

Managing “Smart Business Eco Systems”



strategicfrontend.com: Tool Description

April , 2011

Strategic Network Management of Smart Business Eco Systems

Strategy Network Management powered by strategicfrontend.com

The cloud solution strategicfrontend.com helps companies to effectively manage both Products/Infrastructure and knowledge flows by linking resources and people as needed in a closed-loop management system.

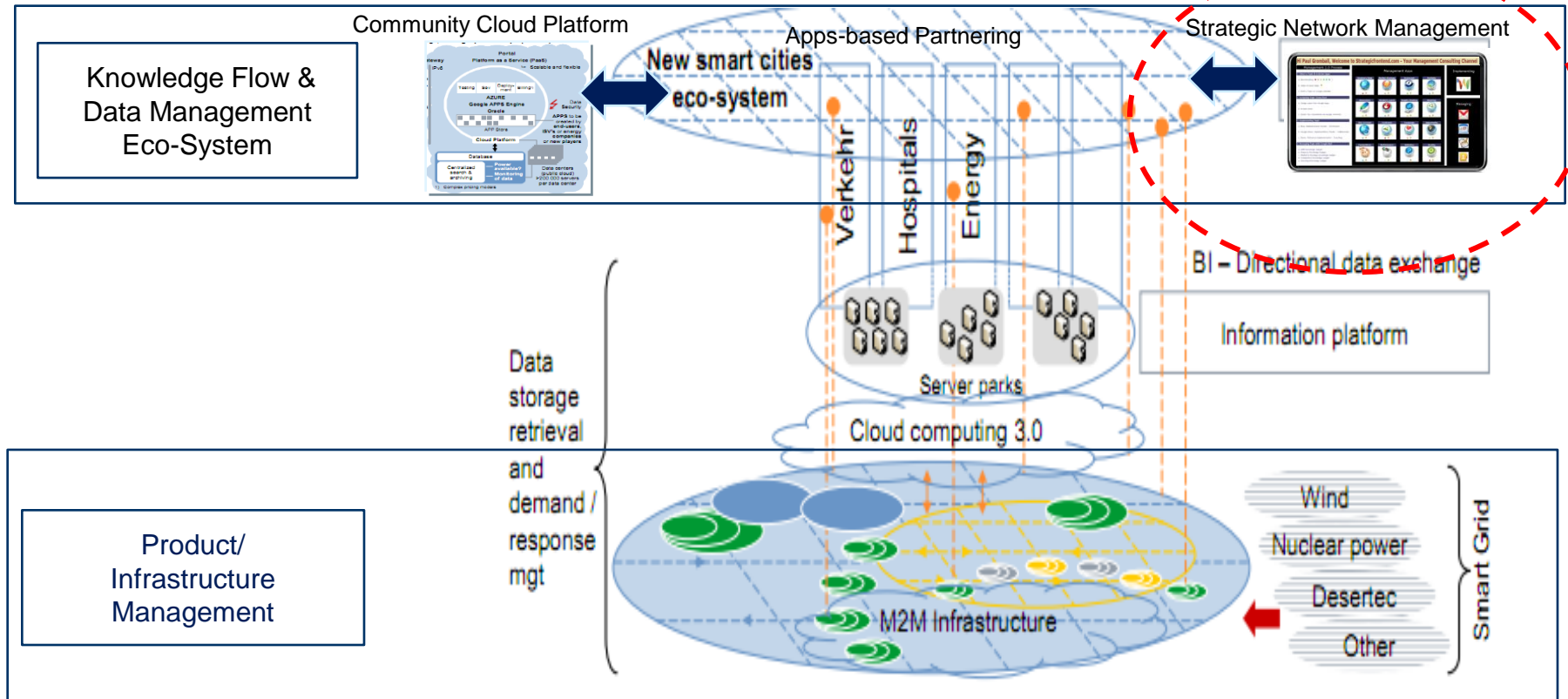
[Strategicfrontend.com](https://strategicfrontend.com) aligns managers, partners, customers, processes, and technologies towards executing strategy in faster-cycles by bringing all business functions together in the cloud

- Integrate all Employees& Partner in one place
- Create a corporate memory for sharing success
- Central Design & Security of Manager Workspaces

Management of Strategic Networks and Business Eco Systems

Strategic Network Management: Leveraged Growth with networked value creation improves asset profitability and customer experience

"Big Shift" Management Cloud Platform: Example Siemens "Smart City"



Network Management Workspace: Manager can select, implement and manage Key Topics when they arise by using the smart interface of strategicfrontend.com which is accessible anywhere



With the **strategicfrontend.com** cloud service, you can:

