



WHO ARE STRATOS

Stratos Management Consulting Ltd is a boutique consultancy that specialises in strategy.

Known for our responsive and collaborative approach, Stratos excels in simplifying complexity and creative and innovative problem solving, seamlessly connecting critical detail to the big picture.

With experience gained worldwide and with specific focus on the European market, we have a track record of delivering strategically orientated management consulting projects for global tier one companies in the mobile phone industry.

Stratos aspires to meet the business challenges of investors, company owners and senior management across wireless telecoms, high tech and adjacent industries.

At Stratos, we understand the complex nature of managing today's businesses, especially in a fast changing high tech industry. We pride ourselves in our approach to addressing business needs by taking a balanced view between deep-dive detail and the long term strategic view.

Stratos is built on a solid foundation of depth and breadth of hands-on experience in areas such as go-to-market strategic planning, market and competitive analysis, change management and business transformation.

Our range of services includes three practices:

STRATEGIC ADVISORY & BUSINESS DEVELOPMENT

- Piloting into new market opportunities
- Strategic Advisory:
 - ▶ Strategic Turnaround
 - ▶ Change Management
 - ▶ Core Competency Management
 - ▶ Innovation Management

STRATEGY CONSULTING

- Strategic Direction Co-development
- Go-To-Market Strategy & Long-term Demand Planning
- Quiet Projects Assistance
- Business Critical Process Re-engineering

MARKET SENSING

- Key Market Trend Analysis
- Competitive Intelligence Analysis

OVERVIEW OF PRACTICES

Strategic Advisory & Business Development

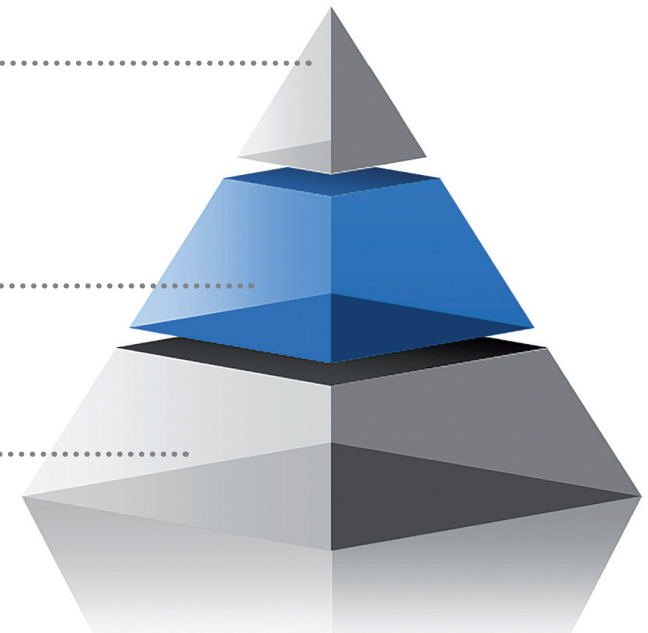
Our *Piloting into new market opportunities service* aims to assist businesses with the implementation of their newly developed product launch or corporate strategy. Quite often, during business development pilots, the originally intended strategy is tested in real-life business conditions and can be complemented with real-time adjustments subject to the client's agreement.

To support our clients with their turnaround, core competency, innovation, change management and other needs, our *Strategic Advisory service* is a hands-on service where the client is offered focused in-depth professional advisory support.

Strategy Consulting

Understanding market dynamics is not only important for planning or launching new products or services, it also enables the organisation to have informed strategy conversations about

- How is my company direction aligned with these anticipated market changes?
- What does it mean - what are the relevant risks and opportunities?
- What do I do about it – what are my strategic options to mitigate risks and maximise opportunities?



OUR PORTFOLIO

OVERVIEW OF PRACTICES (contd)

To support our clients in these areas, which we also offer, our **Strategy Consulting Practice** consists of four key services:

- Strategic Direction Co-development
- Go-To-Market Strategy & Long-term Demand Planning
- Quiet Projects Assistance
- Business Critical Process Re-engineering

Whilst our Strategic Direction Co-development service concerns overall strategic direction, our **Go-To-Market Strategy & Long-term Demand Planning** specifically focuses on new product introduction strategy. **Quiet Projects Assistance** provides key decision makers with full background consultancy support whilst **Business Critical Process Re-engineering** helps companies to re-align their processes, bring-in speed and efficiency into their operations.

Market Sensing

Whether the market is changing in a radical or evolutionary way, the future is already here. Its signs might still be lost in market noise but soon some of these tiny market signals will eventually prevail and start to become a developing trend.

We have all witnessed it in the past: the rise of Brazil, Russia, India and China as major mobile phone markets; iPhone or RAZR product innovations; iTunes or Android ecosystems...

This can be seen across other hi-tech industries as change is one of the few things that is certain in today's business climate.

To help our clients in making their business decisions, we provide them with our ear-to-the-ground type of market information:

- Key Market Trends Analysis
- Competitive Intelligence Analysis

Our **Market Sensing Practice** helps with questions such as:

- How is my market changing?
- What are the forces driving these changes?
- How are these market and competitive changes likely to impact my business?
- What are the key technology enablers that I could use to extract the most from the changing wave?
- How do my new product introductions stack up against the competition?
- What are my competitors' strengths/weaknesses compared with my portfolio and skills?

OUR APPROACH

We value collaboration and teamwork and so our approach is to partner with you. We can tailor our services to meet your requirements using a range of methods including direct telephone consulting, emailing custom reports and studies and private one-to-one or roundtable meetings all the way up to multi-day programmes.

We know that each business decision sits in a different internal and market context and therefore for us to be your preferred strategic partner, we must adapt an approach that blends experience with creative problem solving.

We are committed to be as open and flexible as possible to facilitate your analytical, consulting and advisory needs. Whether you would prefer to pick and choose the services you need or outsource all strategic practises for this area, we will do our best to accommodate your needs.

If you'd like to request more detailed information or just to know more about how Stratos can help in your specific case, please contact us today for a confidential and informal discussion about a potential consulting project.

Known for our responsive and collaborative approach Stratos excels in simplifying complexity and creative and innovative problem solving, seamlessly connecting critical detail to the big picture.

With experience gained worldwide and with specific focus on the European market, we have a track record of delivering strategically orientated management consulting projects for global tier one companies in the mobile phone industry.



CALL US

+44 (0)7847 356 044 / Europe

EMAIL US

admin@stratos-mc.com

VISIT US

www.stratos-mc.com

