



Value Stream Costing in Process Industries “Accounting to See”

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Introduction - Observations

- **We are implementing lean, improving the flow of value added activities in our value streams, but we are not seeing the impact in our financial statements**
 - Actually, our P&L looks worse....
- **When looking at investments, the business case calculations are not showing the (positive) impact of flow improvements/lead time reduction/inventory reduction. How to make sound decisions ?**
 - Therefore, Engineering calculated it was better to buy one big, fast production line (which now is a Shared Resource) instead of two smaller, slower ones (but which are Dedicated to our value stream)



Agenda

- **Traditional Accounting vs. Lean**
 - What is Lean?
 - Full Absorption Costing?
 - Financial results in the early stages of Lean
- **Throughput Accounting**
 - What is Throughput Accounting?
 - Key measures of Throughput Accounting
- **Value Stream Costing**
 - Understand what a value stream costing model is
 - How a value stream costing model supports value stream based decisions



Part One

TRADITIONAL ACCOUNTING vs. LEAN

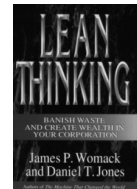


What is "Lean" ?

- A business strategy for organizing and improving the operational activities of companies
 - Improved competitiveness
 - Flow

- Adapted from Toyota Production System

- 5 steps
 - Correctly specify value for the customer
 - Identify the value stream and remove the waste
 - So we can improve flow
 - To work better @ the pull of the customer
 - While striving towards perfection



(Lean Thinking - Womack, Jones)



The Problem

- Which accounting system are we using to take internal decision?
 - Financial Accounting vs. Management Accounting

- Our traditional Financial Accounting system (Full Absorption Costing) promotes overproduction
 - The search for the perfect 'unit cost'
 - In the P&L costs must always match the sales



Full Absorption Costing

- **Full absorption costing is a traditional method where all manufacturing costs are capitalized in the inventory**
 - Costs are charged to inventory and become assets
- **These costs will only be expensed when the inventory is sold**
- **Developed in an era of mass production based on a 'scarcity model'**
- **Is required for external reporting.**
 - GAAP (Generally Accepted Accounting Principles (US))
 - IFRS (International Financial Reporting Standards (EU))



Full Absorption Costing

- **The full absorption method is also frequently used for internal reporting**
- **What kind of influence does this have on our:**
 - P&L?
 - Unit costs?
 - Behavior?



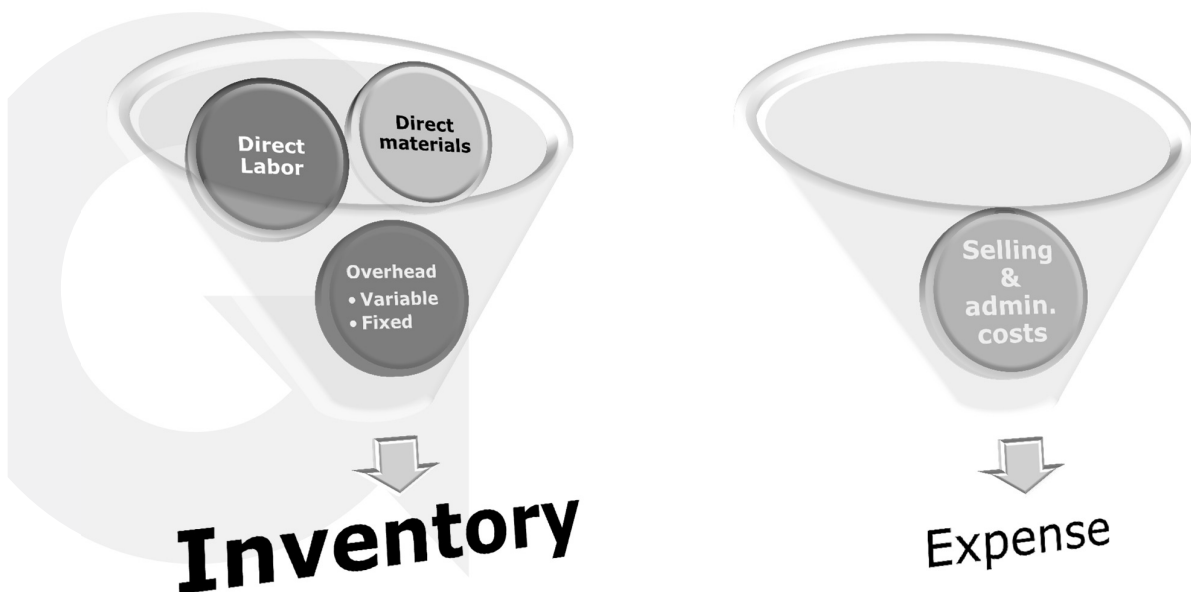
The early stages of Lean with Full Absorption Costing