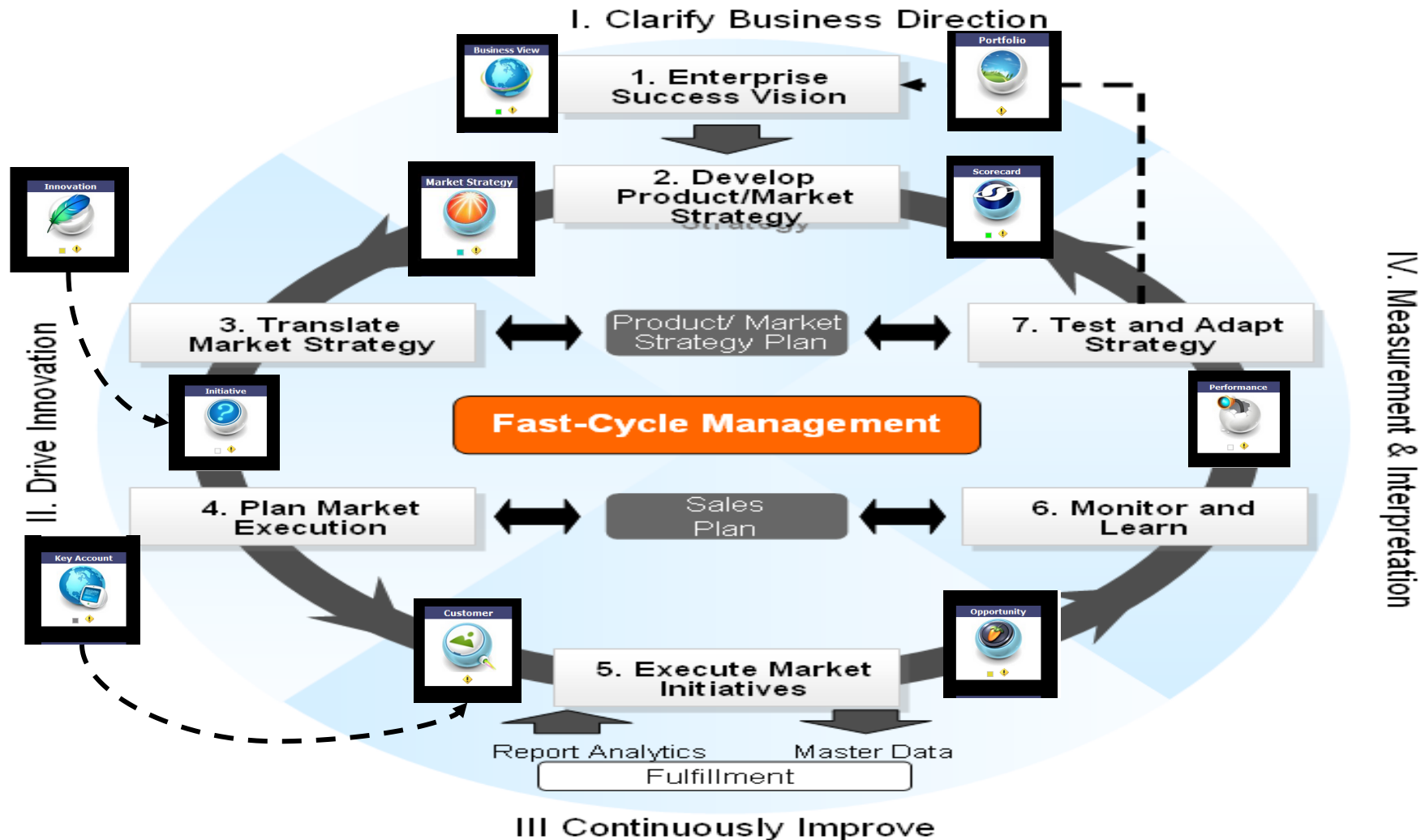
- Personalize Workspaces
- Authorize User
- Create Communities
- Proactively monitor Content
- Provide remote assistance
- Set security policies



Integration of unified communication and collaboration with strategic management apps

Apps for Strategic Network Management

Fast-Cycle Management Apps



➔ **Fast-cycle management is at the core of organizational agility**, for which Apps help to speed up the frequency of knowledge flow, communication, collaboration and coordination as a team/organization...

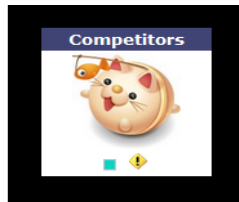
Business Intelligence Manager

Enabling Manager Apps

Business View: In what businesses are we in?



Profiling the Corporate Business Arena for structuring all activities , data and authorization on strategicfrontend.com. The software allows you to create granular Definitions of your Business Regions, Customer Segments and your Product/Service.

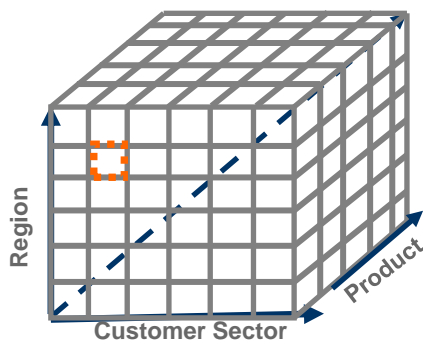


Competitive Intelligence: What are the strengths and weaknesses

Our competitive intelligence approach to profile the major competitors supports all managers on the Corporate, Market and Customer Level with a unified view of local/global strengths and weaknesses. This is the bases for achieving competitive advantages at the market and customer level.

Profiling the Business Eco System: Define your Regions, Customer Sectors and Products

The Business



Regions

Region

World Regions

- EMEA
 - SouthAfrica
 - USA & Canada

Add Region +

Sectors

Sector

Franchise Partner

- Master-FRANCHISEES
 - Franchisee 1
 - Franchisee 2
 - Franchisee 3

Add Sector +

Categories

Category

Solution & Services

- A. Executive Forums
- B. Executive Coaching
- C. Consulting
 - 1. Strategy Consulting
 - 2. Sustainability Consulting
 - 3. Sales Effectiveness Consulting
 - 4. Cost Reduction Consulting
 - 5. Productivity Consulting
 - 6. Offshore Outsourcing Consulting
- D. Training
- E. Seminars
- F. Software

Add Category +

BECOME A SERVICE PROVIDER FRANCHISE OPPORTUNITY TESTIMONIALS CONTACT US

Site Search

LEVERAGE GLOBAL

HOME ABOUT RESULT AREAS SOLUTIONS RE-SOURCES FREE TRIAL

LEVERAGE FOR RESULTS

LEVERAGE Your Bottom Line

The forum gives you access and exposure to a peer-group of up to 15 like-minded company executives from non-competing industries who face the same business challenges as you. These executives come together once a month to share ideas, and discuss challenges that are either affecting their company, life, industry, or the entire economy. Over time, members of the forum begin to develop deep rapport with each as many business solutions come to fruition.

