

Case Study: Diversified Services Company

Strategy Advisory:

- Contract airtime clients
- TV rental
- Video conferencing
 - Firm was challenged by rapidly evolving economics, business models and customer sophistication undermining its traditional revenue streams
 - The engagement resulted in key strategic disposals, new business development and the restructuring and the repositioning of the core rental business with new value propositions
 - The turn-around strategy extended to the video-conferencing segment where the advent of new internet based technology was commoditising its core products
 - New solutions implemented included a new value added model, a higher level of a services stance and the adoption of global best practises including a new operating model for sales and market, operations and technology advisory

CEO / Chairman's Comment:

"Herman is one of the best strategic thinkers around and with his broad experience and innovative processes and insights has been instrumental in helping shape the future plans for this high growth business."

