



ASEC Rapid Expansion Plan

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**Beyond
Consulting**

When you want to be number one, you have to go Beyond Consulting.

Agenda

- I. Executive Summary
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- III. Company Overview
- VI. Internal Expansion
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Beyond
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Executive Summary



Goals

- Triple the total number of employees and maximize individual efficiency
- Expand specific current service offerings, such as new media advertising and medical billing
- Achieve aggressive growth through acquisition of competitors



Increase sales presence in the US and garner a positive corporate culture

Increase revenue flows from the current ~\$20mm to +\$65mm by boosting employee count and efficiency

Effectively reduce competition and tap into previously unavailable micro-clients

Implement aggressive expansion strategies to increase ASEC's presence and cash flows.

Hiring Process

Current

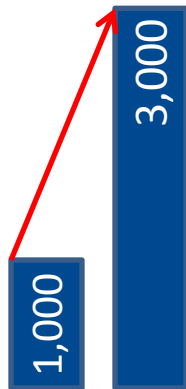
- 1,000 employees
- \$20,000 revenue earned/employee



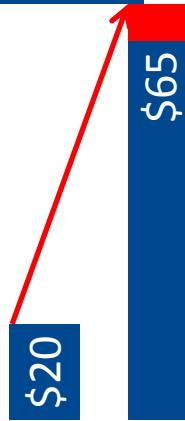
Avenues

- Internship offers
- Campus recruiting
- Aggressive marketing tactics

Post-Implementation



Total number of employees



Projected yearly revenue (in millions)

Benefits

- Fresh talent and a diverse employee base that will cater to different needs
- More presence in the job search market and boosted prestige associated with firm name
- Maximum efficiency reached through specialization and better delegation of tasks

In addition to employees taken over from acquired companies, aggressive hiring tactics are necessary for the long-term economic growth of ASEC.

Industry Overview

- The media used to attract clients/consumers is increasingly making a transition from “old media,” to “new media,” (37% of the public now favors this new media over old media).
- The BPO industry ‘forks’ into pay-per-single-service provider of BPO and large bulk sales of such services, ASEC is of course the latter.
- BPO firms must continue to provide core competencies to maintain a hold on their fragmented market segment, while acquiring ability to provide new service offerings to expand their MS.
- The BPO industry’s market segment for medical billing is quickly growing; as a result, ASEC should acquire a clinical medical billing service.



