ZIRRUS
GROUP

Centuric Cloud Computing

The Zirrus Group was approached by the executive management team at Centuric Cloud Computing, an established 15 year old Cloud Computing Provider with strong ties to the financial services industry, with a single mission of assisting their company in developing a renewed corporate strategy for sustainable and profitable growth.

The Zirrus Group focused on 7 key areas:

Corporate Strategy
Define and evaluate corporate and business unit strategies and investment portfolios, reflecting market, competitive and other external drivers.

Strategic Planning
Develop and deploy actionable, strategic planning capabilities, linking your vision and strategies to priority initiatives, investments and KPIs.

Growth Strategy
Identify and qualify potential growth opportunities across the breadth of your business and define practical go-to-market plans.

Innovation and Business Design
Define and adopt operating models for breakthrough innovation and growth, impacting processes, culture, ideation mechanisms, partnerships.

Enterprise Profitability
Evaluate enterprise cost performance levers across front and back office functions and processes. Defining an actionable plan on how they can be improved to achieve significantly better financial performance (EBITDA, ROI, ROA).

Deals Strategy
Develop an inorganic strategy, including strategic make versus buy decision, target search & screen, and commercial due diligence and support processes.
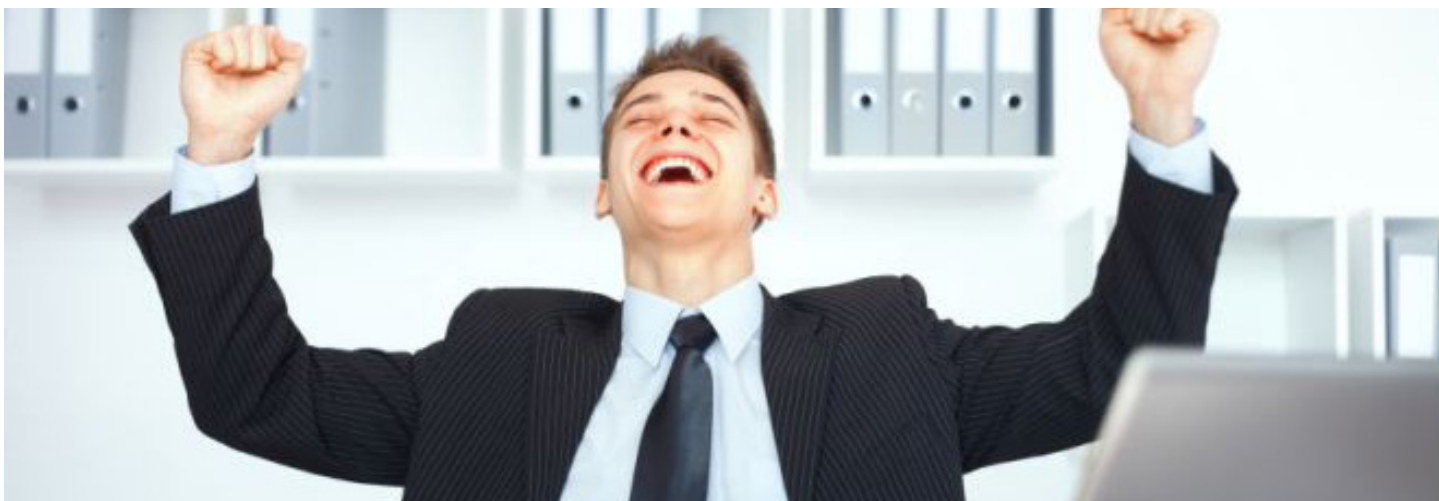
Performance Alignment
Instill leadership model linking strategic priorities, performance drivers, risks and behaviors to close the gap between business strategy and execution as well as achieve transformational change.

"Developing a strategy for sustainable and profitable growth"

Over a 90 day period the consulting team from Zirrus Group engaged the management and staff at Centuric Cloud Computing in a "*360 degree*" review and assessment process, that analyzed all aspects of their existing business model, corporate capacity, end-to-end business processes, SWOT Analysis and an employee self assessment exercise. Through this process and a careful assessment of their existing business and operational processes, the Zirrus Group delivered a revised go to market strategy. This strategy included a full rebranding and repackaging of their existing business. Transitioning from an Infrastructure-as-a-Service Provider, a highly staturated and commodiatized market, to a Cloud Aggregation and SME Cloud Solutions Provider, with a focus on delivering advanced cloud applications and servcies to a highly underserved market. This plan, along with a highly modified sales and marketing strategy, was implemented, resulting in immediate operational savings. Along with this Centuric Cloud Computing rebranded the organiztion as Cloud Gear Networks and instituted a refreshed and renewed corporate playbook, to include a new Mission Statement, Core Values and Management Review Process.

How the Zirrus Group can help your business:

From insight through execution, we help you get ahead of change and close the gap between analysis and results. We draw upon hands-on, real-world experience, rooted in your industry. We apply sophisticated analytics techniques to gain insight. We work with you to implement practical strategy solutions that can span the breadth of your business – and address the full range of your challenges and opportunities. Our approach is to test, iterate and refine fresh strategies quickly to accelerate time-to-benefit. To learn more about our offerings and how we can help you set a course for growth contact us at consulting@zirrusgroup.com.

"The team at Zirrus Group was essential in assisting Centuric refine our vision and refocus our products and services to build on what was already a successful brand. Their approach of careful and pragmatic analytics of both our business and the current market environment laid the foundation for what is today our new corporate playbook"

Richard Rodriguez
CEO Centuric Cloud Computing

About the Zirrus Group

Formed by a seasoned group of industry executives with deep roots in the telecommunications, cloud and IT services space, the Zirrus Group is focused on building strong brands that leverage leading edge telecommunications technologies that deliver reliable, efficient and customer friendly solutions.

4171 W. HillsboroBlvd, Suite 3   Coconut Creek, Florida 33072