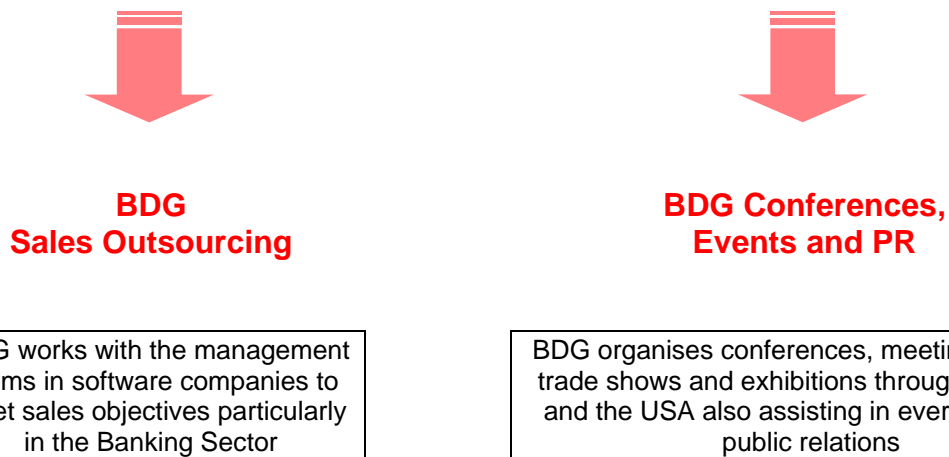


About Business Dynamics Group (BDG)

Business Dynamics Group (BDG) build, market and deliver a high value portfolio of measurable start up, turnaround and business acceleration services which positively impact a client's ability to achieve corporate objectives within Europe, Middle East and Africa (EMEA).

BDG operates in two discrete areas:



BDG has organised and managed a variety of conferences, events, meetings, trade shows and PR. Examples of these events are:

- User conferences in world-wide locations for US and European based organisations;
- Trade show attendance at conferences such as BAI, Sibos, Gitex, etc. These have taken place at diverse locations such as London, New York, Charleston, New Orleans, Helsinki, Dubai and many others all for US based high tech organisations;
- Motivational meetings world-wide (Hawaii, Mexico, South Africa, etc.) for US and European based organisations;
- Global gatherings for a variety of mutual interest organisations.

Event types include Social, Corporate, Industry, and Special Events. BDG:

- Helps plan, organise, and advise client prior to the event
- Assist in selecting venues
- Negotiate closely with vendors
- Actively assist during the event
- Manages the post event activities. This includes helping to clear up, making sure that all charges to BDG's client are correct and according to contract, manages the feedback from evaluation forms and many other such activities.

BDG also arranges for the marketing of events including:

- Advertising
- Publicity
- Sponsorship

BDG has assisted many organisations to expand their sales outside their domestic market and into EMEA. This is achieved by BDG taking full responsibility of the EMEA sales effort. BDG actually does the selling into EMEA, relieving its clients from having to employ and manage its own team of professionals in EMEA until it is financially feasible from profits derived from the EMEA market.

Organisations that have successfully used our expertise include a Californian based organisation start-up in Europe which grew from zero to £15,000,000 per annum in 3 years. Another Far Eastern organisation grew from zero to £8,000,000 per annum in two years. This is achieved while keeping costs at an absolute minimum.

The major challenges of starting up in a non-domestic market without experienced help are:

- Not knowing the right people
- Not understanding the variety of cultures in EMEA
- Very high costs with no return on investment (no sales) for a long period of time.

BDG has the capabilities to:

- address the points above
- reduce the lead time to the first sales to an absolute minimum

There are three key areas that BDG addresses:



BDG has access to a variety of professionals in different fields and is able to draw on this expertise on a free agency approach to the benefit of its clients. Individuals with the required skill will advise BDG as and when necessary to achieve client-specific objectives. The BDG network supports client engagements in three ways:

- 1. The Primary Network.** BDG develops and maintains a network of decision makers, influencers and partners and will seek to use this to understand and develop opportunity for its clients.
- 2. The Referential Network.** BDG, its partners and the client will hold indirect access to a great volume of contacts, ideas and information which BDG will exploit as part of an engagement. Typically this will accelerate existing projects, generate access to new opportunity and help qualify out burning resources on lame cycles.
- 3. New Business Activity.** Should the client’s project require it, BDG can deploy its broad range of contacts to recommend a variety of methods for achieving the client’s requirements.

Why BDG

There are a number of routes open to all BDG prospects and clients in deciding how to develop pipeline and effective marketing strategies in the fastest and most profitable way.

There are key reasons for choosing BDG as the primary option:

Fixed Agreed Cost

- The engagement fee gives low cost access to the BDG team, their domain knowledge and their networks;
- Most organisations would have greater exposure and risk if they chose to hire sales and marketing professionals;
- BDG engagements are weighted towards payment by results.

Reduced Cost

- Sales professionals spend a very small amount of time prospecting which should be their key activity. BDG focuses on prospecting.
- Marketing professionals normally have either agency or in-house skills. In a start-up, both skills are required and hiring two people is uneconomical. BDG has both skills available.
- Sales team are stretched and have low band width. BDG has decades of experience.
- Today there is a greater need for new business as traditional repeat business is no longer predictable.

Improved Execution

- The BDG team is small and dynamic by design, allowing a more personal relationship with our clients;
- The BDG direct and indirect network is extensive and the three tier network very effective;
- The BDG methodology is very flexible and allows for changes in approach, style and objectives.

Complete Transparency

- BDG will manage the installation process and will hold regular progress meetings with the customers.
- BDG delivers regular written reports to its clients.
- The fee structure will have a milestone element so cost is guided by progress.

Approaches other than using local knowledge and expertise to develop a sales pipeline might result in:

Increase marketing spend

- Need to increase budget;
- Delay between plan, execution and results;
- Limited ability to target and reach key decision makers as these executives are inundated with cold call demands for their time. They are more likely to respond to an organisation they know.
- Traditionally difficult to associate spend with results.
- Possible disadvantage faced by new entrants to the market (unknown) as opposed to well known, established, Enterprise competitors.

Hire more sales and/or marketing professionals

- Expensive and time consuming hiring costs (advertising, recruitment consultant fees, interview time, travel expenses, etc.);
- Typical period for getting up to speed is 6 - 9 months;
- Difficult to identify and attract the right experience, ability and cultural fit;
- High cost of bad hire.

Use telemarketing organisations

- Typically junior people on delivery;
- Variable quality of results;
- High turnover of agency staff;
- Involvement ends at setting of meeting;
- Relatively low costs, translate to limited buy-in to project.

Engage distributors/channel partners

- With already established organisations, this is an opportunity;
- High set up cost (evaluating, training, marketing, managing etc);
- One of many vendors in a portfolio;
- Typically the vendor pays for two channels (direct and indirect) on each completed sale;
- High potential for channel conflict.

Alternative routes

	Options					
Measurement	BDG Sales Outsourcing and Events Management	Drive your organisation harder	Hire another sales person	Use telemarketing	Engage channel partners	Increase marketing spend
Domain credibility	+	-	+	0	+	+
Strong Decision Maker access	+	-	0	0	0	-
Cost weighted by results	+	0	0	-	0	-
Guarantee of success	0	0	0	0	0	0
Reduce sales person prospecting time	+	-	-	+	0	0
Fast, flexible and adaptive	+	-	0	+	-	-
Clean exit	+	-	-	+	0	+
Low set up cost	+	+	-	+	-	-
Multi service engagement	+	-	-	-	0	-

Key: + strong probability, 0 unproven, - very low probability