We go to great lengths to ensure each member of our forums are properly screened and qualified to be there, thus making the round table meetings that much more empowering. A forum member is either a CEO, MD, Key Executive or Shareholder (or a combination) of a company and usually has a high level of education and experience. It's not unusual to have 2 or 3 MBAs and a PhD graduate sitting in our forum meetings. Many of our forum members have built multiple

Learn more for Result Areas

Member since 2010
Howard, Project Manager, Agood Tiger

Member since 2007
Wang, President, Borge, Haggene San Marino

Member since 2007
Mark, Vice, Saudi Arabia

Member since 2006
Mentor, Eastern Cape South Africa



Business Arena: Defining the Business the Network is in

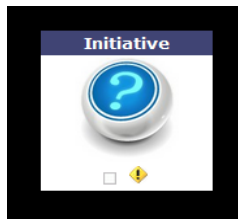
Product/Market Manager

Enabling Manager Apps

Market Strategy: How to achieve sustainable competitive advantage?



Based on proved methods of strategic management consulting (e.g. McKinsey, BCG, ADL..) you can do a market diagnostic and develop market strategies and plans and in addition:
Identify the market potential,
Analyse the Product-lifecycle,
Evaluate market specific Competitive strengths and weaknesses, ,assess market-attractiveness, do SWOT-analysis / Campaign development, Strategy development and – formulation and Finance-planning.

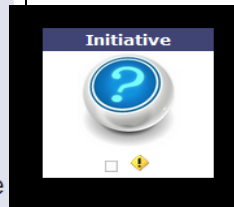
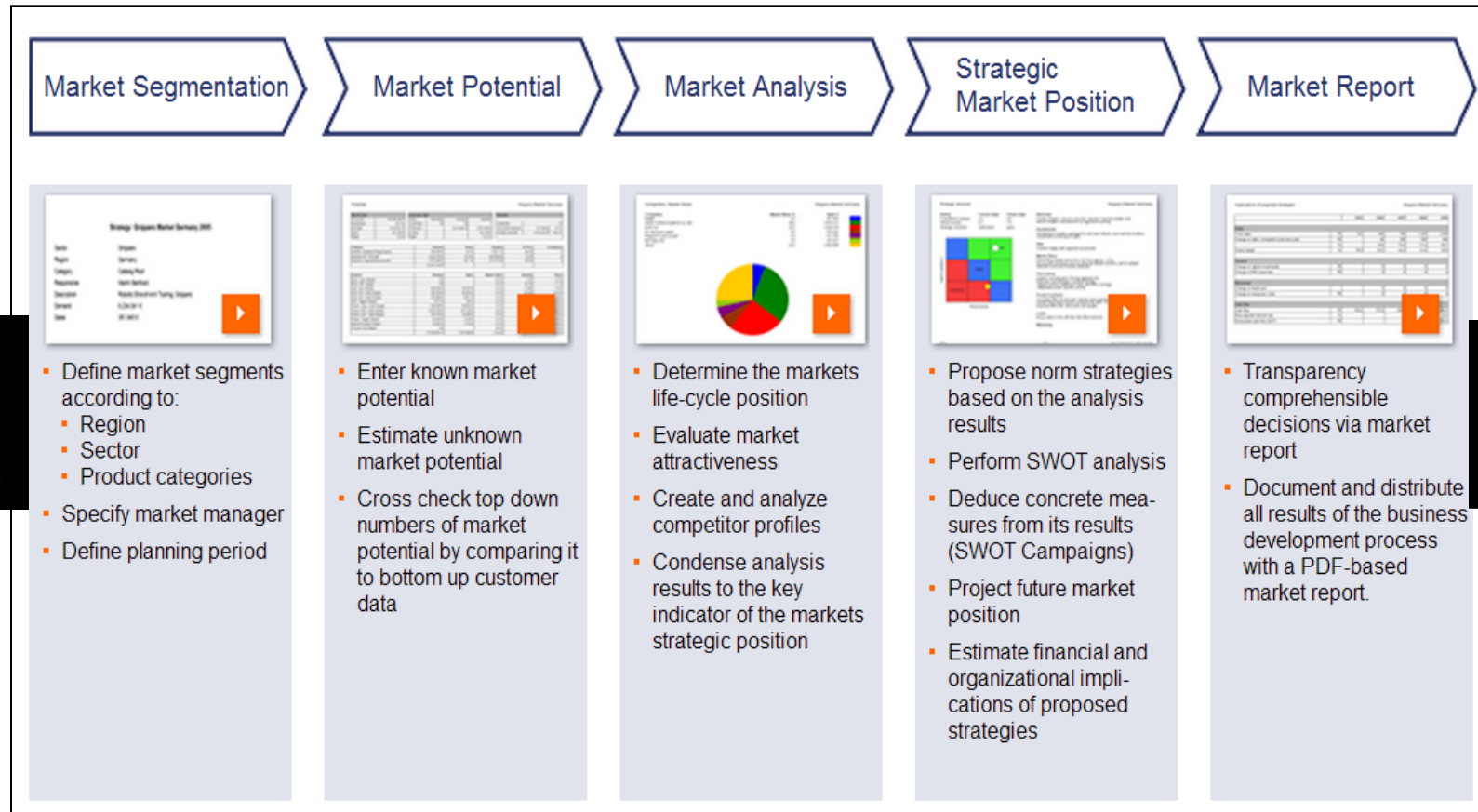


Initiatives and Projects: How to engage Market Strategy through Project Streams?

Stay organized and manage strategic and operative activities with full collaboration capability with internal employees and external partners. Monitor tasks from home or on the road with Web enabled desktop, laptop, PDA, or cell phone access..

Market/Apps Strategy : Networked Process

Compose Market Strategy



Corporate Portfolio Manager

Enabling Manager Apps



Portfolio: In which markets do we get the best leverage from our resources?

Strategicfrontend.com allows you to use the portfolio management of markets as a powerful tool for leveraging your Corporate Resource Allocation Process by adding new markets, create synergy between markets, exit of markets or making markets more profitable.

