

# PUM

Netherlands senior experts



Entrepreneurs for entrepreneurs

**Find out how  
your business  
can benefit  
from our  
expertise.**

PUM Netherlands senior experts offers knowledge and expertise from 50 sectors of the economy. Our experts have many years of professional experience in their field and share their knowledge on a voluntary base.

2018/11



SERVICES

## IT Business Consultancy - IT Companies

IT is of vital importance to every organisation in every country around the world. It is about improving business performance by the application of IT technology. In emerging markets, the growth of the application of IT and Internet solutions is important in the growth of the economy. With the help of IT (and Internet) technologies, companies can improve the control over their business, increase their competitive position and manage the growth.

With the strong growth of the application of smartphones and mobile internet the awareness for IT is growing as well. This trend creates a good opportunity for the IT sector in the emerging markets. PUM offers advice to companies selling IT solutions, as well as to companies that are active in other sectors, like the tourism and manufacturing industry, that have an IT request. In every company IT plays an important role in the business process, for this we have a separate information sheet. This sector sheet covers how PUM helps IT companies.

PUM-experts help companies providing IT solutions to improve their business performance and by doing that improving the IT infrastructure in the markets that those IT companies are active in. For each successful company it is important to concentrate and be excellent in selected Product / Market combinations. This also applies to IT companies. A PUM-expert can help you to make the right strategic choices.

## AREAS OF EXPERTISE

### DEFINE BUSINESS STRATEGY

Because of the market growth for IT in many emerging markets, IT companies find it difficult to focus their business. With more focus, the Revenue, Quality and Profit will be increased.

### BUSINESS PLAN FOR A NEW LINE OF BUSINESS

The availability and quality of (open source) solutions is growing. It is important to make a proper (marketing and financial) Business Plan, before going to the market with a new line of business.

### E-LEARNING SOLUTIONS

In emerging countries with a poor infrastructure there is great potential for E-learning solutions. These solutions are applicable for schools, government and companies.

### RISK AND SECURITY MANAGEMENT

With the growth of online access and services the demand for risk and security management is growing. Especially in emerging markets this is a relatively new, but very important subject.

### QUALITY

For IT companies that try to generate business from the Western companies want high-quality solutions. It is a Unique Selling Point to have a CMMI or ISO9001 certification.

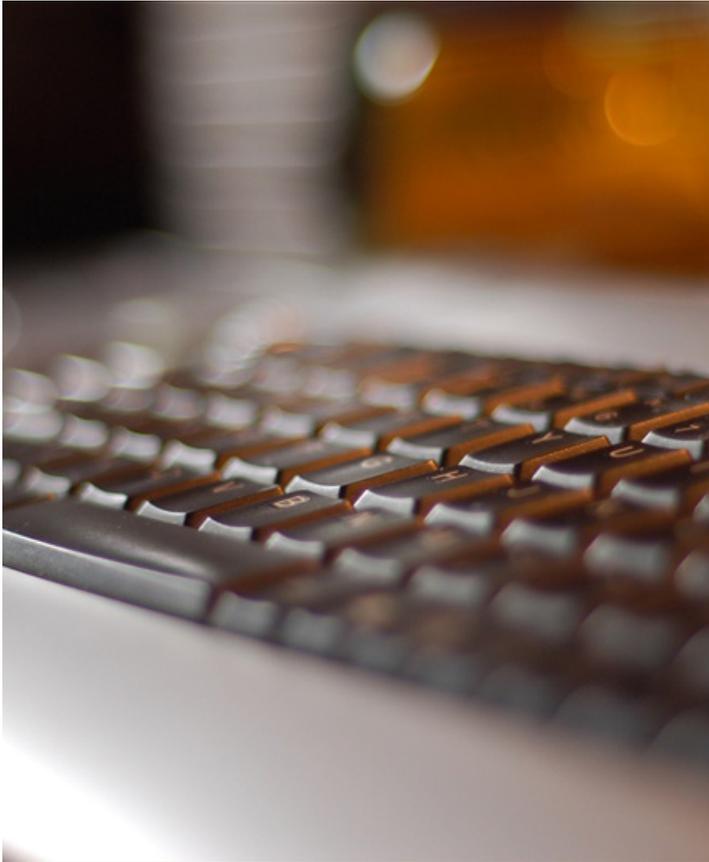
### INTERNET

The growth rate of Internet access and -speed is steep. This demands a proper internet strategy to maximise the business generated from internet presence.

### SUBKOP

Availability of high speed internet and mobile platforms allows new products and services to emerge such as mobile internet, cloud computing, data analysis, app development and many others.

## CUSTOMER EXAMPLES



### **BUSINESS DEVELOPMENT**

A company, specialised in web development, online business services and online application systems, wanted to grow in its market with internet software solutions for different interest groups. They were working on its future developments without knowing the strengths and weaknesses of the company. A PUM- expert was needed to advise the company on how to grow towards a "professional" market approach. The expert organized brainstorm sessions about the strengths and weaknesses of the company and trained the management in marketing issues and presentation techniques. He also advised on a marketing plan and a business development plan for the coming years.

### **REDEFINE MARKET APPROACH**

A non-European software company with high qualified staff positioned themselves as offshore development company targeting the European market. They found it difficult to attract new customers, were for >50% dependent on the revenue from one customer, that terminated the contract because they decided to set up their own offshore development team. A PUM expert helped them to do a SWOT analysis and created a Marketing & Sales plan using the 5P marketing model. As a result, the company is in a better position to attract customers from multiple European countries, proven by the fact that they now have customers in multiple countries.

### **QUALITY & PROCESS IMPROVEMENT**

A Middle-East software company developing software products for banks, telecom industries, healthcare and government wanted to improve their software development process according to the CMMI model. Effective advice and guidance was given by the PUM-expert for: How to overcome the issues related to CMMI Level 3 implementation, such as resistance, redundant work, tailoring, etcetera and How to measure the benefits of implementing CMMI standards.

### **REQUEST TO DEFINE BUSINESS STRATEGY FOR IT (CAD DESIGN) SERVICE COMPANY**

The CEO of a medium size internationally oriented company asked PUM support to assist in a critical decision about a potential business partnership. The company offered various forms of graphical design services, primarily to the automotive industry. The PUM expert helped to map the process steps for the main design services. Subsequently, the strengths and weaknesses of the various services as well as the general situation of the company were identified. Several scenarios for the future were defined, like organic growth, a partnership with a specific organisation, each with their commercial and financial pro's and con's. Recommendations to the Board of Directors were made to finance growth through private capital and to carefully negotiate with the potential partners, but meanwhile prepare for organic growth through training and education of new staff. The decision process has resulted in an organic growth process. During a follow-up session further preparations for the organic growth scenario were recommended.

HOW CAN  
WE HELP  
SHAPE YOUR  
BUSINESS?

Want to know how a PUM senior expert can help you specifically? Apply for advice online or take up contact with your PUM representative for a personal introduction.

[www.pum.nl](http://www.pum.nl)