

Ignite Advisory Group is the world's leading consultancy focused exclusively on helping B2B companies engage with executives at key accounts through high-impact customer advisory board and partner advisory board programs. The following case studies are of several companies and industries that Ignite has helped:



## HCL

**Background:** HCL approached Ignite and asked us to design, create and manage a senior technology customer advisory council (CAC) that focused on Technology Enabled Services, specifically around developing next generation applications in the cloud, leveraging interoperability and portability to create anytime, anywhere access to applications and data.

**Process and Deliverables:** Ignite convened a senior level horizontal and global CAC of 18 members (SVPs of Engineering and R&D). After a successful recruitment campaign, Ignite interviewed the members to gather agenda topics and then prepared both the CAC members and HCL executive team for a productive meeting. Ignite facilitated the meeting and helped set up and manage two sub-committees post-meeting: Workload Mobility Across Hybrid Clouds, and Operations and Process Alignment.

### Results (that we can share):

- Creation of a New Operating Model for IT Organizations. This new model served as the blueprint for a new HCL service delivery model.
- New verticalized SaaS solutions, based on the prioritized needs of the CAC members.



## RYDER, FORTUNE 500 COMPANY

**Background:** Ryder approached Ignite with the goal of creating a CAB for their manufacturing clients in two verticals: Oil and Gas, and Food and Beverage. The goal of the advisory board program was to explore ways to more tightly integrate the manufacturing processes of their clients with the logistics and supply chain services provided by Ryder.

**Process and Deliverables:** Ignite convened a senior level horizontal CAB of 14 members, made up of supply chain executives. Agenda topics, which Ignite facilitated over time with the manufacturing clients, included exploring emerging lean manufacturing approaches, achieving deeper supply chain integration, Six Sigma challenges, practical applications for robotics and the explosion in the Internet of Things.

### Results (that we can share):

- Integrating supply chain best practices across silos and businesses, resulting in the delivery of a single, fully transparent supply chain optimization plan.
- Creating an automation and robotics blueprint for manufacturing plants and warehouses, resulting in an optimized network infrastructure that is driving synergy in plants and warehouse operations.



### DELL

**Background:** The objective was to provide input on Dell Software strategy to improve management decision-making and to develop deeper relationships with top clients to grow revenue opportunities.

**Process and Deliverables:** The Executive Sponsor was John Swainson, President, Dell Software and meetings were also attended by Michael Dell, in person. Board members included 20 CIO and CTOs of Fortune 1000 corporations including Coca-Cola, Aetna, Honeywell, General Electric, Nike, etc. Face-to-face meetings were held every 9 months. In addition, the board met through quarterly strategy calls and two sub-committees were formed to explore Big Data and the Internet of Things.

#### Results (that we can share):

- Upsell revenue from long-term advisory board members (some served for 3+ years) in \$millions attributed to CAB engagement.
- Beta clients obtained for several programs.
- Numerous customer advocacy and testimonials created.
- Members featured in press releases and Fortune Magazine article on CABs.
- Significant input on Dell's cloud strategy, including a major course correction.
- CAB credited with advising Dell to create the "Dell Software Marketplace" to enable turnkey application purchases online.
- One Dell Software company acquisition was a direct result of CAB discussions.



### PERSHING, A BNY MELLON COMPANY

**Background:** The Pershing Client Advisory Board was created by Ignite and is co-sponsored by the Chief Relationship Officer and the CEO of Pershing. The objective is to explore opportunities for growth in the face of rapid technological change and historical regulatory oversight in the financial services industry.

**Process and Deliverables:** Ignite works with the Pershing team on a weekly basis throughout the year on all aspects of managing the advisory board. Ignite recruited 17 members including COOs and SVPs at T-Rowe Price, Citigroup, AIG, Aon, Capital One, and more. The board convenes twice a year in person, with quarterly strategic discussion topics facilitated by Ignite through a series of conference calls.

#### Results (that we can share):

- The board has successfully explored topics including the impact of the Department of Labor regulation and the new fiduciary standard, using predictive analytics/Big Data to understand consumer financial behavior, recruiting and retaining financial advisors, the role of online digital advice and the impact of robo-advisors on the industry.
- Pershing has received advice from board members on its business plans, solution roadmaps and go-to-market strategies, which has led to significant strategic course directions over time.
- Board members have shared with us that they gain significant value in participating from benchmarking their business models and operational performance with other members.



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