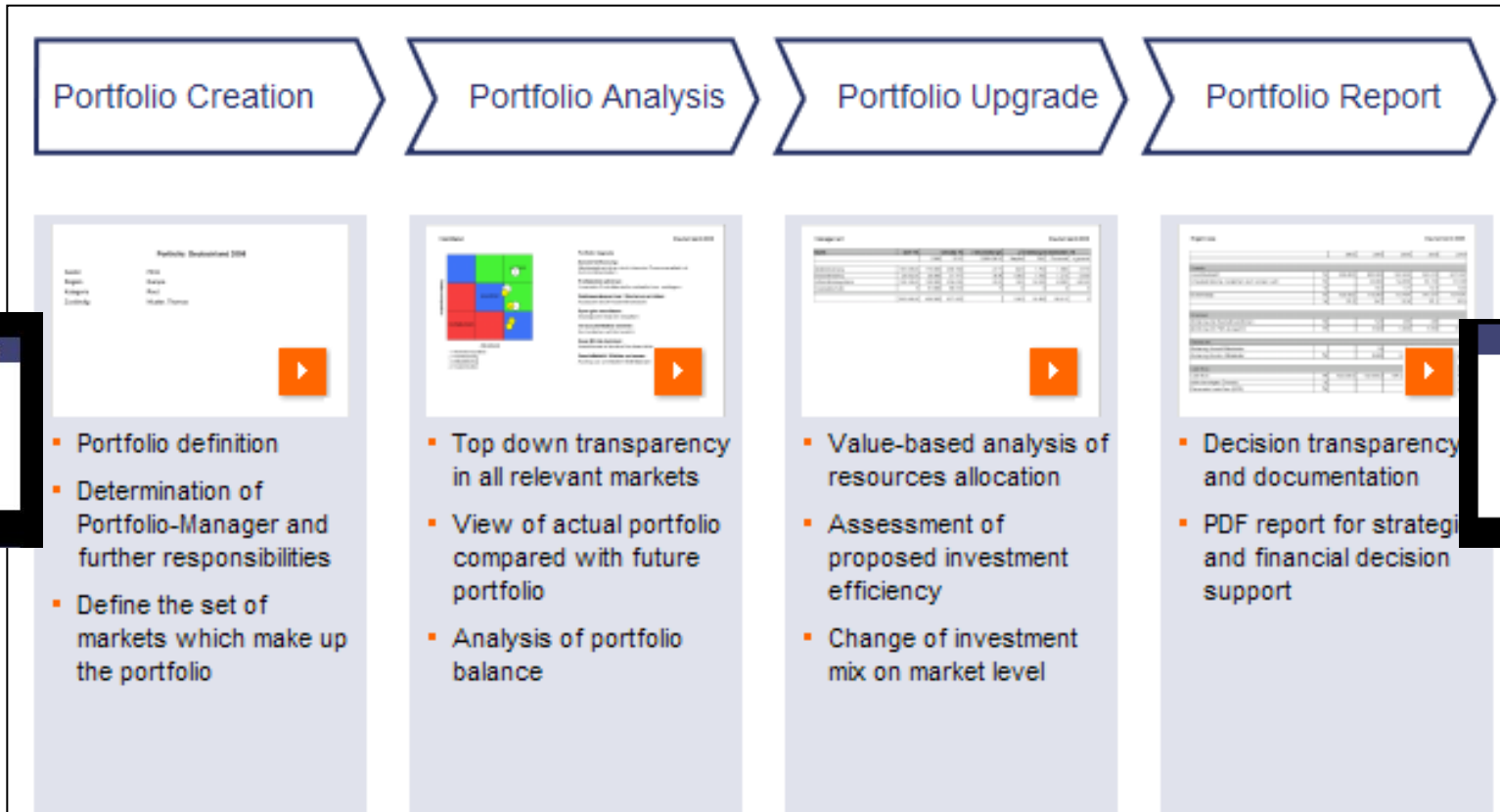


Business View: In what businesses are we in?

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Corporate Portfolio: The economics of the “Smart Business Eco System

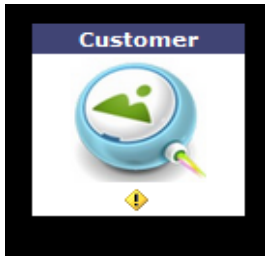
Compose Portfolio Strategy



Customer Manager

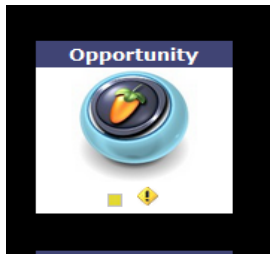
Enabling Manager Apps

Customer Strategy: How to find & address high potential customers?



This approach is based on a proven customer strategy approach of McKinsey. Core of this approach is to get a “snapshot” of the customer and competitive landscape of your customer base. Opportunities are generated in a creative and collaborative process to increase sales by 50%.

Opportunity Management: How to increase the hit/conversion rate?



Maximize your opportunity conversion rate by ensuring that opportunities are being followed up consistently during the sales cycle. strategicfrontend.com allows you to create customizable sales pipelines,, build triggers to streamline sales activities, and more.

Customer Strategy

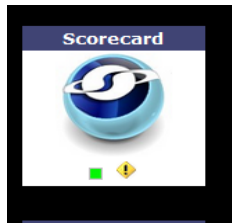
Compose Customer/Client Strategy



Strategy Controller

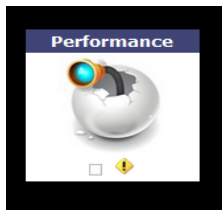
Enabling Manager Apps

Scorecards & Collaboration: How to measure and interpret the strategy?



Strategicfrontend.com allows you to create market-specific strategic maps and (balanced) score-cards. This makes the strategy operational. The same format of the strategic map ensures alignment of objectives, strategic themes, key performance indicators across all company markets. This is the bases for monitoring progress of the strategy and collaboration.

