

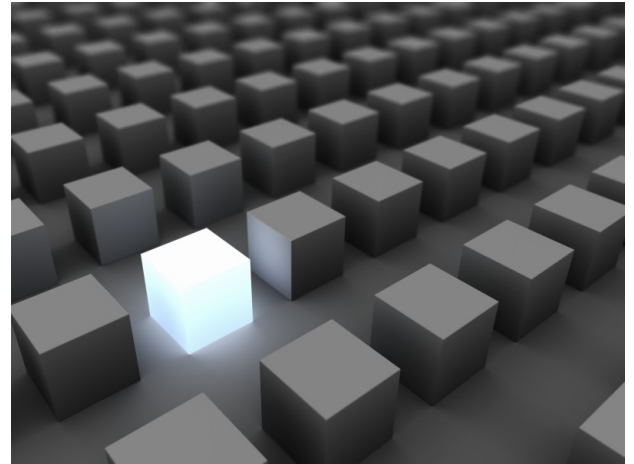
## Drive sustainable long-term revenue from the top

Revenue growth is too important to be left to the sales and marketing team. This strategic activity takes leadership from the top to focus the entire organization. CWR, a strategic consultancy based in Canada, can help you achieve that by aligning sales, marketing and technology throughout the organization, to create a strategy for sustainable long-term revenue growth. We work with senior executives to drive more revenue with an integrated service that brings together strategic sales, marketing and technology consultancy and implementation.

## A strategic approach to revenue generation

Sustainable revenue generation requires more than a series of ad-hoc sales and marketing campaigns. It must align with corporate objectives.

We have practical experience with creating strategy from the top. Alex MacKay, CEO of CWR, has been CEO or senior executive of a number of leading corporations in Canada, including Siebel, DMTI, and SAP. He has a personal understanding of the strategic decision-making process and the challenges senior executives face. He is personally involved in developing overall strategy for clients, adding significant value to the solutions we develop. CWR also brings to its projects former CMO and CIO experience.



## Strategy and implementation

CWR, unlike many consultancies, works at both strategic and operational levels. We carry out high-level consultancy projects and feasibility studies at the initial planning stage, but we also have the skills and resources to deliver successful implementations within budget and timescale. That means an efficient, seamless process from initial consultation to final delivery, with no disconnects between strategy and solution.

## Integrated solutions

By working with CWR, you can access advanced skills in customer relationship management (CRM), revenue alignment, lead generation, go to market strategies, sales and marketing effectiveness and marketing automation. These skills enable us to take an objective view of all aspects of your revenue-related activities, and develop integrated solutions that make the best use of your own sales and marketing resources. By integrating all the processes from lead generation to purchase, we can ensure a joined-up process that delivers optimal results.

## A clearer route to market

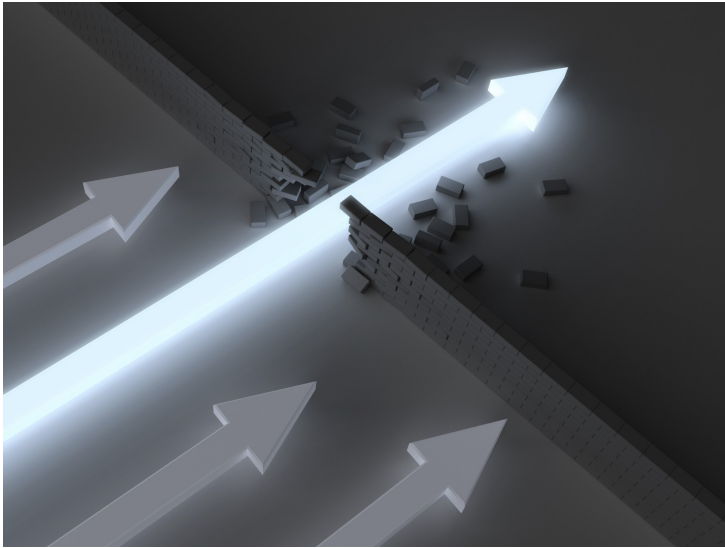
You can draw on our wide-ranging skills and experience to develop a comprehensive go-to-market strategy that incorporates all the elements needed for success. We analyze the current and future needs of your target sector and review the current offerings from your organization and other major players. Our recommendations cover the opportunities in the market, the costs and resources needed to launch your offering, and the risks associated with the launch. We also provide practical advice on choosing channel partners, establishing value propositions and planning sales and marketing campaigns to achieve your targets.

# Corporate Profile

## Improved sales and marketing effectiveness

Optimizing the effectiveness of your sales and marketing operations is key to achieving revenue growth. We can carry out an operational assessment to determine which stage your teams have reached – readiness, efficiency or effectiveness. During the assessment, we review people, processes and structure of the operation to identify opportunities or obstacles to growth, and provide an action plan to enhance performance and deliver improved results.

## Enhanced customer relationship management



Your CRM solution gives your teams the tools and information they need to monitor and optimize all aspects of your relationships with customers. CWWR has vast experience in this field and has completed over one hundred successful deployments of Salesforce, the world's leading CRM solution. As an accredited Salesforce partner, CWWR has the skills and resources to provide a complete service, including initial consultation, discovery of the challenges, strategy development and solution design, implementation, training and ongoing support.

If you are not fully satisfied with the results you are achieving from your current Salesforce implementation, we can carry out an objective Salesforce Success Review. The customized review will provide you an action plan based on an overview

of your original objectives, project plan and budget, a review of your software configuration, and discovery of the existing business paths within sales, service, marketing, and data integration to identify the optimal path for success.

## Improved efficiency through sales and marketing automation

Marketing automation technology can help you improve the accuracy and productivity of your sales and marketing programs. We have built a strong team of specialists, including database administrators, developers, data architects, business analysts, business process leaders and project managers. They use their skills to help our clients drive better results from sales and marketing programs by developing custom apps and mobile services, integrating database and marketing activities, and creating powerful analytics to increase insight and control.

## Strategic revenue alignment

Our comprehensive approach to revenue alignment can help you make the most efficient use of your sales and marketing resources and speed up time to market. We analyze each aspect of your operations to identify the stage of revenue alignment your organization has reached. In our experience, there are three stages – tactical, strategic and unified. We can establish a road map to take your organization to higher levels of performance, focusing on cross-functional alignment, messaging and branding, compensation strategies and metrics. With a clear focus throughout the organization, you can be confident of achieving sustained long-term revenue growth.

## In partnership with CWWR

If you would like to work with us on your next revenue project, please contact Alex MacKay to discuss how CWWR can help you plan, business case and implement a successful solution.