

"The Jace Solution: Think Outside and Inside the Box"

Executive Summary:

The United States information technology (IT) services industry encompasses over 100,000 companies with combined annual revenue of over \$300 billion. Economic shifts directly influence client IT spend and in turn also influence the profitability of consulting firms. The Jace Solution (TJS), an IT and facilities consulting firm, realizes that successful technical expertise, innovative thinking and creative marketing will establish a foothold in the field. By identifying and implementing three ideologies; Strategy, Sustainability, and Growth TJS looks to accomplish the goals of differentiation, recognition and success.

A Spade isn't Always a Spade:

Withholding the computer facilities management portion of this vertical, the rest of this market is fragmented. In the IT services market the top 50 company revenues combined account for 40% of the total. The remaining 60% is spread throughout the IT services populous. Understanding that corporate spending on IT services is symbiotic with the condition of the US economy, there is pressure to separate one's firm from the rest of the competition. In this competitive landscape technical expertise, innovative services and effective marketing are essential to establish a solid reputation.

TJS is a project management and business alignment consulting firm for IT (information technology) and facilities departments that emphasize sustainability in our service delivery. Understanding the management principles documented by the "Toyota Way", we have applied similar principles to our consulting firm. TJS business philosophy follows three ideologies; Strategy, Sustainability, and Growth. Our drive is to separate our company from other firms from within while implementing outward.

Strategy and the North Star:

Technical expertise is paramount in IT consulting. Without a knowledge base of current technology a consulting firm can lose credibility quickly and add little value to the client. One aspect of TJS technical expertise strategy is to maintain a foothold in our current service offerings. We want to be the best at what we do today. Our second is to anticipate and develop future market openings. By identifying future opportunities before others TJS can position itself as the expert in said areas. Research and development will be a large part of our strategy and will also identify our North stars as we move forward.

To supply innovative services is a second facet of our strategy. Also associated with R & D, innovative services is not limited to new technology alone. TJS identifies innovative services as new as well as current deliverable execution. TJS understands that every client and every vertical is different. For example, the financial vertical is much different from the social media or entertainment verticals thus client expectations will differ on a sliding scale. By utilizing our expertise within the firm we leverage our knowledge base to provide deliverables. By looking beyond non-intuitive applications such as Microsoft Office TJS affords itself the opportunity to develop soft tools for project related applications.

TJS has identified our branding and marketing strategy to target verticals and generation brackets. Without delving too far into this, we have identified verticals in terms of geographical circles, corporate culture, and accounts receivable payment days (based on historical information). Generation bracket identification is based, quite frankly, the target audience. In today's business climate the CTO could be a man/woman that has been in the field for 40 years or a 20 something that was part of a start-up. Different demographics require different marketing efforts. TJS marketing efforts rely less on the traditional glossy paper "leave behinds" and more on internet based web pages and social media. Our handouts are post cards and business cards. Each designed to direct the recipient to our website www.thejacesolution.com. Our on-line marketing involves our website, as well as, social media presence on Facebook, LinkedIn, and Twitter. The website has been designed to have traditional content and feel with a cutting edge look to differentiate it from our competition. By redefining the traditional tags and content to generate curiosity and "calls to action" as well as a company blog and web enabled commercials we strive to have an interactive site that will encourage reoccurring hits thus more exposure.

Sustainability and the Golden Fleece:

TJS has embraced sustainability as part of our strategy. Sustainability is the idea of life cycles, what you take is what for their actions that affect the world around them are you leave behind. In business the idea of integrating this idea into daily operations has proven to be elusive. By fusing social and environmental with the financial aspects of business, or triple bottom line application, TJS strives to integrate the idea of sustainability into mainstream thinking. The incorporation of sustainability office positions in companies that traditionally have had none is becoming common. The understanding is that stakeholders are holding companies responsible becoming a prevalent trend. TJS sees that Corporate

Social Responsibility (CSR) reports are becoming must haves in today's business culture. By measuring and assigning values to project pieces TJS can inform sustainability officers on the benefits of An IT or Facilities project through a sustainability eye. This effort enables the different business departments to add their awareness to company initiatives on an individual basis as well as in companywide initiatives. TJS holds an internal compass to facilitate change among its employees in the form of how they view the relationship between employee and employer, we have a social conscience. Keeping employees in client positions, keeping lower overhead, using available technologies such as cloud computing for file storage will contribute to our achieving our sustainability goals. With factors such as cooperative salary structuring, TJS looks to vest their employees in the company vision by offering education collectives and day care partnerships, as well as, community investing in the form of giving circles. This empowerment will help diminish the "mercenary" outlook of employee vs. employer and more to a cooperative environment where the corporation acts as a community

TJS also looks for synergies with other sustainable companies. By implementing on a small scale it is harder to enact sustainable change. However proper positioning with like-minded corporations in a cooperative group setting will enable firms to appear bigger than they are. By supplying specific pieces to the end product and leveraging resources TJS can reduce costs while maximizing efficiencies. This will help achieve credibility through perception (not deception) such as with EMCOR companies.

Growth not Girth:

TJS defines growth as increased revenue, personnel and company awareness and knowledge, not increased footprint. By educating our company employees and encouraging knowledge transfer TJS is building a solid foundation for efficiency. Creating case studies and internal workshops enables TJS to nurture adaptability, within employees, toward client situations. It is paramount that we take this same vision to the client side as part of our documentation and information handoff. Creating efficiencies where none existed will translate into cost savings both for clients and TJS. Client growth comes in a variety of measures, footprint increase/decrease, cost savings, etc. TJS strives to identify and continually measure and assess the working process to identify unknown client growth potential.

Conclusion:

The United States information technology (IT) services industry is comprised of over 100,000 companies Understanding that spending for IT services is symbiotic with the condition of the US economy there is pressure to separate one's firm from the rest of the competition. Adaptability between verticals and

creative solutions add value and profitability. By identifying and implementing three ideologies; Strategy, Sustainability, and Growth TJS looks to accomplish the goals of differentiation, recognition and success.