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Full Absorption Costing

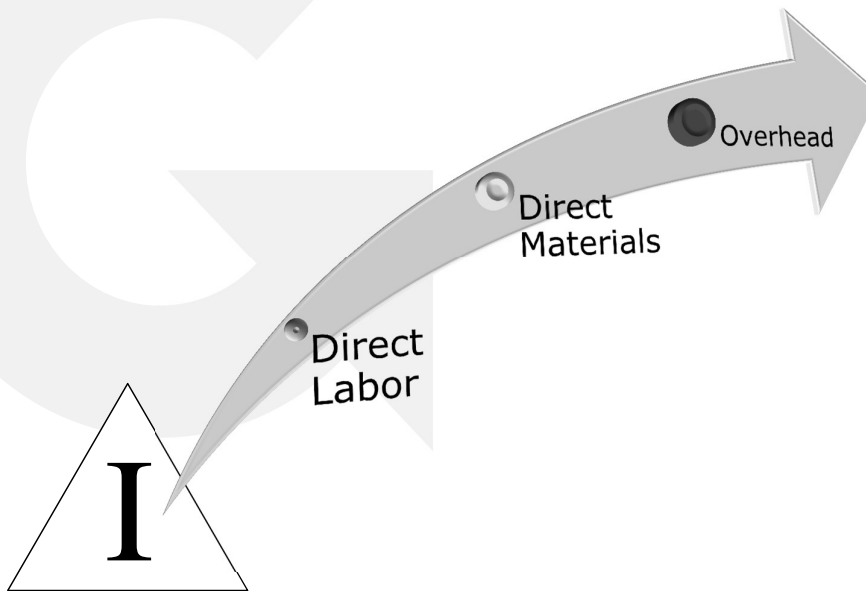


In this method, only selling and administrative costs are charged as expense. All the rest is charged to inventory.



Full Absorption Costing

After selling...



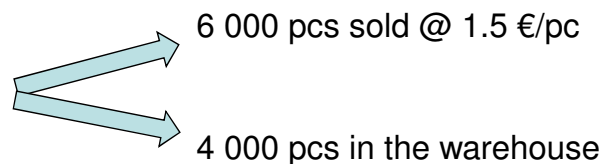
Revenue	\$ 990.000
COGS	\$ 772.200
Gross Profit	\$ 217.800
Purchase price variance	\$ 87.200
Material usage variance	\$ 12.700
Labor Usage Variance	\$ 26.700
Overhead absorption variance	\$ 20.800
SG&A	\$ 19.800
Total Costs	\$ 167.200
Net Profit	\$ 50.600



A Simple Example

Output this month: 10 000 pcs produced

Total costs: 10 000€
=> Unit cost = 1€/pc



Production P&L

Revenue	9 000€
COGS (1€ x 6 000pcs)	6 000€
Profit (EBIT)	3 000€



A Simple Example

10% increase in output !!

11 000 pcs
 Output this month: ~~10 000~~ pcs produced

Total costs: 10 000€
 ⇒ Unit cost = ~~1€~~/pc
 0.9€/pc

6 000 pcs sold @ 1.5 €/pc
~~4 000~~ pcs in the warehouse
 5 000 pcs

~~Production P&L~~

Revenue	9 000€
COGS (1€ x 6 000pcs)	6 000€
<hr/>	<hr/>
Profit (EBIT)	3 000€

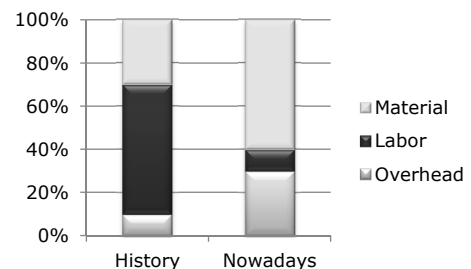
Production P&L

Revenue	9 000€
COGS (0,9€ x 6 000pcs)	5 400€
<hr/>	<hr/>
Profit (EBIT)	3 600€



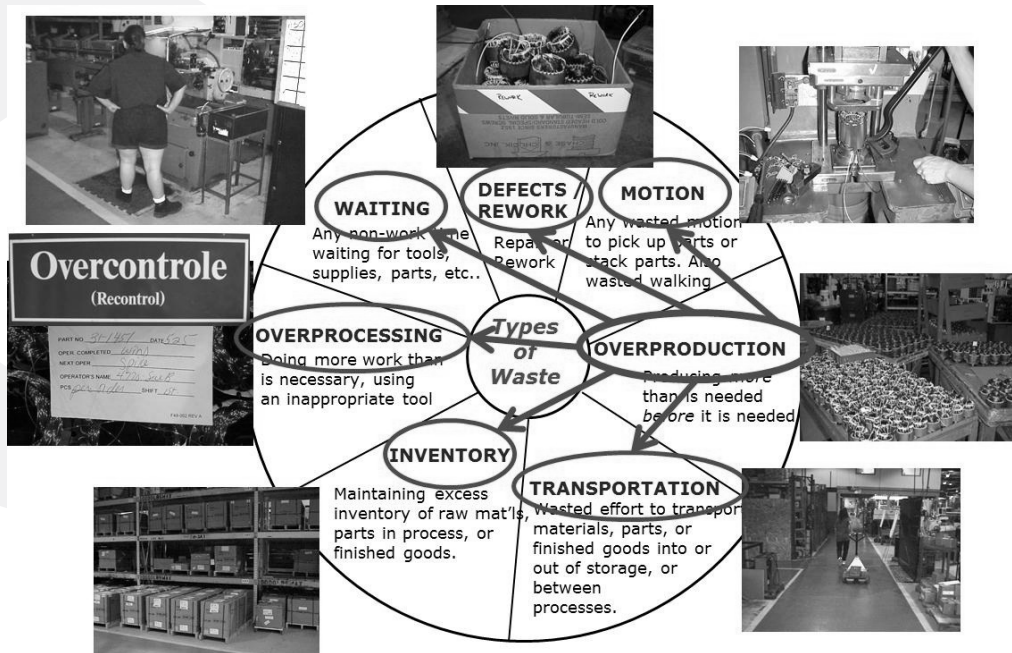
Conclusion

- 'The Evil of Overhead'
- Full Absorption Costing is promoting large batches and overproduction
 - Overproduction is put on the Balance Sheet, thus 'evaporates' for the Production P&L
 - By allocating overhead costs to individual products, our cost per piece is lower if we increase batch sizes
 - What about ABC costing ??
 - As we can only put costs of goods SOLD in the P&L: (calculated) profit goes up
 - While our bank account is going down....