Performance Improvement: How to align strategy with operational performance improvements?



This approach is based on an proven Performance Management of McKinsey. Core of this approach is to identify performance risks in market specific value added steps of Acquisition, Development, Operations and Service. The set-up of Initiatives to close performance gaps are supported.

Measurement and Interpretation Process

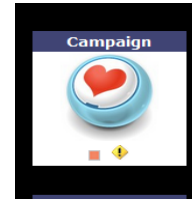


Supporting Apps (1)



Open Innovation:

Open innovation helps you use external ideas as well as internal ideas, and internal and external paths to market, as your company looks to advance their technology” The boundaries between you firm and its environment makes the software permeable; innovations can easily transfer inward and outward.



Marketing Campaigns

Generate a steady stream of leads and opportunities by putting your marketing on auto-pilot. Our software allows you to create elegant, multi-step drip campaigns with online and offline components (e-mail,direct mail, fax, etc.) that can be used to automatically convert leads into educated, motivated prospects and convert customers into repeat buyers..

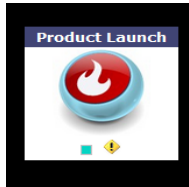


Key Account Strategy: How to create synergies in Key Account Networks?

The software helps you to create Key Account Networks of locations and local sales reps. This create transparency of best-practices which can be shared

Supporting Apps (2)

Product Launch



The product launch is a specific cross-functional and cross-boundary initiative. The activities can be tailored to the requirements of the company, product and country

TQM: Total Quality Management



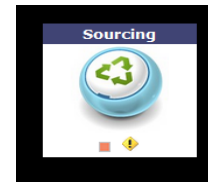
The software helps you to create Operations Networks of plants and production segments. This create transparency of best-practices quality solution which can be shared.

Supply Chain Design



Major Changes in business and technology make it imperative that companies pursue responsive redesign of their supply Chain Processes. The Software support the project team in designing global Supply Chains.

Intense Sourcing

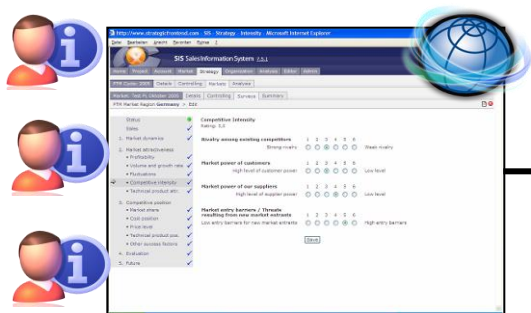


The proven sourcing process of Mitchell Madison supports category specific sourcing events. It helps the team to analyse spend, developing sourcing strategies, bid solicitation and evaluation as well as in contract management incl. Monitoring.

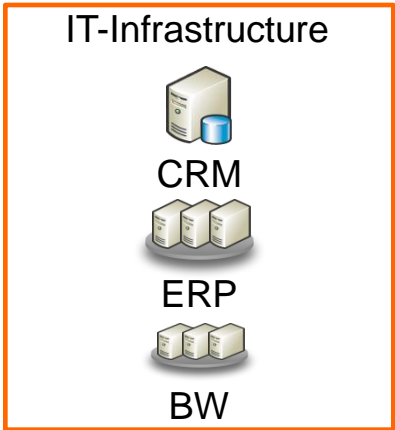
Cloud Computing Options: Private, Public or Hybrid

Private-Cloud :Strategicfrontend.com as part of the Company Infrastructure for scalable participation of people

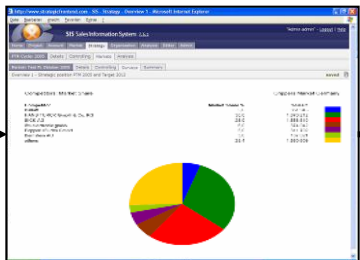
Cloud-enabled Social Business Processes



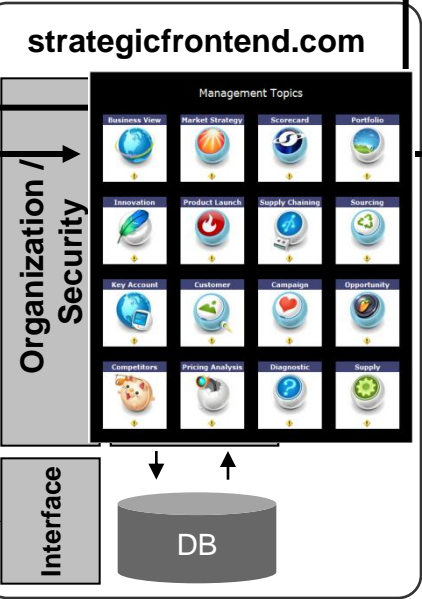
2. Input of external Information and Judgments



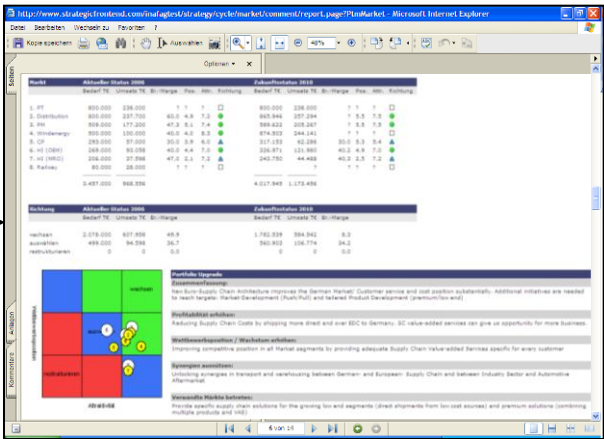
1. Import Internal Data



3. Aggregation of internal Data and external Information and judgments



Market Manager:
In the social driving seat



4. Creation of Strategy and Execution Documents

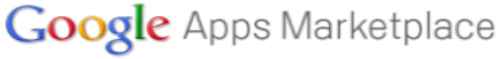
Knowledge Assembly Line Approach

More than 10.000 User since 2003: Schaeffler Group, Rheinmetall, Balluff, Süd Chemie, Merck....


