

Value Proposition

Focus 20 is a business consulting and development firm focused on assisting companies define, execute and achieve their business strategies and objectives.

Many consulting organizations provide "strategic consulting" to review and offer guidance for your business plans, organization, and market offerings, after which they bid you success and depart.



Focus 20 leverages our third-party objectivity and industry best practices to drive change within your organization despite their current methods of work.

Focus 20 takes a different approach...

Focus 20 supports the development of business plans and strategies, but then we remain engaged with clients to assist them to tactically execute. By leveraging decades of international business, multiple industry and information technology experience, Focus 20 works with clients to identify, focus, and execute the 20% of effort and activities needed to drive 80% of return for their companies. Driving this 80/20 principal advantage coupled with tactical support allows our customers to fully execute their business strategies and ultimately achieve their business objectives.

Identify & Focus on the 20% that will Yield 80% of Your Business Value



PLM Supplier Practice

Product Lifecycle Management (PLM)

Focus 20 provides global PLM business consulting services to assist suppliers of software solutions and systems integration services *establish, market, develop, sell, deploy* and *support* their PLM business and achieve increased market share and profitability.

Driving Successful PLM Business

Focus 20 offers a range of strategic and tactical high value services leveraging over a decade of global PLM experience and four decades of business development. We have assisted many companies establish and improve their PLM related businesses supporting industries such as aerospace & defense, automotive, high tech, electronics, medical devices, process, heavy equipment and engineering & construction.

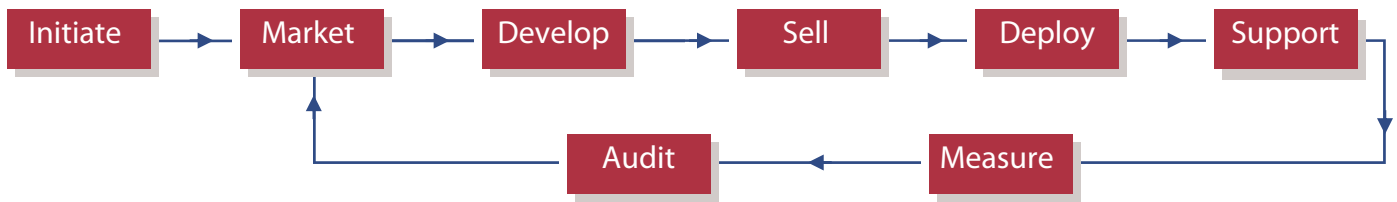
Reducing Time & Costs, Ensuring Success

Focus 20 assists your organization to develop and execute a market leading PLM program leveraging industry best practices and lessons learned from international PLM software and services businesses.

F20

Business Consulting, Management, and Development to Define, Execute and Achieve Business Objectives.

PLM Business and Market Methodology



Business & PLM Program Establishment

Focus 20 takes an active role to assist and lead your organization to *initiate*, *market* and *develop* the required business strategy, organization, processes, and partnerships based on your business objectives. Our extensive experience allows Focus 20 to bring the necessary planning, process discipline, industry knowledge, domain expertise, management practices, partnerships and technical background to accelerate and establish your PLM business.

Initiate

Focus 20 assists your management team to initiate or reinvent your business into a solid profit generating venture. Working collaboratively with key executives and building on your expertise and vision, Focus 20 develops clear market differentiated business, financial, market, product and service plans to achieve your business objectives. Whether your business strategies call for investment, partnership, merger or an acquisition, Focus 20 leverages its global network to provide opportunities and resources.

Market

Focus 20 educates your organization on the state of the PLM industry (market, technology and competitive environment) including lessons learned from successful and not so successful PLM businesses. Focus 20 will actively support the development of focused market strategies and tactical activities to drive market awareness and support sales.

Develop

Focus 20 will assist your development team envision and assess market winning product and technology strategies, applications, product packaging, pricing and ROI-based offerings to accelerate market penetration.

Global PLM Industry

With over a decade of PLM market development and PLM global industry experience Focus 20 brings a wealth of knowledge and proven skills to assist our clients. Global PLM companies who have benefited from our member's work include:

- ◆ Aras
- ◆ Dassault Systemes
- ◆ HP
- ◆ IBM
- ◆ PTC
- ◆ Oracle
- ◆ SAP
- ◆ Siemens PLM

Market Penetration & Customer Preservation

Focus 20 guides your organization to *sell*, *deploy*, *support*, *measure* and *audit* your PLM solutions to meet your business objectives. Our extensive experience allows Focus 20 to bring the necessary process discipline, industry knowledge, domain expertise, sales, deployment, program management and technical background to accelerate sales, deployments, and customer preservation activities while measuring results.

Sell

Focus 20 leads your organization to improve or reinvent your sales engagement model, build pipeline generation programs and assist your sales team sell and close business.

Deploy

Focus 20 has developed an industry best practice approach to the PLM deployment process. Focus 20 provides program management services to work with your team to drive a phased deployment based on definable business metrics and customized cultural change management processes.

Support

Focus 20 assists your organization establish and improve customer preservation and revenue generation programs.

Measure

Focus 20 applies our industry experience to quantifiably measure the impact and progress of your PLM business.

Audit

Focus 20 provides audit services to assess your PLM business identifying areas of success, concern, missed expectations and recommendations for improvement.



Focus 20, LLC
8712 Willow Green Court
Sandy, Utah 84093
Phone: 801-453-9220
Email: info@focus20.com
Website: www.focus20.com