

CONSULTING SERVICES OVERVIEW

Product Management

Marketing Services

Technical Consulting and Training

Financial and Risk Management Consulting



Product Development and Product Management

Concept development, business cases, planning, design and build, product launch and project management

Parcus Group staff are skilled across latest product management and service creation methodologies and have experience with product developments and lifecycle improvements in telecommunications, IT, finance, retail and other industries.

Parcus Group product development methodology and skills covers the following stages:

- Concept Development including market and demand analysis, idea generation, screening and prioritisation, high level solution and development of a high level project plan
- Business Case phase including strategy considerations, business impacts including staff, systems, technology, legal issues, financial modelling and analysis, risk assessment, monitoring and reporting
- Requirements Documents including detailed project planning and costing, product requirements document including functional requirements, ordering, provisioning, support and billing
- Solution Design & Planning activities across technical and engineering solution design, business systems solution definition and design including both OSS/BSS and marketable product design
- Development/Build & Operational Readiness includes technical solution implementation, operational readiness and acceptance testing, sales & market readiness and customer beta testing
- Commercial Launch including marketing planning, go-to-market strategy, collateral, campaigns

Project Management

To ensure satisfactory performance against the performance standards our customers require, Parcus Group for the duration of any project, appoints a project manager who is responsible for all aspects of project delivery in line with Project Management Institute PMBOK guidelines including:

- Project plan (plan development, execution and change control)
- Project scope management (initiation, planning, definition, verification and change control)
- Project time management (activity definitions, sequencing, duration estimating, schedule development and schedule control)
- Project cost management (resource planning, cost estimating, budgeting and cost control)
- Communication Management (planning and performance reporting)
- Risk Management (risk identification, risk quantification, risk response development and control)
- Quality Management (quality planning, assurance and control)

Financial and Risk Management Consulting

Risk management, scorecards, baseline modelling, forecasting, product and corporate cost modelling

Credit Risk Management

Our team can help you with identification and management of strategic and credit risks across your business. We can assist you and take responsibility for coordinating, planning and implementation of a practical risk management program that fulfils your requirements.

Following are some of the risk management activities our team has experience with:

- Portfolio analysis support
- Development and implementation of origination score cards
- Complete analysis of market conditions
- Model baselines and POP (probability of payment) transformations
- Development and implementation of automatic approvals for loans
- Development and implementation of behaviour scoring cards
- Development and implementation of loss forecasting models
- Policy procedures and documentation

Financial Consulting

Leveraging experience of our people we can deliver comprehensive financial models and solutions for your business including:

- Product financial and cost modelling
- Forecasting (sales, product growth, cost base and resources)
- Business and product profitability analysis and financial reporting
- Corporate finance models including COGS, CAPEX and direct, in-direct and overhead functions costs detailing
- Market pricing analysis and price modelling (market based or cost plus pricing)
- Business cases including financial analysis, scenario modelling and risk analysis

Marketing Services

Market based management, strategic marketing, market research, channel marketing

Our approach to marketing is characterised by focus on market orientation, customer needs and value articulation. Following are some of the key areas our marketing consultants look at to help your business:

- Market Orientation and Performance including customer focus and managing customer loyalty, marketing performance and marketing profitability
- Market Analysis including market potential, demand and market share, customer needs analysis and value creation, market segmentation and customer relationship marketing, competitor analysis and sources of advantage
- Marketing Mix Strategies including product positioning, branding and product line strategies, market based pricing and pricing strategies, marketing channels and E-marketing, marketing communications and customer response
- Strategic Marketing covering strategic market planning, offensive strategies and defensive strategies
- Marketing Plans and Performance including marketing planning, performance metrics and strategy implementation, market-based management measured vs. financial performance

Following are some of the services Parcus Group can provide in the area of Marketing Research:

- Economic Research, Forecasting and Modelling including economic research projects, formulation of accurate and evidence-based demand, cost forecasts and scenarios or any other economic research, forecasting and modelling services as required
- Statistics and Surveys covering undertaking survey design and questionnaire design, conducting surveys using a variety of methods, and analysis of results, conducting presentations on statistical reports, applying relevant statistical collections to business issues and any other research service in relation statistics and surveys
- Socio-Economic, Demographic, Consumer, Qualitative Research, and Market Analysis including focused analysis of specific business policy or regulatory issues, studies using qualitative methods such as interviewing, focus groups or literature reviews, 'consumer needs' studies and market research, market segmentation analysis for telecommunications or any other industry or any other research service in relation to socio-economic, demographic, consumer, qualitative research and market analysis

Channel marketing support we offer is backed by years of experience of collaboration with some of the largest global businesses. Parcus assistance looks at the channel development and modeling as a long term extension of your business in a target region thus our approach emphasises the criticality of the appropriate channel structure right from day one.

Parcus channel marketing services cover:

- Assistance with planning and creation of channel strategy including resale and distribution partners selection
- Product accreditation with relevant bodies both in governments and commercial entities
- Modelling and establishment of end-to-end procurement and logistics processes
- Integration of business systems and tools between suppliers, distributors and channel partners
- Sales and technical product training including customised training for product sales 'in context of the business solutions'
- Marketing programmes including market development funds, customer loyalty and campaign offerings

Technical Consulting and Training Courses

Pre-sales and post-sales support, tailored training programmes

Our technical team can demonstrate ongoing commitment to excellence in ICT. This affects credibility and authority – factors which are crucial when entering a highly competitive market. We understand and empathise with the thinking of customers and orient our advice and recommendations accordingly. Our customers come from diverse industries such as telecommunications, finance, transport, health, construction, education, manufacturing, mining and government.

Following are key areas of expertise of our technical consultants:

- Pre-Sales and Technical Support including bid and tender responses, identification and scoping of sales opportunities, technical solution design and equipment selection, solution pricing, technical support during the sales process, post-qualification meetings with customers to understand their goals and strategies, explore options and provide input to bid planning process
- Post-Sales Technical Services will provide you with the data and advice you require to manage the impact on the network when introducing new applications, particularly converged solutions like IP Telephony. Our service can include design, configuration of routers and switches, training, documentation, reporting and importantly, security. Specifically we offer architecture and design reviews, security, performance audits, analysis and reports, technical and sales training and education, vendor technical management and commercial negotiations, technical support and problem management
- Training Services we offer are turn-key training solutions customised to meet your unique requirements and include creation of tailored courses and materials, vendor neutral for unbiased knowledge transfer, educators with real-world experience, small class sizes for increased interaction with the lecturer, hands-on training options, up-to-date courseware and reference materials

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You can find out more about our consulting services at:

<http://www.parcusgroup.com/bustec/consulting.html>

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