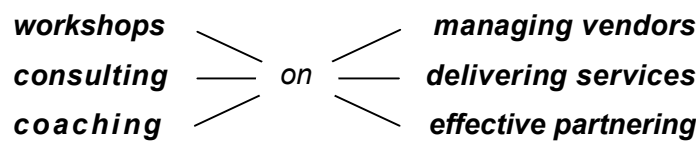




***Helping companies create effective
client–vendor relationships***



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Our Primary Focus & Expertise

Think180 addresses the tactical implementation of outsourcing and of professional services delivery by ensuring that the people managing vendors, and those managing the delivery of the work, have the skills and understanding needed to be effective. We are able to work with clients and with vendors to enhance the overall effectiveness of outsourced projects and programs.

Our Premise

We believe that organizational boundaries should not be barriers. Our business is to improve your company's effectiveness in working across these boundaries, particularly when using external resources, or delivering support or professional services. Our philosophy is that partnering makes for better business. And, partnering is made up of people, trust and working together, rather than signed agreements alone.

Our Broad Aims

- Strengthen the processes and quality of work performed by external providers
- Assist companies to create and manage effective partnering relationships
- Facilitate sound decisions on where and when outsourcing makes good business sense
- Guide the effective management, control and integration of externally-resourced projects
- Plan and develop uniquely tailored outsourcing training to meet client-specific business needs

Our Expertise

Think180 consultants combine a depth of specialized expertise in management development, professional services, and the business of outsourcing with well-rounded experience in related areas. This means that we are able to understand different aspects of a situation, as well as bring unique strengths to bear.

Our capabilities and experience include:

- Strategy development, analysis and implementation
- Design skills – applied to training, processes, online learning and business websites
- Current understanding of outsourcing trends and processes, technology and industry directions
- Strong, first hand experience with Customer Support and Professional Services
- Practical and strategic experience of delivering technology products and services to consumers
- Solid experience in managing partner programs and leading professional teams
- Financial management and business process analysis experience
- US and international management development program creation and delivery

It's simple, we help . . .

- *People manage vendors* to get the best results and value from those vendors.
- *Vendors deliver the best results and value* to clients, within a profitable business model.
- *Clients and vendors work together* where a partnering approach within the delivery relationship creates more effective results and outcomes for both parties.



Our Approach

Our approach is to work in a partner-like way with our clients – carefully focusing our efforts on the results needed and the context in which we are working. We take a holistic and strategic approach that identifies desired outcomes, and how our work contributes toward these.

While much of our client work revolves around the delivery of our workshops, we start by identifying the results and outcomes our client is looking for, and how training can help achieve those outcomes.

As indicated by our range of projects, our expertise in areas beyond the client-vendor specialization is also valued and used by clients. In particular we bring an understanding on consumers and end-user needs with technology-oriented products and services.

Workshop Approach

First, we start with the desired end result, or the experience the client wants for the customer or client business unit. Then we focus on the steps involved to achieve that outcome. This helps us create a clearer definition of the assignment, and how we can work with our client, to help get the desired results.

We encourage our clients to look at factors within their team or company environment that might be either enablers or obstacles to the success of a training workshop. We discuss those things that will help or hinder workshop participants to implement what they learn from the workshop.

Consulting Approach

When we engage with a client on a development or consulting project, we carefully identify the outcomes that our client wants, then shape the assignment from there. Sometimes we suggest an incremental approach to defining the scope of the work. In this way, we begin by creating a more limited scope of work, until the full requirements are uncovered as we move forward.

Before We Start

We operate in a problem-solving rather than a “selling” mode, even before we start work with a client. We find that our prospective clients prefer to discuss issues and needs with us in a collaborative forum, rather than sitting through a formal presentation of a sales pitch. That way, you get a sense of what we would be like to work with.

We always provide our clients with a full statement of work, with outcomes, definitions, methodology, assumptions, roles, and milestones clearly set out.

How You Benefit

Part of every assignment, whether a workshop, consulting or development assignment, is an analysis and report on our observations, experience, feedback from staff, and recommendations.



Our Services

Workshops

- ***Managing External Resources ...*** Provides essential skills, tools and concepts for professionals, technical specialists and project/program leaders to manage the work of vendors.
- ***Creating Effective Partnerships ...*** Uses a collaborative workshop environment to outline a partnering approach between client and vendor that is part of the client's philosophy and outsourced business model. This workshop includes key vendor-partner delegates as participants.
- ***Delivering Professional Services ...*** Guides technical specialists, professionals and account managers through what it takes to be a professional consultant, and effectively manage projects and client relationships.

