

*Implementing insights and analyses to
improve business results.*

*Delivering value to clients and partners through
content expertise, team orientation, and dedication to quality.*

Applying Thought Leadership for You

Executives agree that their industries continue to transform spurred by digitization, globalization, and the redefinition of markets. Informed decisions must be made quickly, with the flexibility to execute under rapidly changing circumstances.

SimpatiCo provides the context to meet, and the support to carry out, critical strategic and operational objectives. We work with client team members to transfer learnings and deliver results that impact not only our clients, but also their partners and end customers.

Our expertise is focused in industries impacted by connectivity and consolidation. These industries include:

Financial Services: Payments and Mortgage Banking;

Communications: Fixed and Wireless Networks and Data Solutions;

and Business Services: Outsourcing, Technology Services, and Content Management.

Thought leadership...

For SimpatiCo, thought leadership has multiple aspects:

- Determine relevant implications of innovations in technology and strategic thought
- Leverage experience across multiple industries to enhance decision-making
- Understand the combined impact of customer needs, internal capabilities, and economic drivers

...Applied

Thought leadership must be leveraged to empower you and your team to deliver results. Actions such as the following are in focus for executives:

- Identify and prioritize current and potential initiatives and business opportunities
- “Refocus” the company given changing customer requirements and/or the commoditization of existing products and services
- Create profitable business models that account for emerging partnerships, alliances, and joint ventures

The following highlights ways we can deliver value to you and ultimately your customers.

Executive Understanding/ Team Building	Customized View of the Future	Execution of Business Decisions	Planning and Review
<p>Articulation of the forces impacting your business sector</p> <p>Application of insights to your business</p> <p>Dialogue with your executive team regarding direction setting</p> <p>Facilitation of executive alignment</p>	<p>Application of customer and market information</p> <p>Analysis of major players and current services and solutions</p> <p>Identification of potential business opportunities</p>	<p>Project and team management of implementation plans</p> <p>Measurement and tracking of internal and customer processes</p> <p>Selection of business network partners</p>	<p>Development of a strategic plan and planning process</p> <p>Assessment of progress (e.g., strengths, performance)</p> <p>Injection of current thinking and experience</p>

Depending upon expected deliverables and desired results, typical activities may include executive work sessions/internal interviews, external research (primary and/or secondary), competitor profiling, customer insight generation, economic justification, and project management.



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