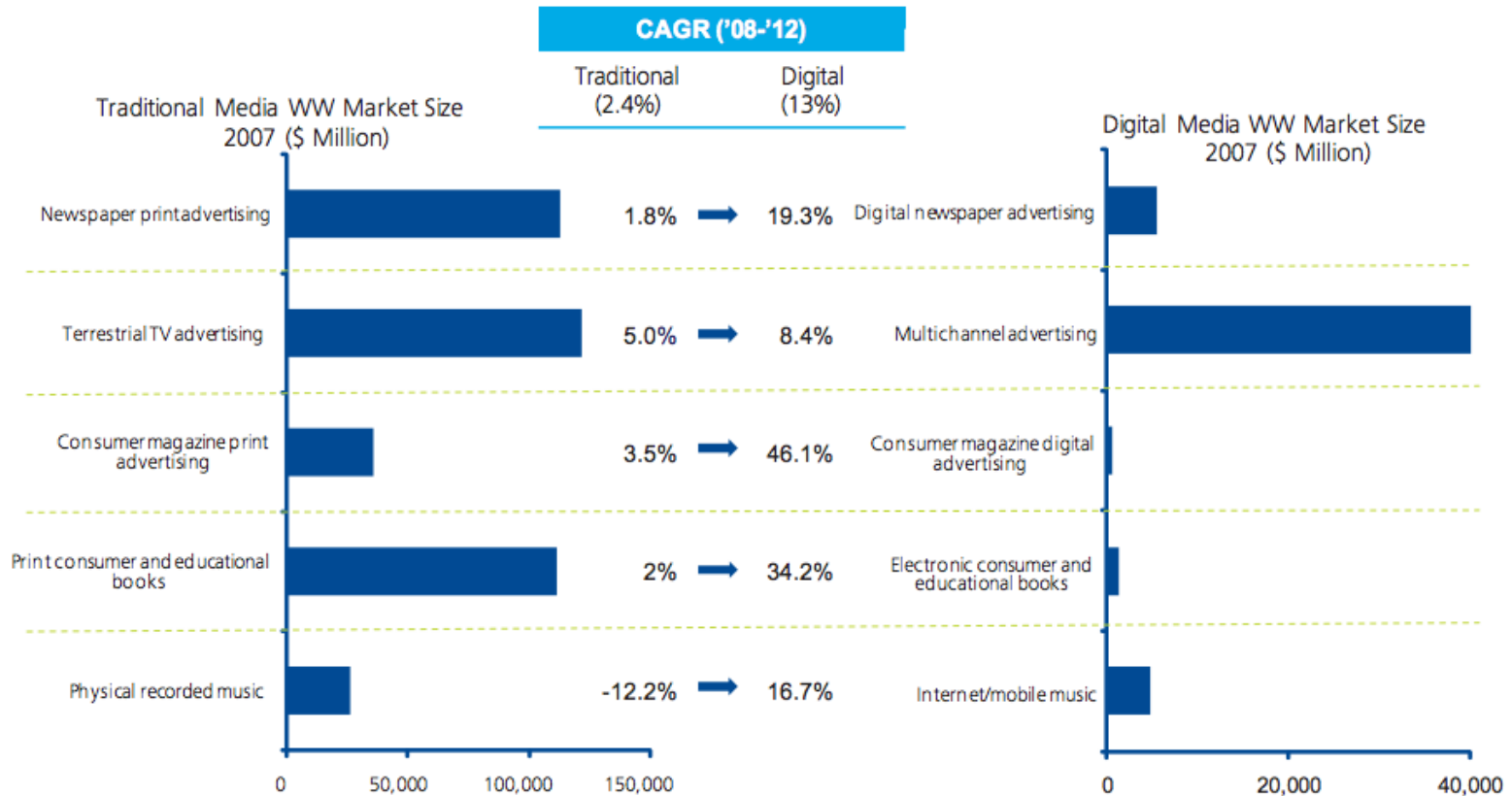
Whereas ASEC is now thriving in its market segments in core competencies, the company is unable to meet demands for new service offerings such as:

- Effective offerings in new media
- Competitive clinical medical billing services
- Maintaining a strong focus on domestic firms (not yet attempting further international geographical expansion)

(1) ASEC must maintain competitiveness with main competitors' offerings and (2) remain primarily concerned for doing increasing work for larger retailers, wholesalers, and large distributors specializing in new media.

