

# Introducing Vecta Consulting

We specialise in business and technology advice for technology-intensive organisations; whether start-up, SME, international expander or conglomerate, or government body.



Our network includes business management consultants, finance and marketing experts, and world-class scientists and technologists, to ensure we have the people with the skills and experience to identify and solve your business or technology problem quickly and effectively.

And because we operate virtually and use technology to minimise our overheads, you get a top-quality professional team at a reasonable price.

You get **more for less** at [www.vecta5.com](http://www.vecta5.com)

Here are some challenges and related questions we can help you face and the results to expect.

	<b>Innovation</b>	<b>Collaboration</b>	<b>Gap Closing</b>	<b>Performance</b>	<b>Value Creation</b>
<b>The Challenges</b>	Businesses are subject to increasingly severe and sudden changes in their environments.	Only make what you must. "Make-Buy" decisions have been replaced by "Buy-Collaborate-Make" questions.	Expansions expose strategic gaps which are best exposed early.	Companies become locked in their past, mistaking things they do barely adequately for core competences.	Cash problems can arise even when everyone seems to be doing what they should.
<b>Some Questions</b>	How do you engage your customers, partners, investors, staff, and suppliers in identifying, articulating, and communicating an effective business strategy?  How do you encourage the product and market innovation that differentiates you, is credible for your customers, and delivers lasting value?	How do you ensure your products minimise costs while maximising performance?  How do you shrink time to market so income begins as early as possible?  How do you remain open to new ideas that will become more valuable than today's jewels?  How do you ensure your products appeal to the widest market?	How do you quickly win new customers in new markets or business areas?  How do you ensure you have the necessary business and technology talent?  How do you find new business partners for collaboration or acquisition?  How about finance?	How do you focus responsibility and reward on areas with most future value potential without losing the profits elsewhere?  How do you ensure your business processes are lean yet flexible enough to absorb change?  How do you e-enable your business without losing intimate knowledge of your customers' needs?	How do you evaluate and reward performance so costs incurred are in line with the payments received?  How do you reduce delays, discounts and late payments to avoid squeezing your cash?  How do you ensure everyone takes your cash chain more seriously?  How do you realise your business value?
<b>The Payoffs</b>	Our proven approach aligns business strategy to potential; improving your top line by stimulating effective innovation.	We help you choose when and where to compete or collaborate with the right partners using the right forms of collaboration.	We help you identify and remove obstacles to your success	Our experience in searching out truly core competences helps you understand where and how you should compete.	We help you focus on what must be done to align cost and revenue so as to optimise overall value creation and cash generation.

We have the expertise to help you solve just about any business or technology problem.

If you have an issue related to any of these themes; contact **Frank Morris** for a free and confidential discussion. If we think we can help, we will make you a proposal that we are sure you will find offers **more value for less outlay**.

And the Tango picture? Collaborating businesses can learn from a hundred years of Tango culture; how to read signs of potential compatibility; how to work closely together, and when to move on.

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