This Phenomenon leads to...



Typical Financial Results in the early Stages of Lean

- **Revenue stays the same**
 - Although there may be some reduced backlog that brings revenue quicker
- **Costs stay about the same**
 - Although overtime and scrap costs may reduce a little
- **Operating profits may go down**
 - Because of the impact of reduced inventory on cost-of-sales
- **Cash flow from operation increases**
 - As a result of the inventory reduction
- **Average cost per unit sold has increased**
 - due to "increased costs"

(Maskell and Baggaley, Practical Lean Accounting. Productivity Press 2004)



Part Two

THROUGHPUT ACCOUNTING

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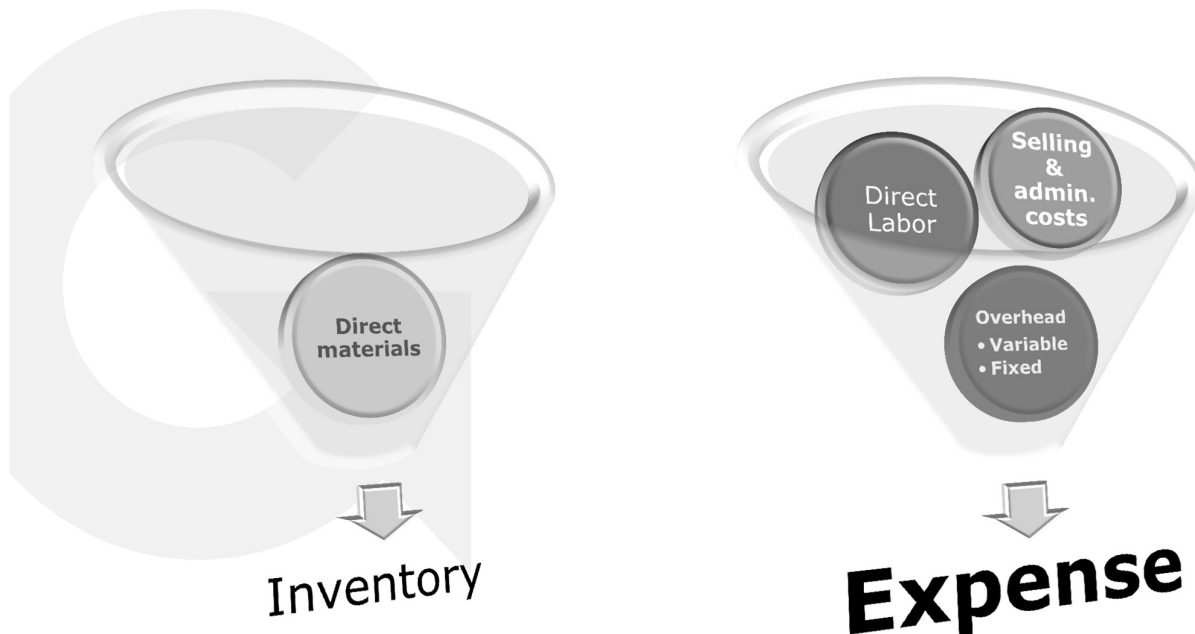
Throughput Accounting (TA)

- **Throughput accounting (costing), is deducted from Goldratt's Theory of Constraints (TOC)**
- **It is largely in line with the JIT philosophy**
- **TA assumes that a manager has the following resources:**
 - Buildings
 - Capital
 - Labor
- **Using these resources, purchased materials and parts must be processed to generate sales revenue**

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Throughput Accounting



Throughput Accounting

- **The purpose is not to determine the perfect 'unit cost'. Besides direct material cost (valued at purchasing cost), no other costs are allocated to the products.**
- **The focus is more on 'period costs', which is more in line with actual cash flow.**
- **The shorter the lead times and the better we produce to (real) demand, the more TA results are similar to Full Absorption Costing**



