

BLUE CUBE STRATEGIC Management Consulting

Blue Cube Strategic's *Management Consulting Practice* represents a strong portfolio of core capabilities that we use in conjunction with a collaborative project-and team-based approach to identify requirements, design solutions and implement programs that enhance client performance. Our Practice Perspective:

MODUS OPERANDI: To develop a comprehensive understanding of the issues and opportunities that confront our clients as either suppliers or end-users in their respective industries.

CONSULTING CAPABILITIES: To enhance and improve our clients' *Business Development Programs, Strategy Creation & Implementation Initiatives, New Product & Service Development, Marketing & Sales Campaigns, Information Management Processes, and Regulatory Impact & Compliance Requirements.*

CLIENT BASE: Commercial and government interests worldwide.

Our Management Consulting Services incorporate four major disciplines: *Market & Business Analysis, Business Development Strategies, Information Management Services, and Security Strategy Planning & Policy.*

Market and Business Analysis

This service represents the detailed analysis and evaluation of industry, market and competitive trends impacting business performance and growth. Blue Cube Strategic utilizes strong in-house qualitative and quantitative information and research resources with particular application to the following types of engagements:

EVALUATION OF MARKET OPPORTUNITIES: Market analysis, projections and sizing for products, systems and services; market demand scenarios and supply options; comparative industry-specific analyses of pricing practices/pricing models; assessments of end-user requirements; identification of optimum sales distribution channels.

STATISTICAL MODELING: The use of predictive and explanatory modeling for sales/revenue forecasting, market segmentation, market, economic and technology

trends analysis, identification of opinion drivers, and modeling of product and product feature choice sets. Statistical methods and techniques form the backbone for a variety of business functions, including marketing and communications planning, branding, CRM, Supply Chain Management and Risk Management.

DIVERSIFICATION STUDIES: Feasibility studies on the commercial viability of new or evolving IT applications, market entry requirements for new product and service introductions, and competitive and demographic requirements for market adoption.

MARKET INTELLIGENCE RESEARCH: Primary and secondary research and analysis of competitive market dynamics, current trends and future directions.

REGULATORY IMPACT ANALYSIS: For specific regulated industries, the analysis of potential changes in regulations and compliance requirements, and their impact on business strategies.

Business Development Strategies

Our business development consulting engagements focus on business strategy, strategic marketing, and Customer Relationship Management (CRM). Our approach to many of our clients' business development and market acceleration initiatives is the design, development and implementation of operational strategies that, when coupled with information technology, can drive these organizations into leadership positions in their respective markets. Inherent in this approach is the need for business planning based on the development of specific market, technology and product strategies, and the application of new technologies to realize business potential.

Our business development assignments often involve the identification and facilitation of synergistic and complimentary strategic marketing ventures and technology partnerships or technology transfer alliances. In other engagements, we leverage our expertise in model building, database management, and direct response mechanisms to support relationship marketing for our clients.



Information Management Services

These productivity solutions specifically address client requirements for information management, market research support and business process re-engineering:

INFORMATION MANAGEMENT AUTOMATION: Utilizing our PerMetrics™ and other proprietary information management automation tools and methodologies, we work with clients to improve accuracy, turnaround time, and productivity for activities that drive the delivery of market research results and other forms of data analysis. These real-time solutions can be scaled to specific client project requirements, and are available as managed services or licensed products. The stand-alone offering can be tailored for a specific client project, or expanded as a more general tool that can be used for multiple projects.

BUSINESS PROCESS REENGINEERING: A comprehensive approach to identifying opportunities for re-engineering information management processes, and designing and implementing company-wide solutions. This offering is primarily targeted for market research companies and market research departments in industry and government.

- End-to-end analysis of existing information management infrastructures, and recommendations for improvements to practices, procedures and processes.
- Identification, design, implementation and training for next generation information management infrastructures through the customization of utility applications that increase accuracy, turnaround and productivity at the company or business unit level.

MANAGED RESEARCH SERVICES: Consulting services specifically geared toward significantly improving market research functions including survey and questionnaire design, international research, multivariate analysis, simulator development, and software automation.

Security Strategy Planning & Policy

The effective coupling of strategy and security is the underlying premise behind our *Security Strategy Planning and Policy Services*. The definition of acceptable risk has dramatically changed due to a much more open and mobile information infrastructure environment where critical network and system vulnerabilities are increasingly exposed. Information infrastructure protection is the new battleground for information assurance and security. Today, protecting the enterprise goes way beyond just implementing specific technologies and protecting information networks and systems. Security must be a fundamental component of an organization's overall corporate strategy. And, security policies are the foundation of every information security initiative. As an integral part of an organization's business and operational planning, security can be a competitive differentiator as well as a risk mitigator.

Security policies are the key to the foundation of any information security program, and have a major impact on all security efforts within an organization. The security policy represents the set of laws, rules, and practices that regulate and control how an organization protects, manages, and allocates its information assets. In helping our clients manage and effective security strategy planning and policy program we consider five components: policy development, policy implementation, policy enforcement, policy monitoring and policy maintenance.

The design, development and execution of an enterprise-wide security program for our clients requires effective planning that will balance the requirement to protect their information assets with the need to provide the proper level of access control. *Ensuring for our clients the integrity, confidentiality and accessibility of the information and data stored on their networks and systems is our primary goal.* To this end we work with our clients to design and manage well documented corporate security policies, practices and procedures incorporating fundamental and working guidelines to ensure that their activities adhere to defined security standards and best practices.



Our *Security Strategy Planning and Policy Service* offerings are aimed at encouraging and guiding our clients to proactively design security into their overall network and IT infrastructure. Starting with a high-level security and privacy awareness perspective, we help our clients do a more detailed assessment of their security requirements and priorities. In determining the security components and business enabling security solutions that must be integrated into the strategic business planning process, we help our clients:

- Develop the ground rules to create, implement and manage information security policies, practices and procedures across the enterprise.
 - Translate security requirements into a documented security policy to ensure the protection of information assets throughout the organization.
 - Develop and update uniform security policies to protect an entire organization's ability to do business, while ensuring compliance with existing best practices and government and legislative standards.
 - Design a security awareness and organizational model to support security strategy and policy development and implementation.
 - Implement recommendations for risk mitigation and identify the necessary investments needed to make and incorporate information security into future business strategies.
- Develop a scorecard to assess and monitor the quality and performance of their security practices and technology in the context of best practices and industry criteria.
 - Provide Security Awareness Seminars and Security Strategy and Policy Workshops applicable to both senior management and the appropriate functional areas an organization.

