



PWR Consulting Services

PWR provides a broad range of strategic and tactical services for Enterprise Application software and hardware companies and investors. Whether it is a new product launch or initiative, new business expansion or the acceleration of an existing business, PWR has a wealth of experience in the industry both as practitioners and as industry consultants to assist its clients. The approach we take is to custom fit a service engagement to your needs, with an ability to target a specific requirement exclusively or to follow through with a comprehensive set of services from planning to execution.

The scope of the services provides executive management and investors with assistance in analyzing new business opportunities and ventures as well as gauging a company's current position in the market; provides marketing and product marketing with new product launch planning and execution assistance; and sales and service with channel and customer satisfaction analysis and business process improvement assistance. These are all areas within an organization that can benefit greatly from an independent perspective and focused expertise.

"PWR and their associates all have the utmost integrity. They are extremely knowledgeable and have years of practical real-world experience from which to draw upon. Their value to Rowe cannot be overstated. I would recommend them for assisting with any phase of an implementation."

Randy Sowden,
Rowe Furniture Inc.

"I've known PWR for almost 20 years and over that time I've come to value their knowledge of the Business Applications market place, it's trends, and it's impact on the end user. I've come to value his (Bill McSpadden's) honesty and sincerity on his analysis of a product and the company producing it, regardless of popular opinion or the company."

Nathan Evert
Oracle Corporation

PWR's client list includes:



Typical Services Engagements

- *Business Process Consulting*
- *Business Strategy Consulting*
- *Marketing Strategy Consulting*
- *Marketing Program Execution*
- *Channel Partner Strategies and Programs*
- *Due Diligence Assessments*
- *System Evaluations and Selections*
- *Management Briefings and Education*
- *Primary Research and Competitive Research*
- *White Papers*
- *Solution Evaluations*

SERVICES	BUSINESS INITIATIVES	MARKETING	SALES/SERVICE
STRATEGY DEVELOPMENT	<ul style="list-style-type: none"> • Boardroom Briefings • Business Plan Assessment & Development • Investment and M&A • Commercial Appraisals • Company Sales Product Forecasts • Due Diligence • Business Partnership Assessment 	<ul style="list-style-type: none"> • Business and Marketing Plan Development • Market Analysis • Product Roadmap Analysis • Product Positioning Analysis • Product Launch Strategies 	<ul style="list-style-type: none"> • Organization Analysis • Channel Partner Analysis • Customer Surveys • User Interviews & Analysis • Competitive Analysis
EXECUTION	<ul style="list-style-type: none"> • Business Planning Workshops and Seminars • New Product and Initiative Workshops • Geographic Market Analysis • Opportunity Analysis • Competitive Analysis & Programs 	<ul style="list-style-type: none"> • Campaign Planning Workshops • Marketing Message Creation • Collateral: Case Studies, White Papers, Technical and Product Reviews • Industry Manager Training 	<ul style="list-style-type: none"> • Lead Generation Program Execution • Competitive and Win/Loss Studies & Support • Industry Sales Training • Campaign Planning Workshops

— *Experience, Knowledge, Results* —

The PWR team brings decades of industry-specific experience in the business applications and manufacturing and supply chain market as well as depth of knowledge in best business practices and associated solutions. With this foundation of experience and knowledge, PWR is uniquely qualified to not only provide an unbiased perspective, but is also able to engage with it's clients as active team members in order to drive tangible results and benefits to the client organization quickly and cost effectively:

- *Deep industrial sector experience*
- *Vendor side, end-user side, and industry research side*
- *Augment project team with specialized expertise*
- *Increased Time-To-Benefit*
- *Fixed scope, fixed fee engagements*
- *Unbiased, independent viewpoint*
- *Minimized Risk*

Call or email us to subscribe to our weekly news alert, "Late Breaking News" and to learn more about our services and industry research.

- **Late Breaking News:** *Weekly analysis of industrial sector trends and news.*
- **Plant-Wide Expert and The Expert Advisor:** *Monthly analysis of specific trends and vendors that are shaping the industry.*
- **Annual Review and Forecast:** *Comprehensive analysis of the industrial sector, state of the market, growth trends, and vendor profiles.*

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