Throughput Accounting

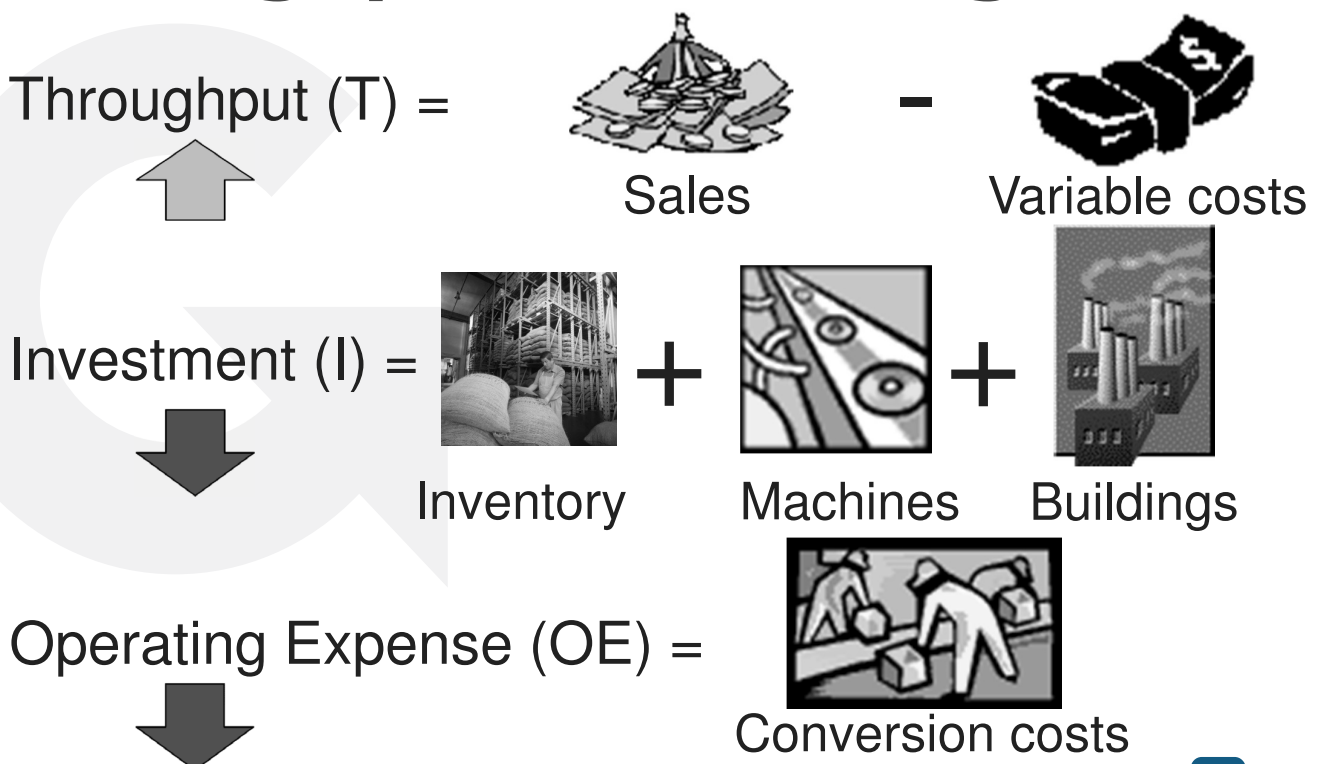
• **TOC uses three key measures:**

- Investments (I)
- Operational expenses (OE)
- Throughput (T)

• **To make a decision according TOC, one needs to quantify the decision's impact on those three measurements, and translate it back to Net Profit (NP) and Return On Investment (ROI)**



Throughput Accounting





Decision Making Parameters

Net Profit (NP) =

Throughput (T) - Operating Expense (OE)

Return On Investment (ROI) =

Net Profit (NP) / Investment (I)

Productivity =

Throughput (T) / Operating Expense (OE)

Investment turns =

Throughput (T) / Investment (I)

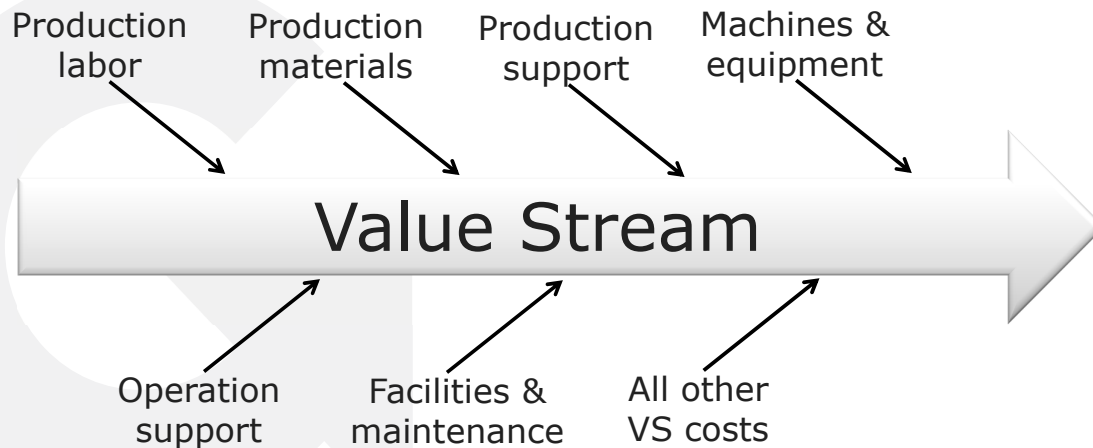


Part Three

VALUE STREAM COSTING



Value Stream Costing



- **All labor, machine, materials, support services and facilities directly within the Value Stream**
- **'Real' costs over a period**
- **Little or no allocation**



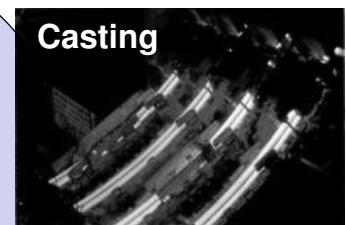
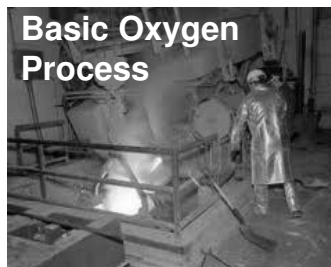
With Value Stream Costing we are going to focus on...

- **Financial performance of the value stream**
- **Financial impact of going from the current to the future state**
- **Translating lead-time reduction into financial figures**
- **The financial impact of investments on the value stream**



Elements of the Value Stream Cost Model

- Value stream
- Inventory Module
- Cost Module
- Capacity/EPEI Module
- Profit Module

