



## Growth Strategies Capability Statement

**Industry Services, eBusiness, Web Services, Telecommunications**

**We add value to your business**

Ganguly & Associates is a specialised consultancy service operating since 1996. We specialise in developing high growth technology businesses and products. Our customers include major corporates, and growing technology businesses. We also have a division focussing on eBusiness strategy, development and implementation.

### The need

Established and emerging technology companies often share a common dilemma: how to maximize the value of existing tactical opportunities and position the business to acquire new customers and opportunities. While the initial focus of the business may be on local opportunities, many are also looking to expand their markets off-shore. The demand on management to maintain an effective tactical focus while also planning for future expansion is intense.

### The Solution

We work closely with you as your trusted business partner. We have a flexible approach.

Key to resolving this dilemma is to mobilise internal resources (when available) to address these issues quickly and effectively and **not** to divert

management into prolonged and distracting activity that adds little short-term value to the business.

Our proposition tackles this issue head-on with a robust and proven approach, utilizing a mix of tools and expertise which provides management with the means to:

- Quickly mobilise and focus internal resources on the issues at hand, build effective strategies to address them and develop a working model to carry activity through to resolution;
- Base this intervention on the experience of the principals and, as required, a virtual extended team;
- Focus on customer value and market differentiation.

## Virtual Teams and Experience

---

We work using a concept of virtual teams, whereby best of breed resources are pulled together both from your organisation if they are available, and ours and the assignment is managed by a Senior professional from Ganguly & Associates, usually with more than 20 years senior industry experience locally and overseas.

The principal resources within Ganguly & Associates bring a rich experience of having successfully developed technology businesses both here in Australia and overseas, and across key industries like Telecommunications & Financial Services.

## What we Deliver

---

We offer a focused service building on our experience and a proven, robust methodology. This service can be applied to:

### Increasing Sales Effectiveness through

- Generating focus on the business value of technology;
- Shortening the sales cycle; and
- Building long-term, effective customer relationships.

### Rapid development of market entry strategies, based on our:

- Knowledge of local and off-shore user and supplier drivers;
- Industry experience; and
- Deep understanding of how to position technology for business value.

### Fast-tracking product development through

- Rapid prioritization;
- Quickly identifying potential market opportunities;
- Design and development of appropriate marketing strategies.

## Benefits for you

---

Because we work as part of your team, the benefits that you get through a relationship with us are:

- Quick Results
- Builds and enhances internal resources;
- Speeds up revenue generation
- Identifies new opportunities
- Establishes a platform for growth

**Contact Details : 30 Elmstead Drive. Wheelers Hill. Vic 3150. Australia.**

**Phones : 61(0)415 548 853, 61(0)414 502 811.**

**Email : [info@gangulyandassociates.com.au](mailto:info@gangulyandassociates.com.au)**

**Web : [www.gangulyandassociates.com.au](http://www.gangulyandassociates.com.au)**