

# **VELCOM**

***Exceed Expectation***



## **ENTERPRISE BUSINESS CONSULTING**

VELCOM's Enterprise Business Solutions (ERP / SCM / CRM / BI) extensive experience of more than 2000 person months enables successful Product / Vendor Selection & Project Implementation for its customers.

VELCOM provides Leadership & Guidance to Minimize project risks, Step up implementation progress and Increase the success & value of the customer ERP project initiatives.

VELCOM primarily focus on mid size organizations across industries and helps its clients manage every aspect of their ERP Initiative, from strategic planning to day-to-day operations.

VELCOM achieve this through our "Generate more value from the existing IT infrastructure" strategy, which is built on our expertise in ERP consulting & technology and industry knowledge.

VELCOM serves as advisors exercising trusted responsibility to its customers.



**VELCOM ERP IT SOURCING PVT LTD**

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# ENTERPRISE BUSINESS CONSULTING

VELCOM through the Enterprise Business Consulting Practice helps Enterprises on their initiatives on Strategy, Business Development & Operations. VELCOM assist organizations with different services based on their levels like –

- ◆ Matured Level – Running the business successfully for many years in different countries across verticals
- ◆ Growth Level – Running the business successfully for years in one or few countries with or without vertical focus
- ◆ Initial Level – Start up businesses with little focus on region, vertical channel etc.,

## ENTERPRISE BUSINESS CONSULTING – SERVICES

### ◆ BUSINESS STRATEGY:

A. Business Plan:

1) Mining Existing Customer – Customer Score Card

2) New Customer Acquisition Plan

B. Vertical & Horizontal Focus:

Assist customer in creating the right Value Proposition, Collaterals, Segment focus for the verticals & horizontals decided to focus on.

C. Go to Market Strategy:

1) Geography Focus

2) Partner Focus

a. Delivery Partner, Outsource Product Development, Dynamics Upgrade Labs, Professional Consulting

b. Partner Program for Vertical & Horizontal Solutions

3) End-Customer Focus

a. For Verticals & Horizontals

b. ERP Support Model & Upgrade Labs

### ◆ OPERATIONS:

Reducing Project Cost using Re-usable Components; Knowledge Repository; Right Pricing Models; Maintenance & Support Models.

### ◆ BUSINESS DEVELOPMENT:

VELCOM would work closely with the Customer Business Development (Sales & Marketing) team, track their progress & help them meet their growth objectives.

The key areas include:

A. Value Proposition / Positioning

B. ERP Awareness Initiatives (Readiness Audit, Lecture)

C. Marketing

1) Collaterals

2) Lead Generation

3) Prospect Qualification

4) Pre-Sales Readiness (Demo)

5) Proposals Preparation

D. Utilize Principal Infrastructure Approach

1) Vertical Solutions using Principal Network

2) Principal Pre-Sales Team & Partner Network

### ◆ TRAINING:

A. Value Proposition / Positioning

B. Product Presentation

C. Effort Estimation & Pricing

D. Proposal Preparation