practice. Cloud software. AI-powered insights. Two real sector cases.

30 Jun + 1 Jul 2026

Two mornings · 09:30-13:00 Lisbon time

€270 + VAT

Early bird €243 · until 31 May

PROGRAMME

- 01 TDABC Framework**
From traditional costing to Time-Driven ABC
- 02 Hands-on Case Study**
Two real cases · group exercises
- 03 Model in Software**
End-to-end on CostCtrl
- 04 AI & Advanced Reporting**
Dashboards · C-suite views



THE PROBLEM

80%

of companies don't know exactly where they lose money.

Traditional cost models allocate indirect costs by volume · masking the real profitability of each customer, product and channel. Decisions made on wrong numbers cost millions.

Symptom

Revenue growing. Margins declining. Nobody can explain why · because the model doesn't have enough resolution.

The distortion

Typical cost-per-unit distortion between volume-based costing and TDABC: **3x**. Some clients that look profitable are actually destroying value.

"Without proper understanding of client profitability, all other analytics are out of context."

VP · LEADING GLOBAL INSURANCE COMPANY



WHO SHOULD ATTEND

Built for finance and operations **leaders.**

CFO · FINANCE DIRECTOR

Real margin visibility.

True cost-to-serve by client. Actual P&L · not accounting averages blurred by overhead allocation.

HEAD OF CONTROLLING · FP&A

Own the methodology.

Build the model from scratch. 5 steps. One framework that scales from 10 to 10,000 SKUs or clients.

CCO · SALES DIRECTOR

Whale curve by client.

See exactly which clients generate profit, which are marginal, and which are actively destroying value.

COO · OPERATIONS DIRECTOR

Cost per process.

Capacity utilisation, idle cost, process efficiency. Operational data turned into financial decisions.

Industry-agnostic. Previous participants: manufacturing, logistics, IT services, retail, healthcare and financial services.



PROGRAMME · 4 MODULES · 2 MORNINGS

01 TDABC Framework Day 1 · 09:30-11:00

From volume-based costing to ABC to Time-Driven ABC. Why ABC failed in practice. The five steps of TDABC. How to build a time equation from scratch.

02 Hands-on Case Study Day 1 · 11:00-13:00

Two real cases: Al-Sharq Logistics or NovaCore IT Services. Three cascading exercises in group work: VBC → ABC → TDABC. Compare results, discuss distortions.

03 Model in Software · CostCtrl Day 2 · 09:30-11:30

End-to-end build in CostCtrl cloud. ETL, cost pools, time equations, calculated drivers, scenarios. 30-day licence activated today.

04 AI & Advanced Reporting Day 2 · 11:30-13:00

Whale curves, heat maps, C-suite dashboards. AI agents for reporting and time equation building. Profit improvement action plan to take home.



TWO REAL CASES

Three examples from our **industry** **case library.**

LOGISTICS

Al-Sharq Logistics

Saudi Arabia · freight · warehousing · last-mile

Multi-client cost-to-serve model.
Time equations for routes, picking
and dispatch. Whale curve by
customer and route.

Manufacturing · retail ops · 3PL

IT SERVICES

NovaCore IT Services

Portugal · consulting · managed services

True margin per client across mixed
contract types. Time equations for
tickets, deployments and projects.

IT · consulting · BPO · software

HEALTHCARE

HealthClinics Clinics

8 clinics · 30 doctors · multi-specialty

2.5% net margin exposed. TDABC
reveals cross-subsidisation,
unprofitable doctors and the 3
levers to triple net profit.

Healthcare · dental · shared services

We have industry-specific cases across logistics, IT services, healthcare, manufacturing, retail, distribution and more. Each group picks the closest to their reality.

WHAT YOU LEAVE WITH

Not just knowledge. An actual model.

TANGIBLE

Your TDABC model, live

Built today in CostCtrl on your own case data. Ready to deploy at your company.

✓ Certificate

METHOD

5 steps · 1 framework

Capacity → processes → drivers → equations → reports. Any industry, any size.

✓ Training materials & templates

TOOL

CostCtrl 30-day licence

Full platform access. Internal pilot with direct support from the team.

✓ IRC / corporate tax deductible

"Expectations were exceeded. A methodology for the future of organisations."

DIRECTOR OF MANAGEMENT CONTROL · MOTA-ENGIL



YOUR INSTRUCTOR

Miguel Guimarães

Engineer and management consultant specialised in cost and profitability analysis. Global TDABC implementations across manufacturing, logistics, retail, shared services, healthcare, IT services and more. Guest lecturer at several international business schools.

200+

IMPLEMENTATIONS

25+

YEARS OF EXPERIENCE

Global

REACH

ALUMNI INCLUDE

SONAE

MOTA-ENGIL

VW AUTOEUROPA

BOSCH

CTT

EDP

GALP

RANGEL

EMBRAER

VALE

FLEURY GROUP

TOTVS

AMBEV

MEDLOG SAUDI

DAMMAM AIRPORTS

GLOBE MARINE

FUJITSU

LIBERTY SEGUROS

And 200+ other companies across manufacturing, logistics, retail, healthcare and financial services.

ONLINE WORKSHOP · DATES · REGISTER

DATES

SESSION 1

30 June 2026

09:30-13:00 Lisbon time

SESSION 2

1 July 2026

09:30-13:00 Lisbon time

FORMAT

Live online · worldwide

PRICING

ONLINE · OPEN WORLDWIDE

€270 + VAT

Early bird €243 · until 31 May

Group 2+ same company: €215 + VAT per person

WHAT IS INCLUDED

- ✓ Certificate of participation
- ✓ Training materials and templates
- ✓ CostCtrl 30-day full licence
- ✓ Corporate tax deductible

Register now

costandprofitability.com/events · info@costandprofitability.com

