



# Consulting Services

**If you are the leader of a technology company or a Professional Services executive and you want to:**

- Turn your Professional Services organization into a value-added profit center
- Learn how to maximize your service revenue and profit
- Target and attract the “right” customers, faster and more consistently
- Attract, retain and engage a high-caliber consulting workforce
- Improve service operations to consistently deliver quality projects
- Create an integrated sales and marketing plan that is practical, effective, and gets results

**Let Service Performance Insight help you chart a course to Professional Services excellence.**

We help you develop more successful ways to plan your organization's future. Making the transition to running a productive and profitable Professional Services organization involves:

- 1. Current State Assessment** – Understand where you are. See the big picture and the issues that drive the need for change.
- 2. Business Planning** – Develop an actionable, focused business plan and effectively communicate and measure goals to drive alignment throughout the organization.

- 3. Strategic Improvement Initiatives** – Diagnose key improvement areas and put the right focus, resources and plans in place to drive improvement.
- 4. Human Capital Alignment** – Develop an effective talent management strategy to attract, retain and motivate a high-quality consulting workforce. Create the right compensation, career and education plans to attract and retain exceptional talent.
- 5. Service Execution and Client Delight** – Create a project management center of excellence to deliver repeatable projects and delighted customers.
- 6. Go To Market Planning** – Develop a compelling integrated sales and market plan to address new markets and capitalize on your installed base.

**Service Performance Insight offers comprehensive solutions to facilitate service organization improvement through assessment, business planning, change management, leadership development and mentoring.**



# SPI Research – Consulting Services

## ***So why is it so hard to create and run a best in class professional services organization?***

- Your service organization is out of alignment with your corporate direction or your service vision and mission are unclear
- Your financial results are not where you want them to be
- It's hard to find, attract, retain and motivate a high-quality consulting staff
- Your service delivery systems, processes and tools have not kept pace with your growth
- Your sales and marketing results are lackluster

## ***For leaders who want to accelerate service productivity and profit, Service Performance Insight is a trusted advisor and counselor.***

### ***Service Performance Insight clients gain:***

- Clear insight into all dimensions of service organization dysfunction
- Actionable, pragmatic plans to drive execution
- Practical tools, templates and processes that can be immediately implemented
- Immediate and long-lasting positive business results including increased revenue and margin, improved customer satisfaction and reduced employee attrition
- Clients typically increase the value of their business by two to fifty times the cost of the Service Performance Insight project

SPI brings years of service leadership and experience to every consulting project. We help our clients ignite performance by objectively assessing strengths and weaknesses to develop a full-engagement improvement plan with measurable, time-bound objectives.

### ***Following are our overarching programs:***

1. PS Performance Acceleration™ Program
2. PS Maturity™ Transformation Program
3. Service Portfolio Lifecycle Management™



# SPI Research – Consulting Services

## Service Performance Insight Consulting Programs:

### PS Performance Acceleration™ Program

To help our clients ignite performance, Service Performance Insight (SPI) has developed the **Professional Service Performance Acceleration™** program based on its industry-leading Professional Service Maturity Model™. The program starts with an “Outside-In” fact-based assessment which lays the foundation for strategic business planning. **We use SPI’s research-based PS Maturity Model™ to calibrate PS organizational strengths and weaknesses and facilitate alignment around a shared view of priority improvement areas.**

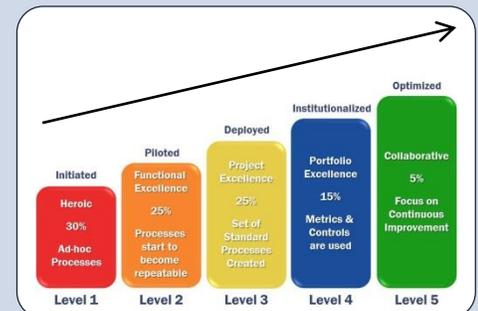
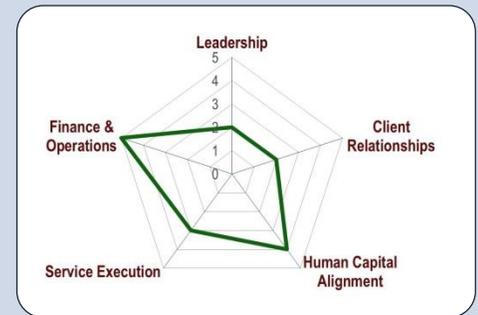
Insights gleaned from the PS Maturity™ Benchmark survey, leadership interviews, and operations reviews are used to provide an objective current-state assessment. Our team of senior consultants then leads a series of facilitated workshops to build clarity around the organization’s vision, strategy and execution plan.

