



FlipSwitch: your visionary partner for dynamic growth

Spanning the value chasm

70% of all start-ups fail; 60% of all IT projects are considered unsuccessful. The most common reason: the inability to span the value chasm. The value chasm is that period in the life of an enterprise when it moves from a concept, with little more than a vision, to actual implementation that adds value to the business and the marketplace.

FlipSwitch supplies you with the knowledge and experience to successfully span the value chasm, providing your business with the resilience needed to compete in a dynamic marketplace.

What is our core competency?

FlipSwitch focuses on those “high change” companies that must strike a balance between growing in the “chaos” of the new economy while seeking the “order” required to meet commitments to their employees, consumers and investors. To this end, FlipSwitch provides end-to-end consulting and support services in the areas of:

- Planning and Strategy Formulation.
- Change Management and Business Process Improvement.
- Operations Management.
- Human Resource Planning and Administration.
- Project Management.
- Information Technology.

What is our goal?

FlipSwitch’s goal is to be your infrastructure consultant. Specifically, FlipSwitch is your vendor of choice to:

- Evaluate the managerial “strength” of your company.
- Develop and implement solutions to mitigate risk of failure.
- Provide your business with the skills and knowledge to achieve key milestones.
- Provide focused consulting to maximize return on investment.

What do you get?

FlipSwitch provides you with services that are:

- Value-add – high monetary and material worth.
- Innovative – new and creative.
- Dynamic – energetic and forceful change.
- Flexible – responsive and adaptable solutions.
- Visionary – intelligent foresight.



How do we work with you?

Mark Twain once noted: "It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so." At FlipSwitch we want to make sure that what you know is so. To do this we subscribe to using old school experience and wisdom to support your business in the new economy. Specifically, we use proven management tools and techniques employed by world-class enterprises.

FlipSwitch provides two categories of services: **Management Consulting** and **Technology Implementation and Support Services**. Our staff is made up of individuals who are experienced business thought leaders and technological experts. Our approach is to work with clients to build within their businesses the capacity and capabilities to be successful. This is supported by a [suite of services](#) that will: (a) address typical system implementation issues, (b) demonstrate that you are proactive in ameliorating these issues, and (c) enhance customer satisfaction.

Management Consulting

FlipSwitch is dedicated to providing easy to understand solutions to support the management requirements of emerging and established enterprises. To this end, FlipSwitch always employs "Next Step" business practices to multiply our clients' return on investment.

Technology Implementation and Support Services

Information management has become the critical success factor for businesses. How securely it is stored and readily accessed often spells the difference between leading or losing in the market place. FlipSwitch supports this need with consulting in all phases of enterprise resource planning and data center management.

Management Consulting

Planning and Strategy Formulation

Strategic thinking is characterized by the ability to visualize what might or could be, as well as a day-to-day approach to issues and challenges. Partnering with your senior management FlipSwitch works to make your leaders effective strategic thinkers. Opportunities and challenges are analyzed from a broad perspective to facilitate proactive planning. Our consultants and your management will focus on those key activities which will have significant impact on your business.

Change Management and Business Process Improvement

At FlipSwitch we believe that every organization is perfectly designed for the results it gets. We begin with the premise that effective organizations must balance out the many demands for its time, attention, resources and energy. The results you are getting from your business are directly related to how well these elements are in balance. At FlipSwitch we work to accomplish two primary results. The first is identifying those points which can improve the design of your organization and optimize its balance and efficiency. The other is to identify what is working well and ensure it is integrated into your new design.

Operations Management

The "New Economy" presents challenges which require new ways of thinking: How do I



advertise? What is the relationship with suppliers? What triggers a buy decision? Key questions which clearly impact your business. However, at FlipSwitch we feel the more fundamental issue of how you manage the performance of your operations is the critical question. Because of this, we work with you to go back to the basics to ensure that you have:

- Selected the right process for manufacturing goods or delivering services.
- Created the right methods for carrying out your productive operations.
- Have optimal decision-making capabilities for long and short-term forecasting, scheduling and resource allocation.
- Have the capabilities to take corrective action and make mid-course corrections.
- Can make those major shifts in production and delivery in light of changes in demand, organizational goals, technology, and management.

Human Resource Planning and Administration

It is often said that people are the product. But with an increasingly competitive employment atmosphere and shifting technology:

- Have you got enough of the right people?
- Does your organization have the right tools to manage your workforce?
- Are you adequately measuring employee development, effectiveness and satisfaction in the key critical areas? What will happen if your business grows?
- Do you have adequate rewards and benefits to attract and retain the right individuals for your business?

FlipSwitch has the experience to help you develop a competitive workforce. It can help you select and hire the best people, develop compensation and benefit packages which will motivate your people without “breaking the bank,” and develop training programs to give them the right skills you want them to have when you need them.

Project Management

Project Management has been characterized as an “accidental profession.” Few people start out with that as a career goal. Moreover, the skills needed to manage a project are often not a part of formal training but rather hit-or-miss experience. At FlipSwitch we believe good project management is critical to business efficiency. Working with your staff and our proprietary **D⁴M² methodology** we help you develop a plan that will ensure your ability to define, design and implement the project with criteria to manage and measure its success.

Technology Implementation and Support Services

Enterprise Resource Planning

As an SAP Preferred Consulting Vendor, FlipSwitch has outstanding expertise in ERP consulting. FlipSwitch maintains a staff of individuals with broad experience in enterprise resource planning. Our consultants all have premier consulting company backgrounds. Many of our SAP consultants have been instructors at the SAP America’s Partner Academy.

Data Center Management

Because the reliability and security of your data is so critical to your success, FlipSwitch uses only consultants who have had hands-on experience in the design, development



and maintenance of in-house and co-located data centers. This includes network design and security, system and storage area network configuration, and day-to-day operations.