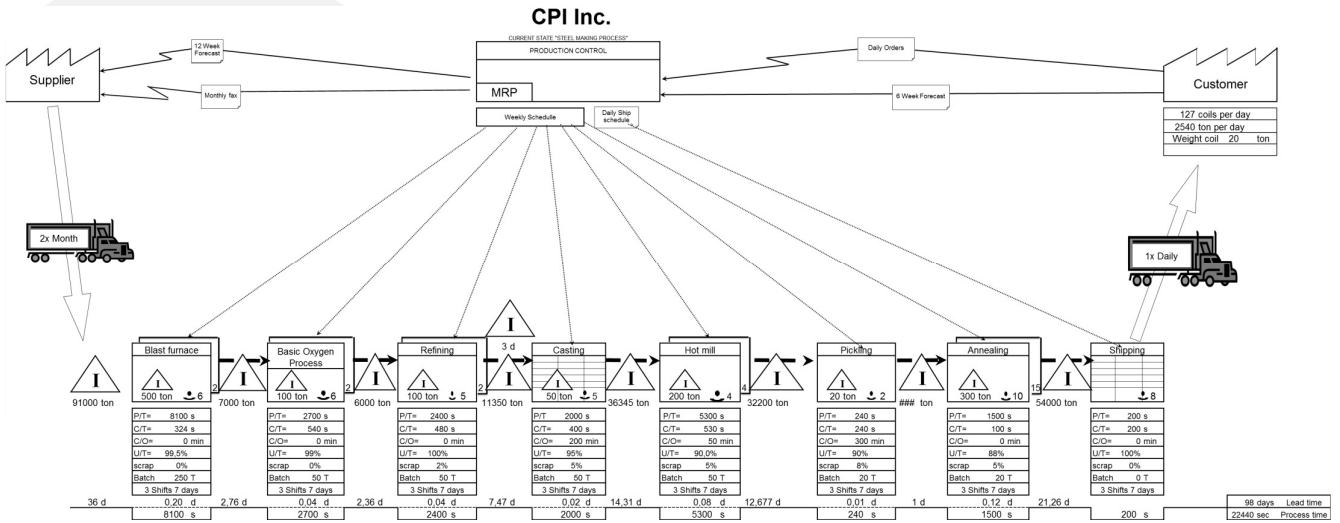


THE PROCESS





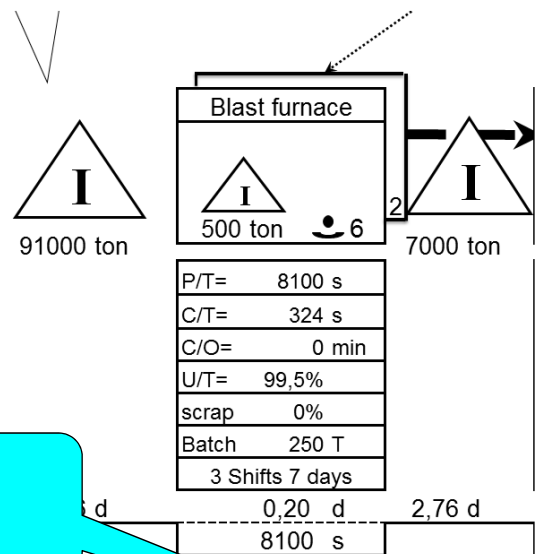
Current State Value Stream



Inventory Module

- Throughput accounting
- Valuation Inventory => Only material costs!
- Calculate only the value of the inventory of this value stream

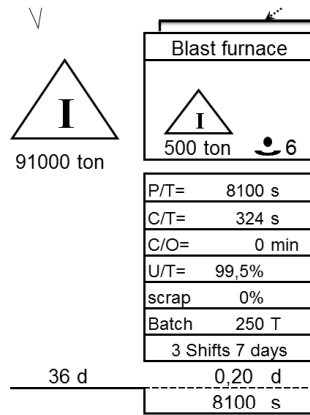
€ 1.200,- x 7.000 ton =
€ 8.400.000,-



Inventory	Steelprice/ton € 1.200	€ 109.200.000	€ 600.000	€ 8.400.000



Cost Module

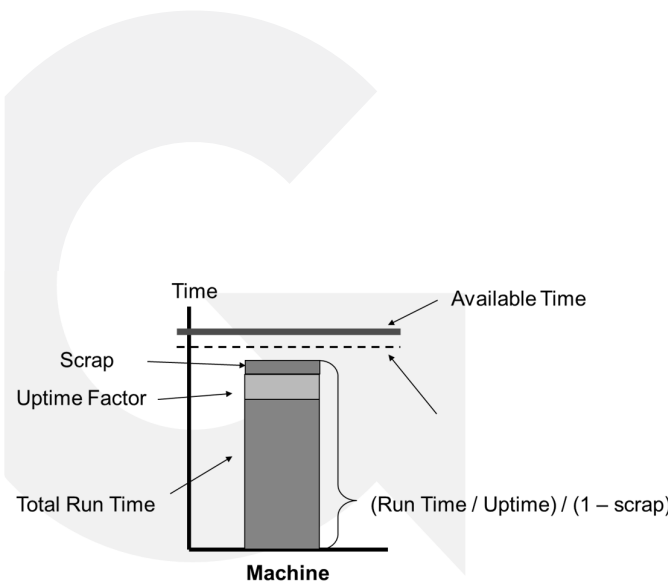
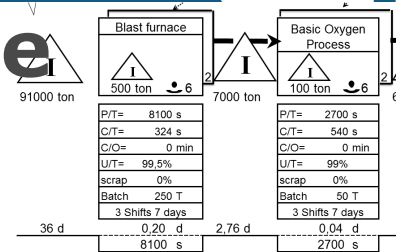


- All costs are directly linked to the value stream
- Allows you not only "to see" the costs, but also to easily associate them with processes
- You can easily shape your chart of accounts

Inventory	Steelprice/ton	€ 1.200	€ 290.118.000	€ 109.200.000	€ 600.000
	VS Cost module				
Direct materials Total	€ 81.280.000				
Direct Labor	€ 101.918			€ 15.460	
Maintenance	€ 3.543				
Machine depreciation	€ 225.950			€ 77.377	
Indirect Labor	€ 45.332				
Space	€ 12.004				
Energy	€ 1.900.000				
Rent	€ 23.945				
Other costs	€ 1.200.000				



