



IMPROVE THE VELOCITY OF YOUR COMPANY'S MOST IMPORTANT BUSINESS INITIATIVES

About BV

The BV consulting group helps companies significantly accelerate and improve critical business project implementations. We do this by using a unique new approach that consistently proves to help clients achieve the results they want in a fraction of the usual time. Velocity is what we stand for—by being experts in accelerating organizational results.

→ IMPLEMENT SUCCESSFULLY

Over 70% of important business initiatives exceed their deadlines and these delays can cost hundreds of thousands of dollars per day. Half of business projects with large technology components cost three times their original estimates due to missed deadlines. And nearly one in five projects gets canceled entirely.

Why? Large organizational projects are different from the initiatives for which the traditional project management approach was designed. Yet, most organizations and consulting firms still use these century-old methods built upon Fredrick Taylor's "scientific management" developed for mass production. We are clearly no longer in the Industrial Age, and compete in the era driven by what management legend Peter Drucker termed "knowledge work." This requires a better approach—to get work done with higher quality, greater speed, and at a lower cost.

For example, in large enterprise technology projects, there are multiple and interdependent stakeholders. They often include the CEO and executive management team; the Board of Directors; the company's project director, an outside software supplier, and an outside systems integrator. The conventional project approach fails so often because it has trouble managing major organizational disconnects within and between these five major players. Technology is

not usually the problem. Organizational interdependencies that can't be managed well via complex committee structures is often the issue.

THE BV SOLUTION

BV systematically researched, designed, and proved out its unique methodology to avoid the pitfalls of the traditional project management approach – to improve and speed up results in important business projects. Our set of proprietary tools, frameworks and accelerated methodologies ensure that projects are properly designed and executed productively with high quality as shown in the Project Lifecycle below:



Brand Velocity helps executives accelerate business benefits – dramatically improving overall returns on enterprise projects.

IMPROVE THE VELOCITY OF YOUR COMPANY'S MOST IMPORTANT BUSINESS INITIATIVES



OUR SERVICES

BV offers a focused range of services to ensure that your critical business projects are successfully implemented. Our senior team works directly with Fortune 500 companies to reduce overall costs, increase internal capabilities, and build an environment for effective and accelerated project management. BV rapidly identifies and overcomes the business issues that cause 70% of large projects to fall behind or fail completely. Our services include:

- 1) Rapidly assessing new and existing transformation and technology projects;
- 2) Planning and implementing new initiatives to dramatically accelerate results;
- 3) Ensuring that multi-vendor projects achieve the desired business results; and,
- 4) Transforming business operations one project at a time using organizational acceleration techniques.

Designed to achieve deadlines, cost controls and results, BV is not your typical consulting firm.

OUR RESULTS

We make a significant and lasting impact on both our clients' top and bottom lines. In fact, BV has delivered value to our clients greater than 10 times our fees. For example:

A multi-billion dollar international company was struggling with a critical enterprise software rollout project that had fallen behind schedule and was facing significant budget overruns. Without change, the project was destined for further delays and project cost increases to the magnitude of two to three times the original estimates.

Working with BV, the client was able to regain control of the project, resulting in over \$80 million in overall savings. The board of directors and senior management gained a much better understanding of the costs, benefits, and the project plan moving forward. In addition, an enterprise contingency management tool was implemented and used to manage trade-offs and make certain the project stayed on-track to achieve one-time benefits of over \$100 million and recurring benefits of \$90 million annually. The engagement ROI for the client was greater than 18 times BV's fees.

OUR PEOPLE

BV purposely built its organization with senior people who have executive experience from large organizations. Our consultants are multi-disciplined in strategy, business, information technology, and large-scale project management with previous senior positions in Fortune 500 corporations and the world's largest and most respected consulting firms.

Our people know exactly how today's large corporations operate and how best to rapidly and successfully implement critical business projects. In addition, we deliberately take on a limited number of assignments at any given time. That way we ensure you benefit from our unique and experienced senior team of experts to achieve the results you want and deserve.



BV delivers savings to our clients greater than 10 times our fees.

BV makes a significant and lasting impact to the "bottom line" and "top line."

For more information please call **1-800-580-9215** or visit www.brandvelocity.com

THE PROJECT ACCELERATION COMPANY.®