

## Services Overview

### Key Services:

- **Business Consulting**
  - Strategy Brief
  - Business Plan
  - Product, Technology & Services Strategy
  - Sales Strategy & Execution
  - Marketing Strategy & Execution
  - Organizational Development
  - Performance Metrics and Executive Dashboard
- **Technology Consulting**
  - Strategy Briefing
  - Architecture Design Session
  - Proof of Concepts (POC)
  - Assessments
  - Pilot/Jump Start Sessions
  - Deployment Planning
  - Deployment Services
  - Health Checks

## Solutions Overview

### Key Solutions:

- **Security**
- **Hybrid Cloud**
- **Mobility**
- **Collaboration**
- **Software Development**

## Business Consulting Practice

We offer a series of value added Strategy Consulting services to senior business (CXOs), sales, marketing and technology executives in a variety of industries. These services are primarily focused to reposition your business, product and service offerings, improve sales performance and sales processes, enhance brand and marketing communications and improve organizational effectiveness.

### Following are some of the key custom services we offer:

- **Strategy Briefing** - This one day engagement, preceded by one to two conference calls to understand your business priorities and challenges, will focus on a mutual discovery process to articulate at a high level (1) key business objectives and priorities as evidenced from market forces, competitive pressure, board mandate and other key stake holders, (2) list of critical challenges and short-comings that impedes achieving the key objectives, (3) a game plan to achieve business objectives with high level timeline and priorities. The primary focus of our strategy briefing and business consulting services is revenue generation as opposed to cost reduction.
- **Business Planning** - This will flow from the strategy briefing to develop annual and multi-year business strategy, financial forecasts and to bring together a compelling set of capabilities in sales and marketing, product/service positioning and organizational construct to enable the organization to achieve its goals and objectives. The outcome from the Business Planning engagement is to have a well thought-out business plan that can rally and drive the organization, be used for seeking outside funding and attracting key talents in the company. This engagement can last from 2-6 months depending on the depth and scope.
- **Product/Technology/Services strategy** - Depending on the nature of the organization, this engagement is focused around better assessment of organizational technical capabilities in developing technology and product, providing solutions and services and other core competencies to position them for the marketplace, to sell the technology to strategic buyers or to merge with a partner depending on the interest and aspiration of the key stakeholders. This is typically a 3 months engagement.
- **Sales Strategy and Execution** - This engagement is focused primarily at developing a Sales strategy, aligning sales objectives and activities with overall strategy and revenue growth targets, focusing on potential channel partners, filling gaps in sales resources and developing an operational plan to execute the sales plan. This is typically a 3 months engagement followed by operational support if needed.

- **Marketing Strategy and Execution** - This engagement is focused around developing marketing strategy, brand positioning, marketing collaterals, marketing outreach, messaging, public relations, etc. The key is to align marketing with business strategy, sales and product positioning and to develop an operational plan to execute against the marketing strategy. This is typically a 3-4 months engagement followed by on-going operational and executional support if needed.
- **Organizational Development** - This engagement focuses around the organizational construct and key skill mixes to ensure that the organization is well positioned to deliver against the business plan and achieve overall business strategy and objectives. We will review and refine reporting relationships, job descriptions, compensation structure, performance metrics, culture and values.
- **Performance Metrics and Executive Dashboard** - This engagement is focused on developing a key set of performance metrics (KPIs) for the business and key parts of the organization and building a custom Dash Board that can be accessed by key executives on a regular basis to keep pulse on business performance and to fine tune executional activities. This is typically a 2-3 month project.

In addition to Business Consulting Services, we offer Technology Consulting services and specific solutions for security, mobility, collaboration, hybrid cloud and software development.

If you are interested in any of these **services and solutions**, please review appropriate marketing brochures, contact us at Nantuit offices or visit us at [www.nantuit.com](http://www.nantuit.com)

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#### **PRACTICE LEADER: M. RASHED HASAN**

Rashed is a seasoned business executive who played senior management roles in a number of global consulting firms such as Booz & Company, Ernst & Young and Arthur D. Little and in global major corporations such as GAF and Westinghouse. Rashed also played critical CEO, COO, CFO and Board Member roles in a number of startups in healthcare, big data and analytics.

Rashed has an MBA in Finance and Operations from The Wharton School and MS and BS degrees in Mechanical Engineering from MIT.