Capacity/EPEI Module



Inventory	Steelprice/ton	€ 1.200	€ 109.200.000	€ 600.000	€ 8.400.000	€ 120.000	€ 1.200.000
	VS Cost module						
Direct materials Total							
Direct Labor				€ 15.460		€ 18.000	
Maintenance							
Machine depreciation				€ 77.377		€ 27.560	
Indirect Labor							
Space							
Energy							
Rent							
Other costs							
Capacity							
Available time (sec)				furnace		BOP	
Runtime (sec)				86400		86400	
Uptime				41148		68580	
Scrap				207		693	
Equipment required				0		0	
Time left for C/O				48%		80%	
# of C/O per EPEI				45045		17127	
EPEI (days)				1		1	
Current C/O time (min)				1,0		1,0	
Max C/O time (min)				0		0	
Free capacity per day				#DEEL/01		#DEEL/01	



Profit Module

Throughput Costing ratios	
Net Profit	
<i>Throughput - Operating Expense</i>	€
Return on Investments	
<i>Net Profit / Investments</i>	%
Productivity	
<i>Throughput / Operating Expense</i>	%
Investment turns	
<i>Throughput / Investments</i>	%
Cashflow	
<i>NP - (I_t - I_{t-1} + depreciation cost_t)</i>	€



Profit Module

Unit cost calculation	
<i>Material per coil</i>	€
<i>OE per coil</i>	€
<i>Unit cost coil</i>	€

$$\text{Material per coil} = \frac{\text{direct material cost per period}}{\text{Quantity sold per period}}$$

- It is possible that a product family contains products with different kinds of materials. In this case you need to quantify the material cost and the quantity sold for each product separately

$$\text{OE per coil} = \frac{\text{Operating Expense per period}}{\text{Quantity sold per period}}$$

- This is also called conversion costs per product. In a product family the conversion costs are the same for every product.



Current State Value Stream Cost Model

# of goods produced	70000	Ton
# of goods sold	50800	Ton

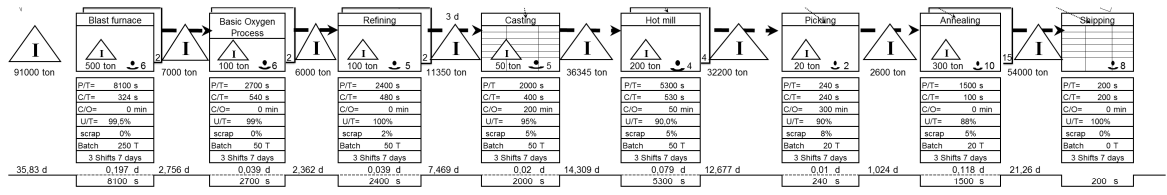
Profit module	Operating Expense (OE)		Investments (I)		Throughput (T)	
	Direct Labor	€ 102.469	Inventory	€ 290.118.000	Sales	€ 106.680.000
	Indirect Labor	€ 45.332	Capital	€ 27.114.000	Variable Costs	€ 78.860.629
	Fixed costs	€ 3.352.264	TOTAL (I)	€ 317.232.000	THROUGHPUT	€ 27.819.371
	TOTAL (OE)	€ 3.500.065				

Throughput Costing ratios	
Net Profit	
Throughput - Operating Expense	€ 24.319.305
Return on Investments	
Net Profit / Investments	8%
Productivity	
Throughput / Operating Expense	795%
Investment turns	
Throughput / Investments	9%
Cashflow	
NP - (It - It-1 + depreciation costt)	€ 1.066.533

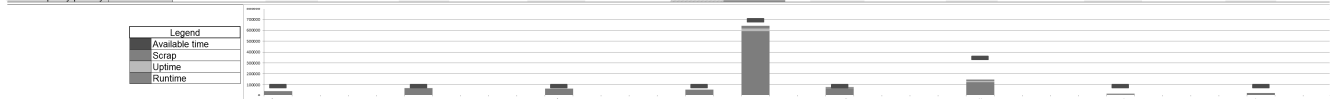
Unit cost calculation	
Material per unit	€ 31.047
OE per unit	€ 1.378
Unit cost	€ 32.425



Current State Value Stream Cost Model



Steelprice/ton	€ 1.200	€ 290.118.000	€ 109.200.000	€ 6.000.000	€ 8.400.000	€ 120.000	€ 7.200.000	€ 120.000	€ 13.620.000	€ 60.000	€ 43.614.000	€ 240.000	€ 38.640.000	€ 24.000	€ 3.120.000	€ 360.000	€ 64.800.000
Direct materials Total	€ 78.860.629									€ 78.860.629							
Direct Labor	€ 102.469		€ 15.460	€ 18.000	€ 10.736	€ 7.717	€ 3.543	€ 12.000	€ 4.000	€ 30.920	€ 3.636						
Maintenance	€ 3.543																
Machine depreciation	€ 212.772		€ 77.377	€ 27.560	€ 32.562	€ 10.546	€ 12.300	€ 28.629	€ 20.180	€ 3.619							
Indirect Labor	€ 45.332																
Space	€ 12.004																
Energy	€ 1.900.000																
Rent	€ 23.845																
Other costs	€ 1.200.000																



