

Fletcher/CSI

Technology Practice



Our Clients

- Hardware
- Software
- Component Manufacturing
- Channel/Resellers
- Wireless and Land Based Telecoms
- System Integrators

Expertise

- Software
- Wireless Devices
- LAN and WAN Devices
- Information Technology
- Infrastructure
- Manufacturing Processes

Business Expertise

- Marketing
- Sales Win/Loss
- Market Perception
- Competitor Evaluation
- Innovation
- Consumer Benchmarking
- Pricing Analysis
- R&D
- Channel Evaluation

Global Reach

- Worldwide resources in 21 countries
- Providing the global perspective you require
- Dedicated In-House Experts

Why Fletcher/CSI?

We are a trusted advisor to our technology clients and the top choice provider of high impact competitive strategy services. Using our industry and channel knowledge, we take complex information, understand and analyze it, then translate it into real business results.

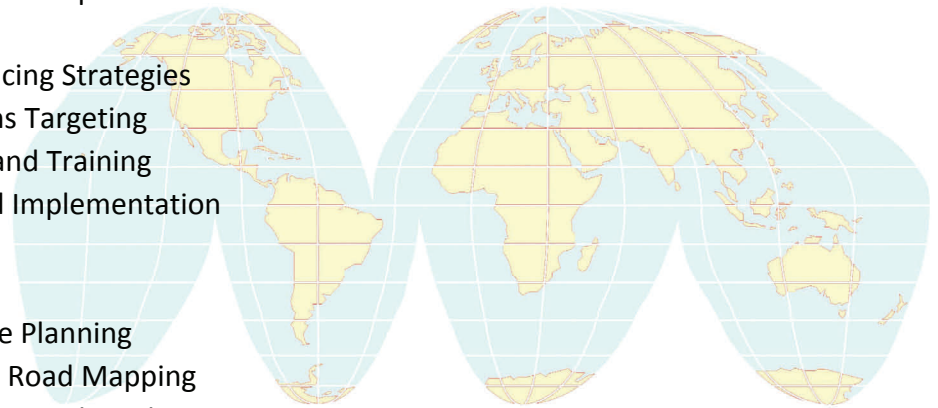
You Need... We Provide...

Strategic Consulting Services

- In-depth Insight and Analysis into your Competitor and Market Issues
- Ongoing Monitoring of Competitive Environment
- Vertical Optimization
- Market Access and Pricing Strategies
- Mergers & Acquisitions Targeting
- Global CI Integration and Training
- Strategic Planning and Implementation

Research & Analysis

- From R&D to Life Cycle Planning
- Product Development Road Mapping
- Head-to-Head Product Benchmarking
- Market Insight
- Application Evaluation
- M2M Cloud Computing Market Expertise
- Secret Shopper



Our Approach...

Based on a foundation of industry expertise and functional business experience, our services utilize competitor and focused primary market intelligence collection, analysis, and reporting to provide critical insight and recommendations.

Understanding your marketplace and your business challenges gives us an advantage in advising you on the strategic issues that impact your current and long term plans. Our insight and recommendations will help you make better decisions, build better strategies, and optimize your operational tactics to achieve your revenue goals and surpass the competition.