Strategicfrontend.com System Facts: Compatible to Client Infrastructure

Server	
Platform	strategicfrontend.com is a web-based server system for consulting applications
Key Features	16 Consulting Apps
Language / Currency	The software is multilingual and multi currency and easily expandable using configuration tables to other languages. Current languages: German, English, French, Russian, Polish, Chinese (and Spanish in preparation)
Documentation	The software manual is in English and German. It is used as an online help via Internet browser, and is available for printout.
Authorization concept	Extensive usage of rights and role system to control access to the system
Framework	Standard framework with modules implemented in Java for management and analysis in "soft" (documents, graphics, etc.) and "hard" (Sales, potential, market share) data and analysis in any format (pdf, xls, html, graphics)
Interfaces	XML, CSV (Excel), SAP R/3 in various forms
Operating system	Any, support for Java 1.4 or later provided
Database system	Any, preferably Microsoft SQL Server version 2000 , MySQL
Hardware	No special requirements
Client	
Operating system	any
Browser	All major Browsers
Hardware	No special requirements

Google Public Cloud Computing Service: Strategicfrontend.com as part of the Google Ecosystem



Marketplaces

[Google Apps > Accounting & Finance](#)

[Video: Product Overview](#)
[View customer success stories](#)

Strategicfrontend.com:Free Strategy Management Process-as-a-Service

by [TMG Technology Management Group](#)

Strategicfrontend.com helps businesses aligning managers, customers, processes, and technologies towards executing strategy in faster-cycles by bringing all business functions together in the cloud

- Integrate all Executives & Employees in one place
- Create a corporate memory for sharing success
- Central Design & Security of Manager Workspaces

Add it now

This application will require administrative approval. [Learn more](#)

Pricing Details
Free for Google Apps user. ----
Save up to \$700 USD annually per Cloud Manager Workspace with strategicfrontend.com

[Vendor Product Homepage](#)

Specifications
Version 13.9.1

Data access requirements

- Calendar (Read/Write)
- Contacts (Read/Write)
- Docs (Read/Write)
- User Provisioning (Read only)

About the Vendor
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Germany
089/244434870
post@tmg-muenchen.de
[Vendor website](#)

PUT YOUR ENTERPRISE SOCIAL NETWORK TO USE:

I) Drive Organizational Agility:

- Personalized Design of Manager Dash-boards
- Unite people with information and proven business approaches
- Keep everyone on the same page
- Out-thinking and Out-executing Competition

II) TRANSLATING STRATEGY AND EXECUTION INTO PROFIT:

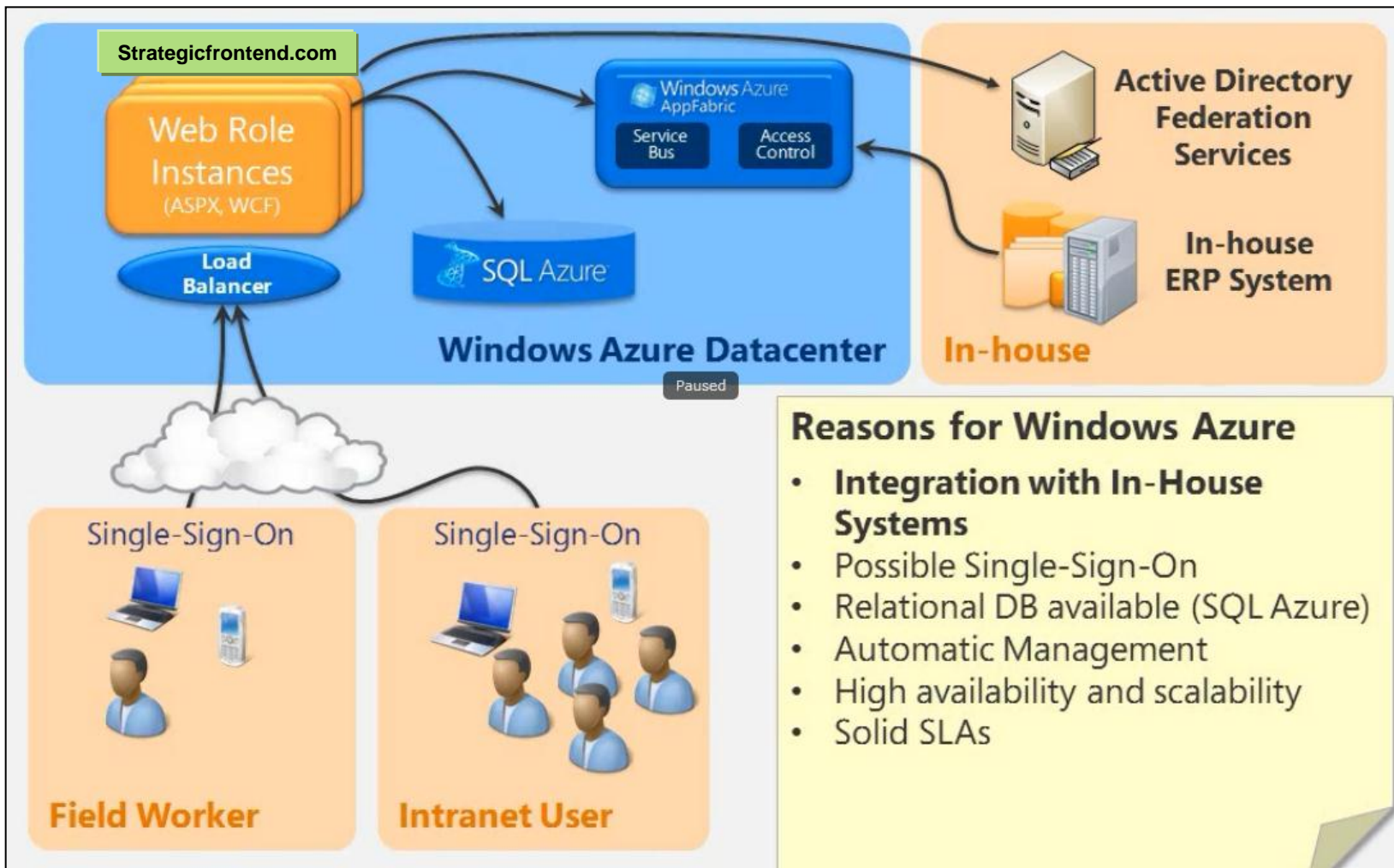
In the Driving -Seat of your Business:

