



Exponential
Edge, Inc.

PSCAN™ Opportunity Assessment: A Systematic Approach to Value Creation between Two Corporations

Services Brief

Executive Summary

Our PSCAN™ Opportunity Assessment Service is ideal for strategic alliances and accounts that wish to take their business relationship to the next level.

Corporations historically have treated their trading partners in silos – other corporations are often treated as only as a customer or vendor or partner. Yet, the average Global 1000 participates in 72 different industries. Many achieve revenue in excess of the GDP of emerging countries. With such breadth to their offerings, it is likely that hidden opportunities emerge when major corporations take a 360° view of their relationship – if they break down the silos and manage the relationship on multiple dimensions or what we call a Corporate Balance of Trade™ approach more opportunities emerge. A PSCAN™ Opportunity Assessment considers both corporations in their entirety and seeks synergies that may not have been evident from a siloed approach.

PSCAN™ Assessment

A PSCAN™ Assessment is conducted on both your company and on the company you are analyzing. It assesses the assets, capabilities, needs and offerings of each company. The results are then compared to identify gaps and joint opportunities.

PSCAN™ is an acronym that stands for the following elements of the opportunity assessment:

Products/Offerings: What are all the product lines and brands of each company? With an average of 72 industries served per global 1000, do we know all that they offer? Where do we compete? *This analysis uncovers complementary offerings and areas of competitive friction.*

Strategy: What is their business model? How do they make money? What is their corporate direction? Can we trust the company to deliver on their promises? Do they have ulterior motives?

Customer Base: Who are their customers? Is there any commonality between their customers and those that we serve? Do they have customer segments we'd like to reach?

Benefits

A PSCAN™ Assessment uncovers hidden opportunities that may not be visible to your executives and sales force. By using our proprietary and detailed databases on company composition, relationship structures, and by applying our extensive experience this service uncovers hidden revenue generation opportunities:

- Generate new revenue streams
- Provides busy executives and strategic account representatives a 360° view of opportunity.
- Drive more innovation from strategic accounts and alliances.
- More strategic senior executive meetings and outcomes.

Abilities/Competencies: Does the company have unique needs or abilities that could you're your firm? For example, do they have retail channel competencies, or understanding of a particular market?

Needs/Wants: What are they seeking as they grow their business? Are their advertising and promotional opportunities? Do they need to access a particular set of customers or competencies your firm offers?

The PSCAN™ Opportunity Assessment Process

A PSCAN™ Opportunity Assessment uncovers hidden opportunities that may not be visible to your executives and sales force. Exponential Edge has proprietary and detailed databases on company composition, industry composition, and corporate-to-corporate relationship history that can be applied to this process. Combining that with our experienced staff, we develop a customized analysis using the PSCAN™ approach that identifies where joint opportunities exist.

Most executives and strategic account representatives do not have access nor have the time to go to this level of detail. We do it all for you. With a few simple background questions, and the company names we take the analysis forward. We will gather customized information from in our databases and industry information and will apply our joint opportunity assessment expertise to find the nuggets in the data. We will do this using the PSCAN™ format to ensure that all relevant areas are covered.

The results will be placed into a report and summary that busy executives can digest. This is also available in a workshop format where we arrived armed with background PSCAN™ information. This can be facilitated with your team or with you and your partner company to collaboratively agree on mutual opportunities and prioritized next steps.

This service can be undertaken as a one-time service or on an ongoing monitoring service.

Summary

PSCAN™ Opportunity Assessment is ideal when two corporations wish to take their relationship to the next level. The goal is to identify mutual business opportunities.

- PSCAN™ stands for: Products, Stategy, Customers, Abilities, Needs
- This service assesses the assets, capabilities, needs and offerings of each company along these dimensions. The results are then compared to identify gaps and joint opportunities.
- The service can be delivered in two ways:
 - As a report
 - As an interactive workshop

Exponential Edge, Inc.®

Exponential Edge assists global clients to build new roads to revenue through strategic opportunity assessment, corporate partnering and through greater effectiveness of marketing, alliances and sales. Exponential Edge can be reached at info@exponentialedge.com or www.exponentialedge.com