# of goods produced	70000	Ton
# of goods sold	50800	Ton

Operating Expense (OE)	Investments (I)	Throughput (T)	Net Profit	Throughput Costing ratios	Unit cost calculation
Direct Labor € 102.469	Inventory € 290.118.000	Sales € 106.680.000	Throughput - Operating Expense € 24.319.305	Material per unit € 31.047	
Indirect Labor € 45.332	Capital € 27.114.000	Variable Costs € 78.860.629	Return on Investments 8%	OE per unit € 1.378	
Fixed costs € 3.352.264	TOTAL (I) € 317.232.000	THROUGHPUT € 27.819.371	Productivity 795%	Unit cost € 32.425	
TOTAL (OE) € 3.500.065			Investment turns 9%		
			Cashflow NP - (It - It-1 + depreciation costt) € 1.066.533		



Scorecard

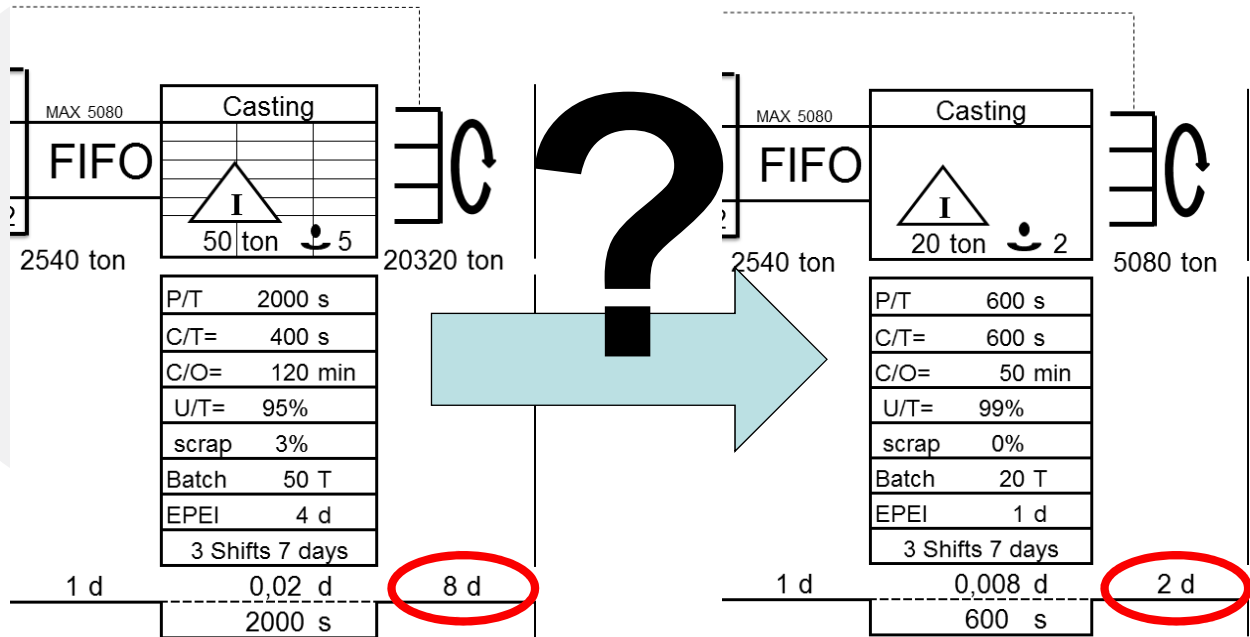
	Current State	Future State	Change	
Leadtime	98	27	-71	
Total inventory value	€ 290.118.000	€ 83.820.000	-€ 206.298.000	
VS Cost module	Direct materials	€ 78.860.629	€ 67.503.073	-€ 11.357.557
	Direct Labor	€ 102.469	€ 102.420	-€ 48
	Maintenance	€ 3.543	€ 3.543	€ 0
	Machine depreciation	€ 212.772	€ 212.707	-€ 66
	Indirect Labor	€ 45.332	€ 45.332	€ 0
	Space	€ 12.004	€ 12.004	€ 0
	Energy	€ 1.900.000	€ 1.900.000	€ 0
	Internal logistics	€ 23.945	€ 23.945	€ 0
	Other costs	€ 1.200.000	€ 1.200.000	€ 0
Profit module	Operating Expense (OE)			
	Direct Labor	€ 102.469	€ 102.420	-€ 48
	Indirect Labor	€ 45.332	€ 45.332	€ 0
	Fixed costs	€ 3.352.264	€ 3.352.199	-€ 66
	TOTAL (OE)	€ 3.500.065	€ 3.499.951	-€ 114
	Investments (I)			
	Inventory	€ 290.118.000	€ 83.820.000	-€ 206.298.000
	Capital	€ 27.114.000	€ 26.901.293	-€ 212.707
	TOTAL (I)	€ 317.232.000	€ 110.721.293	-€ 206.510.707
	Throughput (T)			
	Sales	€ 106.680.000	€ 106.680.000	€ 0
	Variable Costs	€ 78.860.629	€ 67.503.073	-€ 11.357.557
	THROUGHPUT	€ 27.819.371	€ 39.176.927	€ 11.357.557
	Net Profit	€ 24.319.305	€ 35.676.976	€ 11.357.671
	Return on investment	8%	32%	25%
	Productivity	795%	1119%	325%
	Investments turns	9%	35%	27%
	Cashflow	€ 1.066.533	€ 241.974.976	€ 240.908.443
	Unit price calculation			
	Material per coil	€ 31.047	€ 26.576	-€ 4.471
OE per coil	€ 1.378	€ 1.378	€ 0	
Unit price per coil	€ 32.425	€ 27.954	-€ 4.472	



VSCM: Decision making



Dedicated Casting Machine ?



