Samuels Consulting potential markets

SMB – with or without a COO – can benefit from an enterprise wide project – strategy through tactics, involving more than one business process. Smaller companies generally establish and evolve their BP's through subject matter 'experts'; thereby creating a likelihood that the BP's are not inter-optimized and thoroughly aligned to the overall business model. Companies in this category are more likely to utilize an independent consultant than the large consulting firms.

Larger Enterprises – Most likely projects will be more targeted than global; addressing one to several inter-related BP's. Companies in this category have been actively marketed by the large consulting firms; and, in the absence of a relationship, are less likely to use a sole-proprietor consulting firm. Establishing the necessary relationships is key to accessing this market.

The value proposition for the client is increased shareholder value through:

- Alignment and optimization of the Business Processes (BP) to execute the business strategy/model.
- Establishment of an on-going management model that measures analyzes and utilizes BP data to optimize efficiency; product/service quality/timeliness and sales.
- The Human Resource expense ratio to product/service sales is a primary economic driver. As this measure improves so will the economic requirements for management, facilities, overhead etc.
- Utilizing Business Process Management, most companies can achieve an increase in shareholder value within six months of optimizing their business processes.

This is accomplished by:

- Using a 'zero based' approach to the optimal design; not being pre-constrained by the existing BP's or human resource skill sets. Once the optimal design is defined, overlaying an analysis of the existing resources allows the company to access the impact and identify portions of the new design that have the greatest potential benefit with acceptable cost, both human resource and economic, to implement. This allows scaling and/or phasing of an optimal BP design implementation.
- Using technology resources for data and efficiency; with a strong bias toward existing technology resources rather than adding new technology. Where new technology is required, this becomes a key driver of any BP analysis to capitalize on the new opportunities and risks presented.
- Implementing a management system in which each BP has a 'key' manager who has authority/accountability for:
    - Producing the results of their BP.
    - Accurately utilizing BP data to access the volume/timeliness of BP items at key process steps to dynamically allocate human resources.
    - Analyzing BP data to understand instances where current protocols and workflows are not being followed. This is used to determine if the current protocols/workflows are optimal or should be modified or augmented to reflect changes in the product/service or market.
    - Analyzing BP data to identify opportunities and risks to the BP results; and frequently reporting the analysis and any recommendations for BP changes. Examples of subject areas are changes in: 3rd party processors, accuracy/timeliness of BP input from 'upstream' BP's, customer/client feedback, etc.