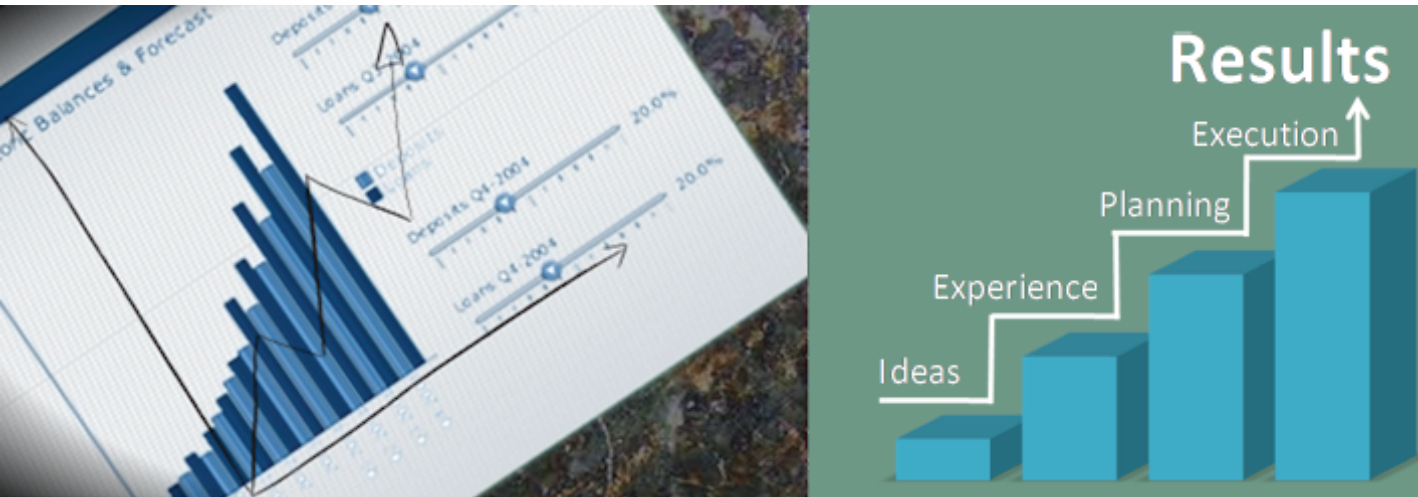


Cascade Business Group, LLC

Lasting, sustainable results.

Cascade Business Group (CBG) partners with your team to review, assess, design, develop and implement business and financial solutions that help create competitive advantage. Review our case study library to learn more about how CBG delivers immediate value and lasting, sustainable results for your organization.



<http://www.consultcascade.com/casestudies.html>

Cascade
Business Group LLC

CBG RESULTS: Executive Briefings



Business Issue



Cisco needed to determine how the integration of applications impacted the sales of Cisco IP Communications (IPC) products and the profitability of the Cisco Channel Partners worldwide.

The CBG team analyzed how Cisco Channel Partners perform financially based on three types of business models:

1. Product Resell Only
2. Systems/Network Integration
3. Bundled Solutions

CBG reviewed the long term profitability associated with these business models and developed tools to give Cisco visibility to evaluate the impact of applications integration on the financial performance of current and potential Channel Partners.

CBG Delivers

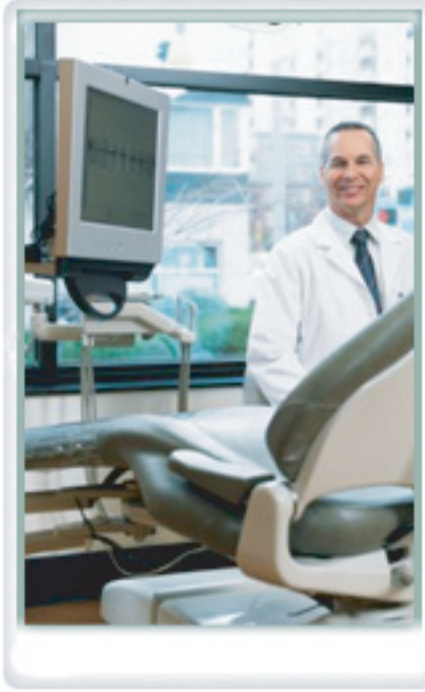
The CBG team interviewed a wide range of Cisco Channel Partners throughout the world. After gathering the data, the team developed case studies outlining the sales approach, the solutions offered and the value of the customer to Cisco and the Partner. A probability based ROI Calculator was developed to determine the profitability of the three types of transactions and the value of the customer to Cisco and the Channel Partner over a six year lifetime. Based on the results of the survey, the CBG team was engaged to help design and implement a repeatable process for helping Cisco Channel Partners develop more solutions-centered business models.