SCORECARD

	Current State	Future State	Future State + INV	Change + INV	
Leadtime	98	27	21	-6	
Total inventory value	€ 290.118.000	€ 83.820.000	€ 65.340.000	-€ 18.480.000	
VS Cost module	Direct materials	€ 78.860.629	€ 67.503.073	€ 65.477.981	-€ 2.025.092
	Direct Labor	€ 102.469	€ 102.420	€ 99.152	-€ 3.268
	Maintenance	€ 3.543	€ 3.543	€ 3.543	€ 0
	Machine depreciation	€ 212.772	€ 212.707	€ 217.260	€ 4.553
	Indirect Labor	€ 45.332	€ 45.332	€ 45.332	€ 0
	Space	€ 12.004	€ 12.004	€ 12.004	€ 0
	Energy	€ 1.900.000	€ 1.900.000	€ 1.900.000	€ 0
	Internal logistics	€ 23.945	€ 23.945	€ 23.945	€ 0
	Other costs	€ 1.200.000	€ 1.200.000	€ 1.200.000	€ 0
	Operating Expense (OE)				
Direct Labor	€ 102.469	€ 102.420	€ 99.152	-€ 3.268	
Indirect Labor	€ 45.332	€ 45.332	€ 45.332	€ 0	
Fixed costs	€ 3.352.264	€ 3.352.199	€ 3.356.752	€ 4.553	
TOTAL (OE)	€ 3.500.065	€ 3.499.951	€ 3.501.236	€ 1.285	
Investments (I)					
Inventory	€ 290.118.000	€ 83.820.000	€ 65.340.000	-€ 18.480.000	
Capital	€ 27.114.000	€ 26.901.293	€ 27.549.660	€ 648.367	
TOTAL (I)	€ 317.232.000	€ 110.721.293	€ 92.889.660	-€ 17.831.633	
Throughput (T)					
Sales	€ 106.680.000	€ 106.680.000	€ 106.680.000	€ 0	
Variable Costs	€ 78.860.629	€ 67.503.073	€ 65.477.981	-€ 2.025.092	
THROUGHPUT	€ 27.819.371	€ 39.176.927	€ 41.202.019	€ 2.025.092	
Net Profit	€ 24.319.305	€ 35.676.976	€ 37.700.784	€ 2.023.808	
Return on investment	8%	32%	41%	8%	
Productivity	795%	1119%	1177%	57%	
Investments turns	9%	35%	44%	9%	
Cashflow	€ 1.066.533	€ 241.974.976	€ 261.825.864	€ 19.850.888	
Unit price calculation					
Material per coil	€ 31.047	€ 26.576	€ 25.779	-€ 797	
OE per coil	€ 1.378	€ 1.378	€ 1.378	€ 1	
Unit price per coil	€ 32.425	€ 27.954	€ 27.157	-€ 797	



Conclusions

- **Traditional accounting** (full absorption costing), used for external reporting is **not** the best method **for internal decision making**
- For **management accounting** purposes it is better to use **throughput accounting** (with the same basic input data as the financial accounting)
- In order to **quantify financial benefits** while implementing lean we need a **value stream cost model** in order not to take decisions based on suboptimization
- A Value Stream Cost Model provides **readable, comprehensive insights into the cost structure**



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Who am I?

Prof. dr. ir. Dirk Van Goubergen – Email: dirk@vangoubergen.com



Education:

- * MS in Mechanical Engineering (1991) – Royal Military Academy, Brussels (B)
- * MS in Industrial Management (1997) – Ghent University/Vlerick Management School (B)
- * PhD in Industrial Engineering (2004) – Ghent University (B)

Professional experience:

- 1992-2004 Lecturer in Industrial Engineering at HORITO College Turnhout (B)
- 2000-2004 Research Associate at Ghent University – Dept. of Industrial Management (B)
 - * Grad. classes on Design of Production Systems and Operations Management
- 2004-... Professor at Ghent University – Dept. of Industrial Management (B)
 - * Grad. classes on Design of Manufacturing and Service Operations, Operations Management, Method Engineering and Work Measurement.
- 2000-... Guest lecturer at the Grado Dept. of Industrial and Systems Engineering at Virginia Tech, Blacksburg VA (USA)
- 2002 Examiner for the US Senate Productivity and Quality Award for the State of Virginia (USA)
- 2004-2010 Program Director 'Fellow in Industrial Engineering' program from the Flemish Engineers Chamber VIK (B)
- 2005-... Guest Professor at the Antwerp University (B)
 - * Grad. Class on Cost and Performance Benchmarking
- 2005-2010 Program Director of the "Master in Industrial Management" program at the Ghent University (B)
- 2005-... Founder and Coordinator of the 'Black Belt in Lean' training and certification program at the Ghent University (B)
- 2009-... Guest lecturer at the Vlerick Leuven-Gent Management School (B)
- 2010-... Member of the Advisory Board of the Institute of Industrial Engineers – Process Division (USA)

- 1993-.. Founder and president of VAN GOUBERGEN P&M Productivity Improvement (www.vangoubergen.com)
 - * +15 years of international experience in the area of set-up reduction, lean management and productivity improvement in different manufacturing and service industries throughout Europe, North America and Asia (a.o. Volvo, Akzo, Atlas Copco, Masterfoods/Mars, Danone, Philips, Coca Cola, Imperial, Lays, Belgian Railways, ...)
- 2006-.. Founder and President of the CENTER FOR PRODUCTIVITY IMPROVEMENT ROMANIA (www.productivity.ro)

Senior Member of the Institute of Industrial Engineers, Member of the International Society for Occupational Ergonomics and Safety



Van Goubergen P&M Productivity Improvement

Training/Education (15%) - Implementation (85%)