Consulting

- ***Outsourcing decisions and plans ...*** We help you to review tasks and functions, then assess and decide if it is appropriate to outsource. If yes, then how best to structure and manage it.
- ***Vendor management ...*** Using a proven framework and experience, we help managers define requirements, then create and manage effective, productive agreements and relationships with vendors to ensure optimum results.
- ***Consulting/Professional Services management ...*** With a wealth of field experience, we work with you to assess an existing practice, review and plan new directions, or establish a consulting group and processes.
- ***Partner & Customer programs ...*** When setting up a new program or reviewing an existing one, we assist you to look at the costs, service provided and results delivered, then help create a program to meet your business goals.

Coaching & Custom Development

- ***Custom-built training programs ...*** Training on vendor management, service delivery, consulting skills and partnering can be adapted or created to meet your particular business needs.
- ***Individual coaching ...*** We can work directly with individuals and small teams to develop materials, solve problems, or create new plans. In this process, we provide feedback on their work, and direct guidance and skill development.



Our Work

Think180's diverse projects include:

- Creating and delivering custom training, “Managing External Resources” for a range of clients
- Creating and delivering “Creating Effective Partnerships” workshops for leading companies and their vendors
- Developing and delivering custom “Consulting and Project Management” workshops for clients
- Coaching a Services Marketing Manager in the project management, marketing, development and delivery of a professional services offering for an electronic design automation software company
- Assisting a leading wireless Internet provider to define the RFP for national fulfillment
- Consulting on the creation and implementation of an Authorized Training Partner program for a technology company
- Researching, analyzing and preparing a management report on online learning and support strategy recommendations for Apple Computer Worldwide Support website
- Facilitating the development of customer services and training strategies for a high-tech company
- Developing web video and user materials for high-tech consumer companies: Tapwave; dotPhoto
- Researching, creating and delivering sales effectiveness training for the US sales force of a leading overseas IT company
- Formulating a services development framework for a high-tech professional services organization
- Managing a project to evaluate and select a web-based product training system for a Silicon Valley technology company, involving multiple vendors and a Reseller

Think180 consulting clients and workshop participants include:

- Amdahl Corporation
- Apple Computer, Inc.
- Ascend Communications
- BP US and BP Canada
- Cisco Systems
- CYRUN Corporation
- DotPhoto, Inc.
- eALITY, Inc.
- EDS
- Hitachi Data Systems
- International Business Forum
- Kibel Green Issa
- KPMG
- Microsoft Corporation
- OmniSky Corporation
- Palm Computing, Inc.
- Peak Performance Development
- Peter Hoy + Associates Advertising
- Philips Semiconductors
- Photo Marketing Association
- PricewaterhouseCoopers
- Pritchett & Associates
- Richard Oldcorn Financial Planning
- Silicon Graphics
- Sun Microsystems
- Synergex International Corporation
- Synopsys, Inc.
- Tapwave
- Vantive Corporation
- VERITAS Software Corporation
- Wells Fargo
- Wilson Learning
- Wipro Infotech US
- Xerox Business Systems



Our Consultants

Think180's approach combines the experience of seasoned professionals who are experts in their own area. Each member of the team brings this expertise to the customer as and when needed.

Each assignment is handled with a disciplined, project management approach. The team has balance, and the value of the multidisciplinary approach is that any problem or assignment is viewed holistically.

Jim Everett

Jim has over twenty years experience in the US and internationally in corporate Training and Development, including Management Development, User-learning and Reseller Training. He has managed Sales and Reseller Training for Apple Australia, and his international training experience includes developing and delivering training throughout the Asia Pacific region.

He has over twelve years in the computer industry, including three years with ICL, eight years with Apple in Australia and USA, where he created strategies for Product and Sales Training for US resellers, as well as managing a national training partner program for Apple. He has engaged and managed consultants extensively, and has worked as a Senior Consultant with Touche Ross. His formal studies include an honors level BA degree, specializing in management, communications, motivation, and performance.

Jim has worked in and consulted to a range of industries including technology, consumer digital imaging, manufacturing, oil & gas, food processing, transportation, federal government and professional services.

His experience, training and abilities enable him to plan, facilitate, create and communicate credibly. Jim's approach is flexible and easy to work with, combining practical strategies with humor and creativity.

