



KOMAND Consulting

Quick Insights. Fast Actions.

The QuickSight™ Diagnostic is an efficient and effective way of assessing customer and operational performance for your organization.

What is it?

All too often, organizations focus on day-to-day requirements but overlook the strategic implications of their actions. As business strategy experts, we have developed a methodology that assesses sales and operational performance using data that are already available within your organization. Our QuickSight™ Diagnostic provides quick insights into what's working well, what needs immediate attention, and what deserves closer study, by looking at historical and current performance data such as sales, gross margins, profitability, sales cycles, attrition rates, and win-loss rates. These performance indicators are inter-correlated variables that reveal a lot about your existing operations in terms of your business/service lines, customer profiles, industry sectors and partnerships. Data analysis, advanced statistical techniques and strategy diagnostics allow us to survey your strengths and weaknesses, quickly, and gain preliminary insights that can help you adjust your business strategy and remain competitive.

How does it work?

The QuickSight™ Diagnostic uses internal data from your organization to generate results. We start by providing you with a template that clearly summarizes the time series data we require. Most commercial ERP or CRM systems can easily produce the data we are requesting. We then analyze the data using advanced statistical software and techniques to derive meaningful insights about your operations that directly influence sales. The end deliverable is a report that summarizes the results and also includes meaningful commentary on key findings. Refer to the 'Sample Insights for a Canadian Professional Services Firm' sidebar for example insights resulting from the QuickSight™ Diagnostic.

How do we get started?

KOMAND's experts will meet with your organization for a data discovery assessment. You will then be provided with a template that lists the variables required for each data record. KOMAND will then analyze your data and present the results.

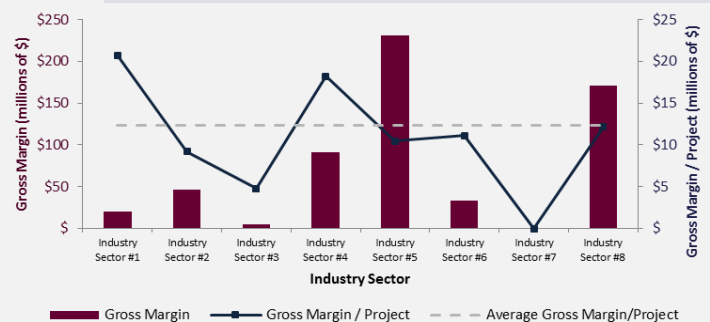
"KOMAND's comprehensive analysis brought out new insights about the market place and they enhanced our strategic direction that resulted in an increased client base and in turn an increase in revenue."

President of ProfServicesCo

Sample Insights for a Canadian Professional Services Firm

After receiving the data set from the client, *ProfServicesCo*, we ask ourselves questions that capture the key drivers of the business. Based on those questions, we analyze the data to provide statistically significant answers to those questions. The example Q&A on the right led *ProfServicesCo* to focus its efforts on increasing revenues for industry sectors #1 and #4 since these had very high margins on a per project basis. A more advanced statistical analysis identified the probability of winning contracts based on customer segment and service line. These additional insights assisted *ProfServicesCo* with market positioning decisions and sales forecasting.

Question Is profitability influenced by industry sectors we serve?



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KOMAND Consulting helps organizations make high-impact strategic decisions

Since KOMAND was founded in 2006, we have worked with medium and large companies in sectors ranging from aerospace to healthcare. We provide executives and directors with a clear road map to outperforming the competition and increasing enterprise value. The only measure of our success is the long-term success of our clients.

Our Advantage

At KOMAND we develop sophisticated strategies for our clients through creative strategic planning that will help bring about a desired future. Every important decision should be an informed decision and we use the power of *artificial intelligence (AI)* and *advanced statistical analysis* to drive our strategic recommendations. We also introduce appropriate vehicles to measure the results. We gather the latest intelligence in your economic sector and perform detailed strategic audits to ensure that your decisions are informed and right for your organization.

How We Do It

Whether your enterprise is a multi-business firm or a single business unit, the strategy process has the same four key elements: Articulate your vision and mission, formulate a winning strategy, translate that strategy into actionable initiatives, and monitor results to make any adaptations that increase your competitiveness.



Dr. Alex Whitmore is the lead statistician at KOMAND Consulting. Alex is a leading expert in business statistics and analysis. He is a key contributor to the QuickSight™ Diagnostic and is regularly involved in helping clients develop meaningful insights from complex data.

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