

Business Transformation

(Who We Are)

We are a network of thousands of early adopters that recognize need to leverage strategic insight to influence change in outcomes. We are a virtual group of subject matter experts and specialists in big business, middle markets and startups. We are groups of up-and-comers (students and/or recent graduates) who have much to offer, but are in need of help and guidance. We are passionate about what we do and believe in the renaissance of entrepreneurial spirit and need to strive for something better.

Our story, years in the making, began with the glimpse of what information would mean to human kind. The early 80's introduced us to need to access the right information. The mid 80's created need to automate, streamline development cycles and "reengineer" corporate culture. The late 80's introduced the need to deliver "competitive" insight to change thinking about how to get things done. Years of engagements yielded understand of how to use strategic insight to improve value creation:

#1 Car in America

During the late 80's, US auto manufacturers were struggling with the onslaught of the Japanese. Honda, Toyota and Nissan were making significant inroads into the US market. Through a series of engagements, we delivered strategic insight that helped to transform Ford. Insight on how to streamline operations, improve decision making and restructure processes enabled Ford to increase profit margins 98% from 1991-1992, 566% from 1992-1993 and 79% from 1993-1994. From 1991-1995, Ford's asset turns increased boosting return on assets and earning power by 169%. Strategic insight into how Honda, Toyota and Nissan developed engines was used to transform Ford's engine development process, cockpit design, advanced vehicle planning, R&D and executive decision making. This insight, led to the evolutionary restyling of the Taurus/Sable starting in 1992 creating the "Best-Selling Car in America" every year from 1992-1995 generating over \$1B in cost savings while producing successive years of record profits.

Strategic Development Cycle

During the early 90's, IBM was struggling to build a decent laptop PC. To overcome challenges, we delivered strategic insight benchmarking worldwide operations of Sony, Toshiba, and NEC to facilitate step change that resulted in the optimization of IBM's organizational structures, product and anticipatory development systems / practices, and executive decision making. This insight led to the implementation of a strategic development cycle used to manage successive processes and drive innovation of new products while virtually eliminating instances of technology defects. Reengineered IBM's PC Development Process generated a minimum of \$100+ million in first year savings – PC development cycle times went from 34 to 14 months saving billions in costs.

Software Roadmap

During the mid 90's, need to advance technology to meet demands of the cellular, broadband and desktop markets were increasing dramatically. We delivered unique insight that impacted \$250 million in investments in emerging technologies to drive creation and development of "java" impacting over 200,000 programmers. Knowledge about markets, technology and integration were used to guide mergers, acquisitions and divestitures impacting hundreds of corporations. Our predictive models helped to drive development of desktop, mobile and broadband technology and software integration of sound, phone, fax and PC devices.

Digital Asset Management

Delivered thought leadership for 15 years to key decision makers driving growth of the billion dollar digital asset management market. Architect of worldwide econometric data models; industry / market financials; solution provider, software and services analytics; and activity-based knowledge worker metrics used to guide \$billions in investments in Global 2000 organizations. Analyzed best practices of hundreds of thousands of early adopters of strategic capabilities to measure productivity rates and cycle times related to the collection, aggregation, archiving, dissemination, storage and life-cycle management of all types of digital assets (text, images, graphics, audio, video, etc.) to optimize information management. Key architect of Corbis' (owned by Bill Gates) digital asset management system - world's largest (over 100+ million assets) and most advanced repository of photos, historic images and film footage. Solution protects thousands of artists, photographers and developers while supporting the acquisition, rights, ingestion (digitization), enhancement, archiving, storage, retrieval and ongoing preservation of historic images and priceless collections of high quality reusable digital assets to support worldwide demand.

What we have learned over three decades: how to deliver strategic insight from mounds of "big data" very quickly at a very low cost. Ability to model value creation and assess how revenue, cost and profit span organizations and markets requires unique insight. We leverage historic cascading econometric data models to measure knowledge worker effectiveness and impact strategic capabilities have on operational performance. From our early days to present day engagements, we have learned the importance of tapping strategic insight. What sets us apart is our ability to leverage predictive models to identify sources of waste and areas of opportunity.

The past has taught us to question effectiveness of technology investments, job burnout, information overload and failed efforts. Evidence points to lack of insight, which leads to poor decision making and ineffective use of resources. Fictitious ROI and failure to engage workers in problem solving efforts lead to less than desirable outcomes. The world faces a risk paradigm of mass proportions born out of fear and complacency. Inability to understand implications of advancing technology, market fragmentation and global commerce impacts business performance. There is need to manage change and even greater need to create better outcomes, shorter cycles, reduced waste, lower costs and measureable results. Get the results you deserve, give us a call – we can help!