New Media – Industry Overview

Growth of traditional vs. digital media markets worldwide: 2008-2012

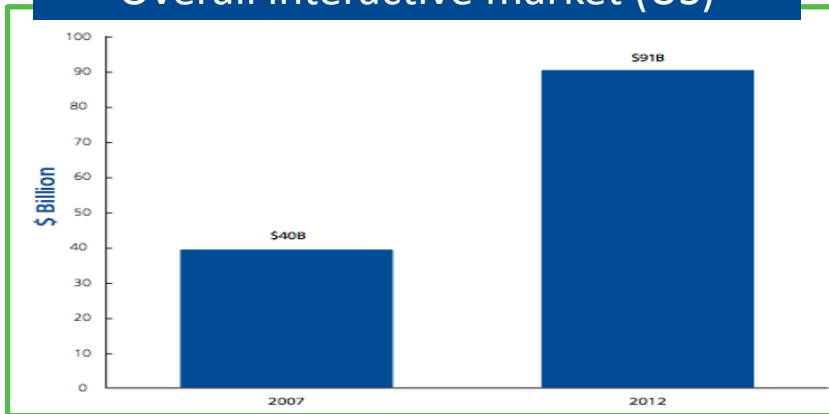


Source: Wilkofsky Gruen Associates. June 2008*

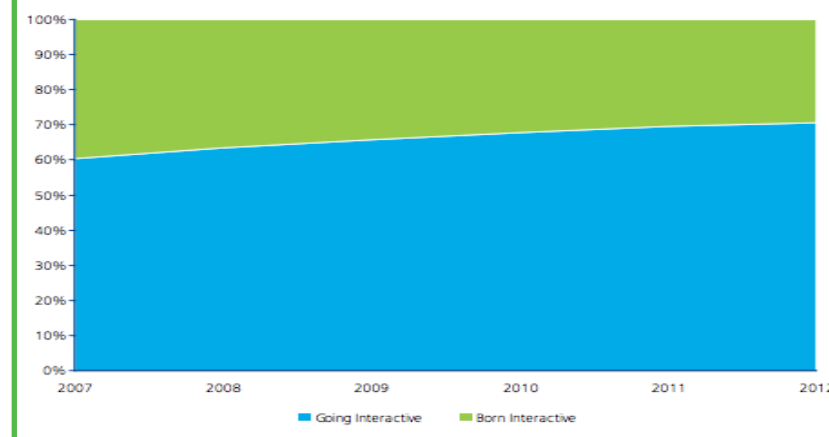
Widespread acceptance and expectations of digital media presence for all businesses

New Media – Industry Overview (cont.)

Overall interactive market (US)



Going Interactive vs. Born Interactive (US)



- Going Interactive segment is expected to grow by a 19% compound annual growth rate (CAGR)

Strengths

- Adaptability to market demand (mission: people)
- Versatility (cash flow, strong top management)

Weaknesses

- Lacking a strong internal content development/graphics team
- No specialization

Opportunities

- Rising market growth
- BPO – New Media hybrid model

Threats

- Creative & Marketing agencies
- Entering a hypercompetitive space

Widespread acceptance and expectations of digital media presence for all businesses

New Media – Recommendation

1










Consider crowd-sourcing on project-based terms, in combination with hiring freelancers

2

Expand graphics/media department by recruiting talents with graphic design and content development backgrounds

3

Acquisition of specialized graphics units from existing large companies, or aim for start-ups that specialize in this area

Risk (\$)			
Time Horizon			
Long-term impact			

Applications for Going interactive

Interactive TV and film	Interactive radio and music	Interactive publishing services
<ul style="list-style-type: none"> VOD (Video on Demand) and pay-per-view Electronic program guide Interactive TV games IPTV Digital cable Digital cinema T-betting/gambling 3D movies 	<ul style="list-style-type: none"> Digital audio broadcasting Visual radio Music podcast 	<ul style="list-style-type: none"> Interactive business information services Online catalog and directory eNewspapers eBooks ePeriodicals, journal, and magazines eLibraries
Digital advertising		
<ul style="list-style-type: none"> Interactive TV advertising Interactive radio advertising Interactive digital indoor/outdoor 	<ul style="list-style-type: none"> Ad network services Online advertising Mobile advertising 	<ul style="list-style-type: none"> In-game advertising Social network ads Holographic displays

Provide flexible approach to accommodate ASEC's risk appetite and project preferences.

New Media – Recommendation (cont.)

Company		
Company Mission	Provide a platform to discover and share social media and useful internet tools; we are also an independent creative agency covering the latest in tech, business and design	We begin by understanding our clients' ultimate goal... what their definition of success is. The client's final aspirations define the purpose and foundation of the tasks performed by us.
Services & Offerings	<ul style="list-style-type: none"> -Social Media -SEO -Website development -Presentation Design -Infographic design -Graphic design -Inbound Marketing Report -Website and Software Testing 	<ul style="list-style-type: none"> -Content Writing -Web Development <ul style="list-style-type: none"> -Facebook applications -Mobile integration -Website Design <ul style="list-style-type: none"> - Web design - Corporate identity -Internet Marketing

Target promising startups or foreign companies for favorable acquisition strategy.