- Data Gathering & Strategic Analysis
- Case Study Development
- Financial Impact Modeling
- Creation of Powerful Analysis Tools such as the Lifetime Value Calculator
- Design & Implementation of a Partner Practice-Building Model
- Design & Implementation of a Customer and Channel Partner Valuation Model
- Process Template Creation for Developing Solutions-Centered Channel Partners

Results

This process, released by Cisco as the Partner Practice Portal, includes methods, tools and templates for their Partners. This new portal is the foundation for a sustained profitability model for Cisco Channel Partners to build a true application and professional services practice around Cisco solutions.





Washington Dental Services (WDS) had the opportunity to better align their business strategies with their key projects and initiatives to ensure business objectives were met. In addition, opportunities existed to improve the process for reviewing, approving and monitoring project investment decisions.

"We asked Cascade to help us develop a methodology guiding aspects of our planning. Their role included both facilitating our thinking and in bringing specific planning expertise to the effort. They helped us identify best practices and turn those practices into solutions that would fit our organization's needs and culture. Cascade not only drove the process but got to know us as individuals and as a company, and didn't hesitate to dig into the detail work. We are using the solutions we developed together and I would not hesitate to recommend Cascade's services."

Tom Gates
Director, Business Planning & Analysis - WDS

CBG Delivers

CBG developed a business planning and management process, focused on creating templates for key aspects of the business planning, business case methodology and performance measurement processes.

- Process Template for Business Planning & IT Requirements Management
- Tool & Process Development for Assessing and Delivering Business Cases
- Best Practice Identification and Systematic Templating of Best Practices
- Business Process Design & Systems Testing / Implementation
- IT Project and Asset Management Methodology
- Development of Return on Implementation Analysis Tools

Results

The improved process allowed WDS to make better business decisions and investments, positioning them to achieve their business goals. In addition to developing a roadmap for WDS' business planning, CBG delivered a sustainable process that was adopted by WDS management, reducing the time and effort required to manage investment decisions and measure the success of new initiatives.



Getty Images was looking for new revenue opportunities to grow their business outside of their core business offering. Although they had developed a new product, they had not launched it.

"We brought in Cascade to help us implement a new product line and were quickly impressed. The team quickly developed a clear understanding of our company and the goals we were committed to. As a result, they were able to make an immediate impact on the project. Cascade's results-focused commitment, as well as Business and IT experience, proved to be invaluable."

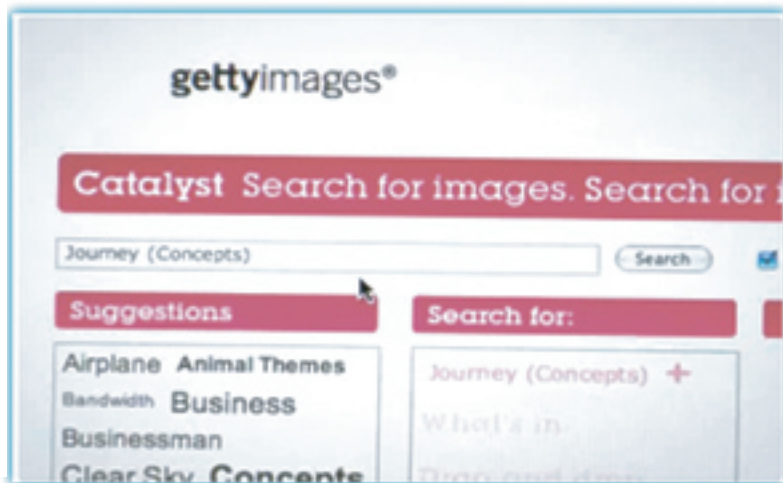
Robert Treves
Vice President, Release Management - Getty Images



CBG Delivers

CBG is helping Getty manage multiple product launches and develop repeatable processes and templates to build a scalable and sustainable model for designing and delivering new products in the future.

