

# strategicinterventions

Your Business Catalyst

## Our Credo

*What moves men of genius, or rather inspires their work is not new ideas, but their obsession with the idea that what has already been said is still not enough – Eugene Delacroix 15<sup>th</sup> May, 1824*

## Introduction

Business leaders are continuously challenged by the organization stakeholders as they work with their teams and truly demonstrate 'Vision to Value Creation'.

Business life cycles for products and services are shorter today and hence organizations need a combination of leadership, creativity, agility, resource efficiency and execution excellence to maintain the competitive edge.

Modern organizations can also be viewed as a collection of business processes that when properly sequenced/re-sequenced enable creation of service value chains as defined customer needs and service benchmarks.

We believe that our role is that of a business catalyst since we believe that our clients have their basic ideas and strategies worked out especially since they are experts in their domain and essentially use our services to validate and facilitate execution of the ideas and remove any organizational bias.

## Business case for industry advisory

Industries are growing rapidly and today's industry formats call for very unique needs owing to proven benefits of globalization, outsourcing, emerging markets and ever changing market segments.

However, given the above situation, we are dealing with frequent and continuous change which often puts decision makers and execution owners in a state of flux and indecision - when faced with such a dilemma, often need facilitation on the following aspects:

- Discuss and challenge the current 'business theory'.
- Evaluate market conditions and assess organizational competency / readiness especially during growth / change situations.
- Define and operationalize business transformation often across multiple geographies.
- Create a culture of customer focus across the organization.
- Redefine key processes in line with changes in strategy to maintain desired level of efficiencies.
- Simplify and automate processes.
- Ensuring high customer satisfaction and consistent quality.
- Evaluate business models that require external partnerships for risk and viability.

We believe that there is an opportunity for a specialist business consulting organization to facilitate strategy, idea generation, blueprinting, operational realization, measuring business performance, blend in technologies, experiment with new service ideas and help define new people management approaches.

## Why we exist

Our purpose statement says it all -

**“Help Customers innovate, stay competitive, win business and grow”.**

Our charter is to help organizations –

- transform their visions into workable ideas and plans.
- evaluate market risks and competition.
- utilize resources more efficiently.
- understand customers.
- build competencies and self managed teams.
- manage change.
- nurture and develop talent.
- use technology for operations and business transformation.
- help create wealth.

## Who we are

We are a group of industry professionals with strategy, functional and operational expertise in select industry domains. Our organization was incorporated in December 2003 at Bangalore, India and the average industry experience of our principals is 15-18 years.

Through our alliances, we extend our service network beyond India to select geographies that includes US and Asia Pacific. We have upstream and downstream alliances for select expertise areas that enable us bring complete solutions for our customers.

Our current domain focus includes the following industries:

- Manufacturing
- Healthcare / Life Sciences / Biotech
- IT / BPO/ KPO
- Infrastructure
- Financial Services
- Retail industry

Our key differentiator is our ability to quickly understand domains and interpret business challenges. To do this, we use a combination of diagnostic tools and industry specific frameworks that we have built as part of our client engagements. We also have a small research team that tracks different industry domains.

## What we do

We have four types of services offerings:

<p><b>Practice based services</b> (Functional area problem solving)</p>	<p>This set of services is targeted at short team functional problem solving and has the following practice areas: Leadership and Corporate Strategy, Human Capital and OD, Marketing &amp; Sales, Quality and Process, Corporate Finance, Technology &amp; Value Engineering and Business support.</p>
<p><b>Business lifecycle services</b> (Growth and Change)</p>	<p>This set of services is targeted at facilitating creation of select phases or an entire business lifecycle for an organization as part of its new business setup, change, growth, divestment, re-organization etc.</p>

<b>Outsourcing and business transformation services</b> (Efficiency and Effectiveness)	This set of services is targeted at organizations looking to outsource to select geographies where we provide advisory and project management at both the strategic and operational level through the entire process. We have designed offerings to cover the entire project span and business models.
<b>Executive Focus services</b> (Coaching and Mentoring)	This set of services is targeted at addressing a C level competency gap in small to mid sized organizations, define the role, and bring on board the relevant competency for the organization.

More details on these offerings can be viewed at [www.siiplconsulting.com](http://www.siiplconsulting.com)

### Customers & Engagement model

Our customers span across all of our industry verticals and include small, mid sized and large organizations from India, US and Singapore. Our customer base of more than 35 clients includes include manufacturing and service industry end users, shared service bureaus and knowledge based companies.

For more details on our customers, please visit our website [www.siiplconsulting.com](http://www.siiplconsulting.com).

Our principals have multi geography experience in working with diverse customers across US, India and Asia Pacific and have prior experience with large multinational organizations.

Our engagement approach with customers is summarized below:

Phase	Approach
Visioning and Discovery (Ideate/Prioritize)	Workshops Discussion guides 1/1 discussions Research
Project sizing (scope, schedule and resource) (Define/Approve)	Focus groups Workshops Blueprinting (optional) Pilots & Costs Scenario analysis & ROI Metrics / Reviews
Engagement management (Deliver/Train)	Activity planning Activity definition Resource allocation Solution modeling Solution delivery User acceptance
Support management (Support)	Support planning Solution audits Stakeholder reviews Change management

Our commercial model offers a range of choices – time & material for projects with lack of scope clarity, fixed price for clear scope and milestone deliverables, hourly / day rates for short term advisory/workshops/audits and project management fees for operational supervision during parallel runs / go live.

For select assignments that involve customer facing engagement and business acquisition / corporate finance

assignments, we offer risk and reward terms depending on the scope of the project.

### Differentiators

We combine primary research, operational expertise, technology & tools, process expertise and econometrics to offer a balanced, blended consulting service model.

Our rich operational and domain expertise helps us connect more quickly with customer functional experts and build out business solutions in a phased, iterative manner so as to minimize the change impact.

We believe in working through 'nuts and bolts' operational phases with our customers across different organizations levels and leverage pre-existing frameworks that we have built for select industries.

We emphasize on training and mentoring through our project cycles to ensure that the customer organization fully imbibes and adapts the solution. Post implementation, we offer remote query resolution to individuals from customer organization that need to use us as a 'sounding board'.

We believe in offering our customers the right kind of ROI for projects and define these as part of the SLA/SOW with customer stakeholders.

Our learn and share model has helped us create part breaking IPR such as organizational competency models, business performance assessment models, operational due diligence models, people performance and competency models and industry process frameworks.

### The final word....

We are a learning organization. We are small and nimble and have an intense focus on our customers. Our organizational learning model spans across our interaction with industry experts, our own research, our customers & partners, our affiliates & employees that help us evolve and meet exacting customer needs.

We treasure our people skills and knowledge assets. We believe in creating sustainable relationships with our customers and constantly delivering value to them.

### For more details contact:

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### The Importance of Customer Focus

"They may not remember what you said but they will always remember how you made them feel" - - Will Rogers