

Best Practice Consulting for ICT Companies

Our Best Practice Consulting services focused on helping high technology companies achieve market leadership positions for their core products and services. Making strategy decisions in high technology markets is a high-stakes game. If strategies are to be implemented successfully, they must be understood and committed to by many different organizations. Today, the need for rapid and decisive responses to a shifting and ambiguous marketplace – and the need to gain team-wide commitment to these responses on a sustainable basis – requires new strategy creation, training and/or change management alternatives. Historically, traditional process consulting is time-consuming, does not focus on execution and in most cases, is breathtakingly expensive. We have responded to this challenge by developing an innovative approach to strategy consulting and innovation management called Best Practice Consulting.

Value Proposition

Our primary focus is providing advisory services to management teams based, in part, on a set of ideas, models and methodologies, created over the time and supplemented by our practical experiences in the high-tech industry as sales and marketing professionals. Our work usually addresses one or more of the following market development situations:

- We focus specifically on early market products and services, leading to a strategy and program to get through the chasm period and establish a mainstream market beachhead.
- We focus on product(s) "beyond the chasm" leading to the development of marketing programs specifically tailored to accelerate or sustain market performance.
- We focus on an organization's corporate market development strategy to position the company for maximum advantage within their category.
- We develop and implement a single, coherent product marketing discipline across all product lines and organizations that can stand up to the ongoing pressure of executive management reviews, by training organizations to work with our models.
- We augment and extend our strategy work through the development of effective go-to-market programs, business and operational planning and ongoing advisory services.

Relationships, Affiliations and Network

Our services are offered in conjunction with our strategic partner **Vation Technology**, a specialized consulting company with a strong track record in this area. Additional relationships throughout the venture capital and investment communities and with other service firms provide Communicate with a vital and rich set of relationships worldwide. Communicate managing partners individually participate as corporate directors and advisory board members with a number of leading companies in various industry segments. In order to maximize the value for our clients, we continue to expand our extensive **BusinessNetwork** of Business Developers and M&A associations and other service providers covering now 27 countries in five continents. This allows us to provide our services in the regions, where our customers intend to expand.