Jane Dixon

A highly experienced US business consultant in the software services industry, Jane is an executive with more than fifteen years experience. Prior to joining Think180, she was a Director of Client Services with PwC, and Director of Consulting for Amdahl/DMR, with a field staff of over 100 consultants. Her experience includes a major international assignment as Financial Director with a KPMG team.

She originally trained as a CPA, worked for Arthur Andersen & Co. and as a senior manager with KPMG in their technology practices, and has been the CFO for a software development company. She has direct experience with sales and consulting on systems and software services to large accounts. Her formal studies include a Bachelor of Science degree in Accounting from the University of Illinois.

She has worked in a variety of industries including technology, real estate, oil and gas exploration, non-profit, education, transportation retail and entertainment.

Jane balances her extensive financial and business experience, and practical business mind, with a genuine desire to support clients and a strong, ethical commitment to managing people with respect and integrity.



Our Client Comments

“The power of the workshop was in seeing all the companies realize they are part of the overall customer satisfaction process and they were hired for their skills, capabilities and knowledge of the market. Going forward the difference in being a partner versus a supplier is being part of the on-going improvement process and knowing your input and contribution will be valued by the parent partner and other partners within the process.” – *Senior Director, Palm Customer Service Organization*

“Feedback at this morning’s staff meeting was extremely positive. The ‘yin & yang’ combination of Everett and Dixon seems to work wonders . . . my folks were pleased at how the workshop worked out.”
Director of Marketing and Communications Services, Philips Semiconductors

“Excellent course, it was very easy to work with you in putting on the course.”
IT Director, International energy company

“I wanted to leave you a well deserved note of thanks for all your help with putting together the Palm Enterprise Service and Support Program. Your combined skills complemented each other and also worked extremely well with the talents we at Palm were able to bring to the table.”
Global Service Programs Manager, Palm Computing, Inc.

“The feedback we received on the training done by Think180 is very positive and I must say that I also came away with significant learning experiences myself.”
Group President, International IT company

“Many thanks for stepping up to the mark in the time frame and creating this very customized workshop in a very short period. Both of you provided a valuable facilitation role, with very relevant knowledge and experiences that added great value to the course.”
Manager, International Developer Relations, Apple Computer, Inc.

“I am very impressed with your ability to turn what many students were anticipating as ‘eight grueling days of hell’ into something beneficial that will have immediate impact on sales. Great Job!”
Strategic Marketing Director, Major Customer Relationship Management (CRM) Software Company

“The way you approached the project was very professional, particularly how you worked with us to explore our requirements and the assessment of our audience requirements. Our new website is one of the better value purchases in our six years of operation.”
Managing Director, Direct Response Advertising Agency

“The speed with which you were able to grasp our strategy and link business tools left me feeling safe and in good hands. It is not very frequently I describe service as impeccable but yours certainly was.”
President, Peak Performance Development



Our Workshop Participants' Testimonials

Class comments

- Excellent – can't wait to use this in the present outsourcing project I'm on.
- Great course. It seems to be the only way to divorce oneself from day-to-day issues long enough to discuss bigger issues on a 'human-to-human' level.
- Very good course. Good opportunity to step back and think about how our company and its outsourcing partners are (or aren't) working together.
- Very neat, loads of information presented in pretty quick pace. Lots of cool dialogue among participants and instructors.
- The 'Evaluating Contractors Matrix' (in the workshop) is great; the exercises to emphasize concepts/ behaviors are effective and fun.

Follow up impact (post workshop)

- This resulted in better dealing with vendors and sensitivity to where we may put ourselves in jeopardy contractually.
- I now see the vendors' point of view.
- I revisited the standard RFP to add more detail to critical areas, and am doing a better job at 'closing out a program'.
- As a result, RFPs are more complete and we have better tools for identifying vendors. My fellow team members have benefited by using the checklist for engaging a vendor.
- The workshop made me more understanding of Project Support Agreements, Information Support Plans, etc. because I now see more of the big picture.
- I have written a new RFP (a key project) and your training was a good resource to ensure I wasn't leaving out anything. I certainly believe I am writing a more effective RFP.
- My peers have better ideas with which to follow when dealing with vendors. The biggest thing is that all my peers and I are on the same sheet of music in terms of how we view resolutions to various vendor problems. We are referring to the same vocabulary and principles from the course.
- I now understand better the need for viable milestones that can actually be tracked and measured is more apparent to me now.
- I have a better understanding of the complexity of outsource relationships. This has helped bring out issues in a new outsourcing project we are in the middle of.