- Be productive immediately
- Work the way you want
- Move from collaboration to action
- Give structure to discussions
- Create a collective view with embedded business tools
- Make the best decisions by ensuring your group works from the same information

III) PROVEN BUSINESS APPROCHES: The Management 2.0 Apps are based upon methods of major consulting companies like McKinsey & Co. or leading business schools like MIT-Sloan and combining them with Google Apps™ capability to make world's information universally useful.

“Business Process Utility” : More than 500 global Clients in 60 Countries using the Google/TMG Solution

Microsoft Public Cloud Computing Service: Strategicfrontend.com as part of the Microsoft Ecosystem



Client ERGO: “Fast-cycle Management-powered by Windows Azure”

Building the right network
management capabilities –

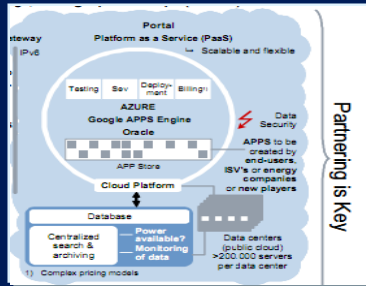
What is the implication on
the workplace and the
overall management
infrastructure?

Creating the Knowledge Eco-System: Unlocking the Cloud Computing Potential for Profitability Impact

Technology Foundation

Cloud Computing

Service & Software for scalable Pull Platforms



Forces of Change:

- Computing
- Digital Storage
- Bandwidth
- Cloud Users
- Wireless Subscriptions

Social Productivity

Manager Workplace

Modular Design & Security of flexible Knowledge Access/Creation



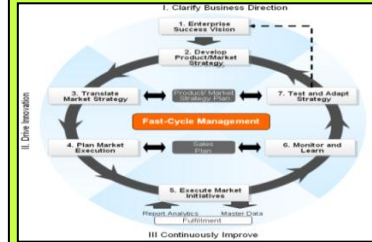
Forces of Change:

- Internet Activity
- Wireless Activity
- Social Media Activity
- Worker Passion

Knowledge Flow

Management Process

Fast-Cycle Management of Knowledge Flow



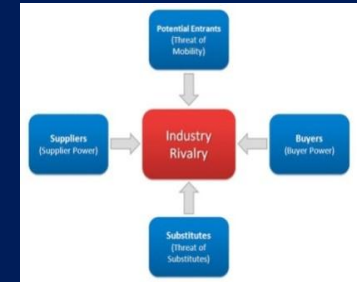
Forces of Change:

- Inter Firm knowledge Flow
- Decision Cycle Time
- Executive Turnover
- Returns to Talent
- Labor Productivity

Profitability Impact

Market Value Creation

Closing the Asset Profitability Gap

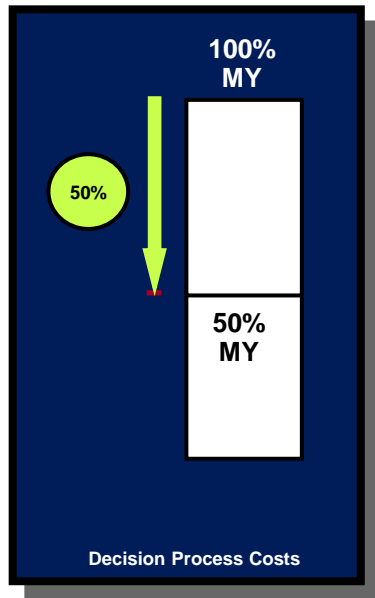


Forces of Change:

- Competitive Intensity
- Stock Price Volatility
- Asset Profitability
- Firm Topple Rate
- Shareholder Value Gap
- Consumer power
- Brand Disloyalty
- Economic Freedom