### PS Maturity™ Transformation Program

For PS leaders who want to focus, align and engage the entire PS organization to achieve breakthrough results, SPI has developed the **Professional Service Maturity™ Transformation** program based on its industry-leading Professional Service Maturity Model™.

#### Typical client challenges:

1. **Leadership:** (CEO) a new leader taking charge. Strategic misalignment or lack of clarity resulting in sub-par performance.
2. **Client Relationships:** (Marketing and Sales) Difficulty in achieving revenue and profit targets. Desire to penetrate new markets, expand service offers and enhance sales and marketing effectiveness.
3. **Human Capital Alignment:** (Human Resources) desire to improve organizational alignment and improve employee engagement.
4. **Service Execution:** (Engagement/Delivery) need to improve immature methodologies, processes and tools to effectively schedule, deploy and measure the quality of service delivery.
5. **Finance and Operations:** (CFO) Lackluster financial performance, inability to consistently achieve revenue and profit targets. Immature operating processes, IT applications and management controls.



# SPI Research – Consulting Services

## *Service Performance Insight Consulting Programs:*

### **Why SPI:**

Based on years of experience leading and transforming both large and small service organizations SPI has developed a unique PS Maturity™ transformation process designed to quickly diagnose, focus, align, and engage the full organization and then rapidly follow through for execution. The program facilitates leadership development and collaboration at all levels by aligning the power of the whole organization around just a few key initiatives.

### **The Results:**

Dramatic improvements in productivity, profit and employee engagement.

## *Service Lifecycle Management™*

The service industry is buzzing about a new way to create, sell, and deliver repeatable service products. It's called "service productizing." Productized services present the allure of bigger sales pipelines, rapid deal closure, faster client time-to-value, and improved project delivery quality.

Productizing services offers pre-defined scope, pricing, duration, deliverables, and results – providing PSOs predictable outcomes that previously have been inconsistent. But why is it done? How is it done? What are its benefits?

To answer these questions SPI has developed a unique Service Lifecycle Management™ framework to help PS organizations rapidly develop a repeatable approach to Service Portfolio creation. SPI's senior consultants work collaboratively with client service productizing teams to apply our Service Lifecycle Management™ framework while transferring knowledge and best practices:

1. **Innovate** – Identify service productizing candidates; conduct research; analyze the market; fund the effort.
2. **Define** – Plan the overall effort; define requirements and content; design service productizing methods, tools, and processes.
3. **Develop** - Build service products based on best practices, consistent methodology, and tools; test assumptions.
4. **Launch** – Conduct beta test; assemble sales, marketing, and delivery documents; train sales and service professionals; execute sales and marketing campaigns; deliver with quality.
5. **Optimize** – Develop measurements and rewards; garner sales, PSO, and client feedback; identify areas for improvement. Propose significant changes and add-on services back through the "Innovate" stage.



# SPI Research – Consulting Services

## The Results:

- **Consistency** – SLM provides a consistent, repeatable framework for service productizing
- **Speed** – SPI’s SLM framework and expertise reduce the time and cost of portfolio development
- **Success** – SPI helps clients understand and mitigate the high risk of failure in “roll-your-own” service productizing efforts.

## ***Representative Client Engagements:***

**Comprehensive Maturity Assessment** of large (over 1,000 consultants) embedded service organization formed from over 15 acquisitions. The goal of the project was to assess overall and individual practice maturity to lay the foundation for efficient integration of acquisitions. Developed a formal, prioritized PS improvement roadmap. Increased revenue from top customers. In three years the organization has gone from maturity level 1 in all areas to level 4 or 5 in all areas. Maturity advancement has translated into net profit improvement from break even to 18.1% while revenues have grown from \$100M to \$200M with the same size staff.

**Annual Maturity Assessment** of large (over 1,000 consultants) embedded service organization within a Global Fortune 20 product company. Created initial baseline global organizational maturity model followed by comprehensive assessment of 21 global and regional business units two years later. The global service organization used the assessment to create a 10-year strategic business plan based on advancing overall maturity by at least one level every two years. The PS Maturity Model™ forms the basis of the “balanced scorecard” for services. Within three years the organization has dramatically improved revenue, profit and strategic alignment and has implemented a global Professional Service Automation solution which has improved visibility, resource management effectiveness and billable utilization.

**Annual Benchmark, Assessment and Employee Satisfaction Survey** for medium size (over 400 consultants) federal government consulting firm. Developed a comprehensive assessment including an annual employee satisfaction survey to drive executive team alignment and position the firm for growth. Laid the foundation for priority improvement areas and strategic acquisition plan resulting in the successful acquisition and integration of several privately-held consulting organizations. The strategic assessment was instrumental in securing on-going investor funding.





## Contact

# Service Performance Insight

*Accelerate Service Productivity & Profit*

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