- Strategic Analysis
- New Product Launch Process
Template Creation
- Simultaneous Product Launch
Management
- New Product Design & Delivery
Model Implementation
- Process Template and IT Application
/ Systems Integration



Results

Getty has delivered their first two new product launches and is building the processes and infrastructure to deliver future launches more efficiently, reducing both time to market and cost of delivery.





As a result of an Umpqua Bank transformation initiative, sweeping opportunities for change were identified by the bank's design, customer experience and brand strategy team. The changes involved the initial customer experience and the efficiency of operations in numerous departments within the bank as well as a multitude of vendors providing services required in today's banking environment.

CBG provided technological input and oversight throughout the creative and design phases, ensuring compatibility and/or interoperability with existing infrastructure. As the Senior Technology Consulting Firm for this project, CBG was responsible for translating the creative direction provided by the bank's marketing strategy team into deliverable solutions and ultimately managing the successful delivery of those solutions.

Rich Sauter

Vice President & Senior Technology Consultant - Umpqua Bank

CBG Delivers

CBG enhanced core IT infrastructure: We work closely with Microsoft, Cisco, and Intel/Lenovo as core technology partners to deliver creative solutions, leveraging existing infrastructure investments and establishing a baseline for which the enterprise can continue to scale not only in size, but through additional features. Implemented features included Cisco video chat between bank stores and back office experts, and integration with Microsoft's Virtual Earth product with a very large interactive Planar digital displays through touch enabled technologies.

CBG enhanced core Banking services: Banking capabilities were enhanced through the implementation of a best of breed banking CRM system (360view by inBusiness). The 360view product provides to bank employees a dashboard view of a customer's relationship with the bank as well other extended features, such as providing next product recommendations, lead/referral generation, and goal and incentives integration.

As part of our project role, CBG was responsible for all aspects of the technology implementation within concept bank branches featuring these new technology-rich customer focused features.

Results

Virtually all technology components CBG designed were able to reduce complexity in the customer banking experience, increased operational efficiency, reduced costs and enabled increased capacity for future growth. These elements were critical in the transformation to being a leader in next generation banking. CBG was able to employ technology solutions that enhance the "one-on-one" customer experience now and well into the future.





Xerox was reviewing opportunities to improve service levels and coverage while reducing the overall cost of providing service for equipment in the field under warranty or service contract. They needed to both design and implement a program that addressed these needs.

"Cascade Business Group helped us orchestrate a very complex redesign of our Service Logistics, Distribution, Returns and Repairs processes. CBG came in, spent time to understand our business needs, recommended new strategies and provided an implementation plan that has transitioned our business to a new level of service at a reduced cost and lower inventory levels. We couldn't be happier with our partnership with CBG and their performance here at Xerox."

John Major

Vice President, Customer Support - Xerox Office Printing Business

CBG Delivers

CBG provided strategic analysis to Xerox in the areas of procurement, distribution, reverse logistics and repair operations. Based on the resulting recommendations, CBG led a vendor selection process and filled the lead negotiator role in the establishment of a substantial contract for outsource distribution and technical services. CBG successfully managed five separate, yet related, projects, involving over 120 people, to establish a new physical distribution center and to open a state of the art repair center. Through testing and implementation of changes to Xerox's ERP, Financial and CRM applications as well as the integration of these systems to the systems of two new business partners, CBG managed significant changes to Xerox's business and systems processes.

- Strategic Analysis
- Vendor Selection
- Contract Negotiation for Outsource Services
- Logistics Process Design, Testing / Implementation
- ERP, Financial, & CRM Applications Testing / Implementation

Results

The completion of this project allowed Xerox to improve their service coverage and service levels while also reducing their working capital requirements, inventory levels and overall cost of service. It also allowed them to aggressively recover service parts destined for land-fills and return them to the shelf for re-use.