“Big Shift” Impact: Achieved Results

Social Productivity

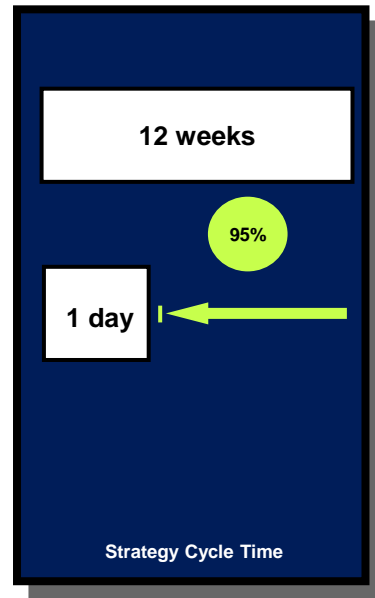


Streamlining Data Gathering
& Reporting

Reducing Planning Layers

Flexible Access to
Resources needed to
address the unexpected

Speed

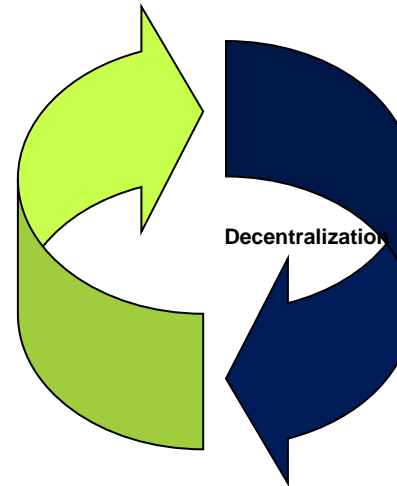


Online Market Strategy
Events

Instant Expert Verification

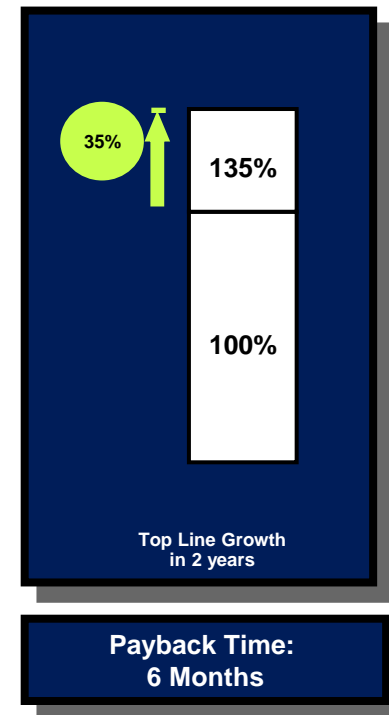
Connecting Knowledge
with practice-real-time

Sharing



Market Synergies
Replication of proven
strategy execution
processes
Success Transfer

Results

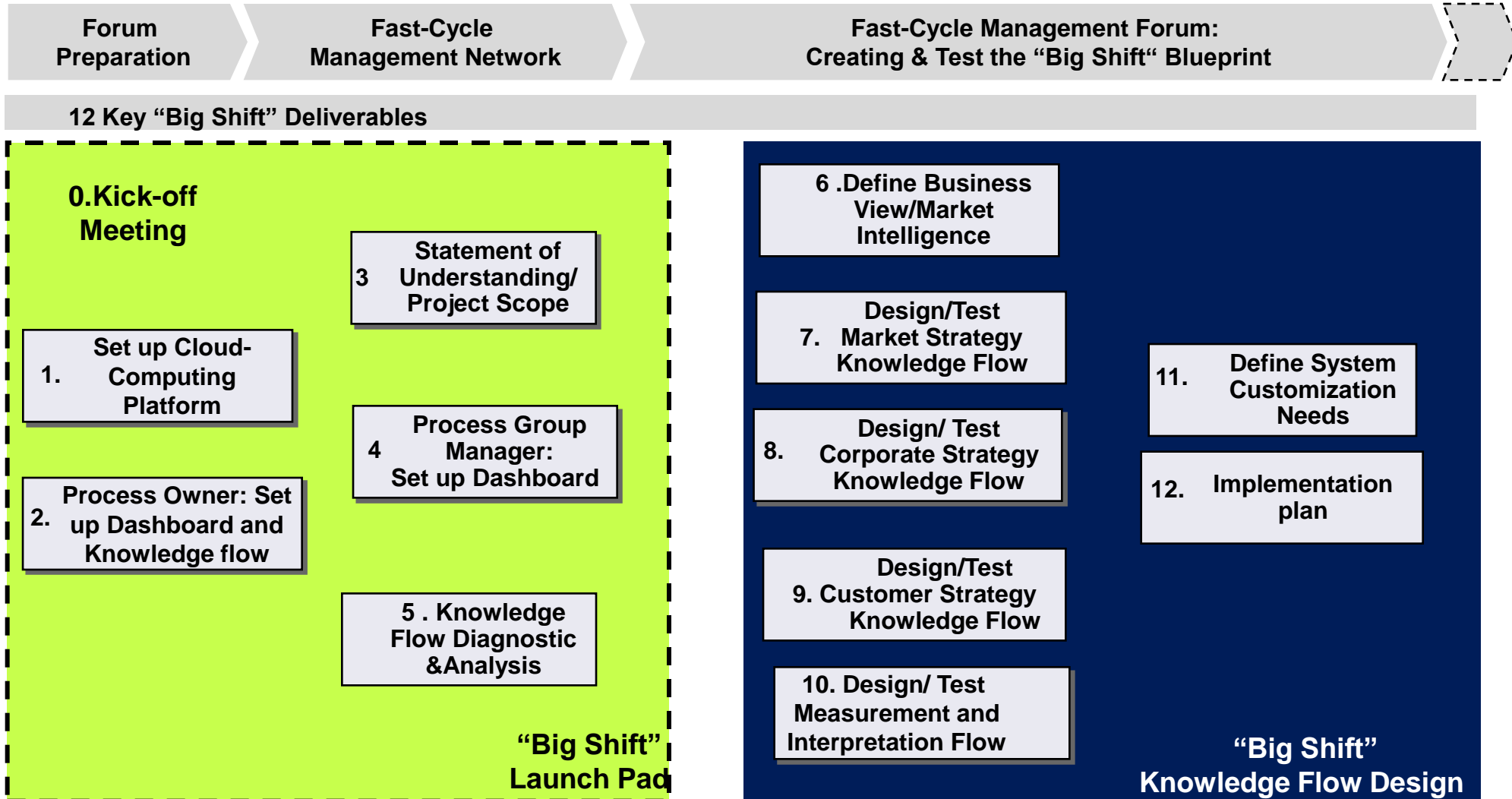


“Big Shift” Cloud Computing enables consulting and client management to become more productive

Implementation: Creating and Testing the Strategic Network Management Platform

Strategic Network Pilot Program:

Leverage Peer-to Peer Groups with 12 “Big Shift” Deliverables



Outlook – How to leverage the information of App-based businesses

Fast-Cycle Management Solution :

Driven by web-based Apps of strategicfrontend.com