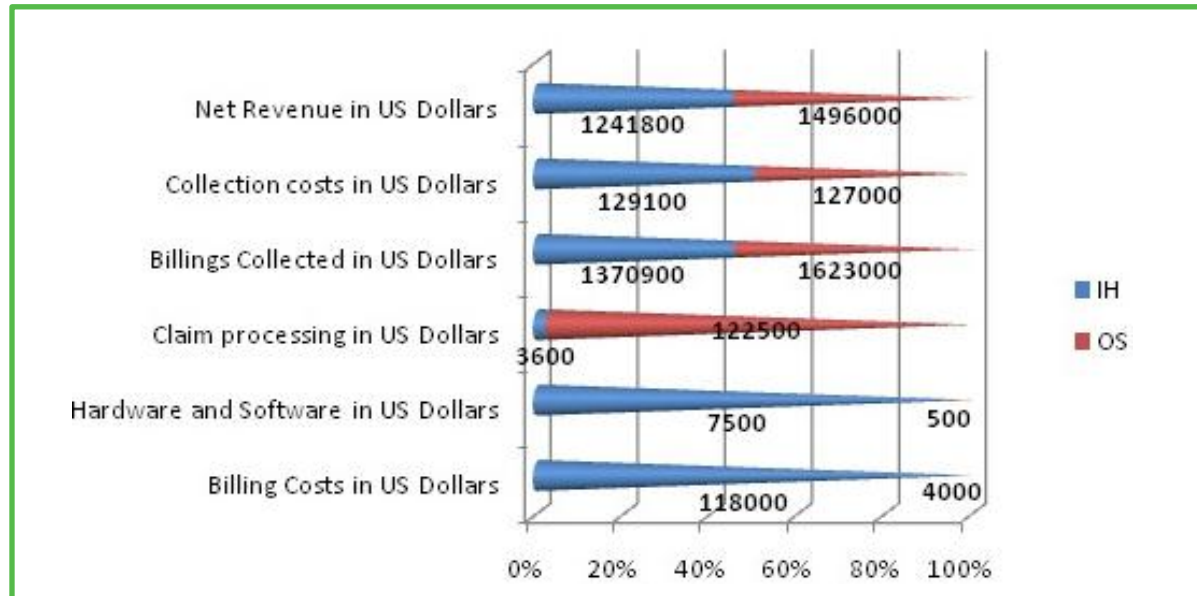
Medical Billing Industry Overview



- From 2010 to 2016:
- Global healthcare BPO market: CAGR of 21.4%
- Healthcare provider outsourcing growth rate of 31.9%
- U.S. Healthcare payer outsourcing market growth: 30%
- Claims processing has the highest share in the healthcare payer outsourcing market: 59%
- Healthcare providers spend \$7 billion annually processing insurance claims.

“Health care is America’s fastest growing industry and currently accounts for 16.7 percent of the nation’s gross domestic product.” – 2009

Acquisition of a Medical Billing Company



Strengths:

- Strong Client Relationship
- Data Analysis Knowledge & Input Skill

Weaknesses:

- Lack of Experience with Medical Industry
- No current employees specializing in this area

Opportunities:



- More Medical Companies Outsourcing
- Medical Industry Growing
- Medical Billing Becoming More Profitable

Threats:

- Growing Number of Competitors
- Companies Specialized Only in Medical Billing

Medical Billing - Recommendation



Company		
Company Mission	<p>Parallel Health's foundation is based on providing affordable, quality solutions and excellent customer service/support to all who come to us, regardless of business size, type, or revenue.</p>	<p>Our medical billing services experiences enables us to identify the redundancies, the inefficiencies, and wheel spinning that reduce your practice's profitability.</p>
Services and Offerings	<ul style="list-style-type: none"> -Medical Billing -Secondary Billing -Medical Coding -Medical Transcription -Customer Service -A/R Collection 	<ul style="list-style-type: none"> -Hybrid Management Medical Billing Services -Electronic Medical Records Software -Full Management Medical Billing Services -Online Billing Software

Final Recommendation



3 Steps

New Media

Medical Billing

Internal Expansion



Revenue increases from \$20 million to \$65 million

New diversified lines of offerings to accommodate the market demand of an uncertain economy

Stronger employment infrastructure to support current and future expansion

14

Three strategies will offer ASEC with room for aggressive internal and external expansion.

Implementation Timeline



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Acquisitions																		
New Media (analysis and negotiation)																		
ASEC's Internalizing of New Media Firm																		
Medical Billing (analysis and negotiation)																		
ASEC'S Internalizing of Med. Billing Firm																		
Internal Restructure																		
Campus Recruiting																		
Outreach-Marketing																		
Employee Training																		

Q & A