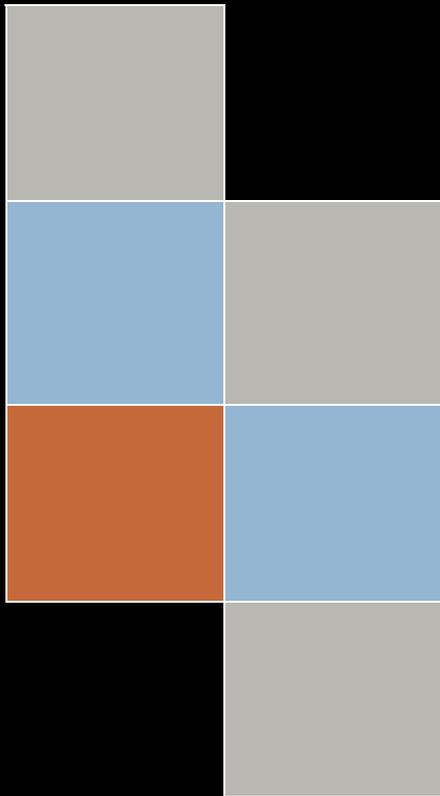


Product Management Optimization Consultants



« Beyond Business as Usual »

1- What we do

Winning products is what's behind successful companies. QUAD is dedicated to improving your company's financial results by building your [Product Management](#) function. This is proven to significantly increase sales, profits, market share and the success rate of new and existing products.

Our services will:

- Develop a Product Management culture within your organization
- Integrate processes and best practices within your management team.
- Provide you with an in depth view of the contribution each of your products bring to your business
- Introduce you to the latest Product management methodology

The purpose is optimizing the financial contribution of your products and services portfolio. Whether it's strategic analysis or tactical implementation. We are available for local, national and global assignments.

Our team uses tools and skills acquired over 30 years of working within various businesses. Our previous successes are a guarantee our services will uncover new and sustainable growth opportunities while improving your bottom line.

2- The added value to your business

The four pillars of optimization

- Product Life-cycle management
- Product Management
- Product Marketing
- Knowledge transfer



Optimizing the performance of your products and services, will directly improve the financial performance of your business. We have identified four areas, **The Pillars**, that we act upon to realize improved results.

Each of these Pillars is composed of a subset of elements that can be modulated to bring out better performance. Our services are designed in a way that you can pick and choose a specific element or we can provide an in depth review of your whole product management department.

We combine all the activities surrounding business management as they pertain to products and services. This includes new product development, life cycle management, regulatory product compliance, customer service and retention, forecasting, team performance.

3- Create, build and maintain your team

In class training

These courses are designed to improve the skills of your team. They offer the latest methodologies in the field of Product Management and are based on knowledge acquired over twenty five years in the High Technology sectors. They can lead to the Certified Product Manager designation.

We offer both public and private training sessions. The private sessions can be customized to your needs and provided at a date convenient to you.

Interim

This innovative approach gives you the ability to pursue your product management initiatives in the absence of one of your key employees. The contribution of your team will thus be uninterrupted.

This program is a way to gain access to expertise for a determined period of time. It can also be used in a situation where you are undecided about creating or filling a vacant position in your organization.

Coaching

Do you have a promising employee who needs a more personalized approach?

Is talent development and retention one of your HR goals?

This solution is centered on a small group or an individual that you identified as important for the future growth of your business.

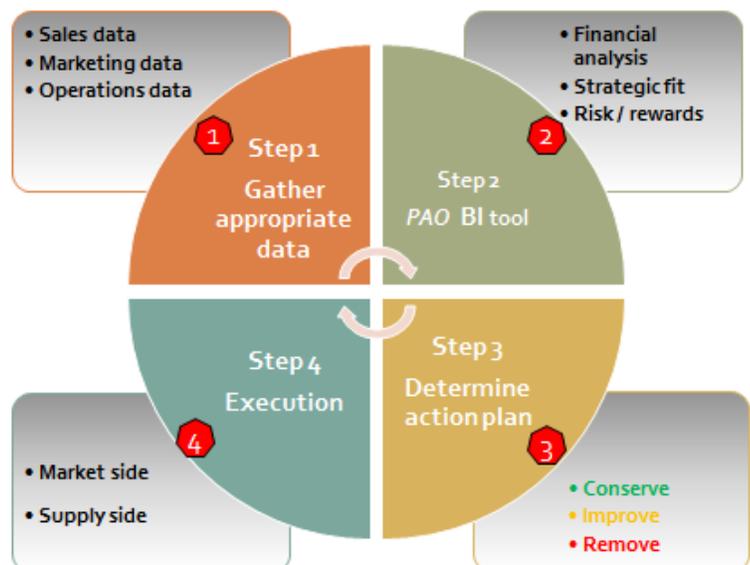
4- PAO, Product Analysis and Optimization program

PAO uses our proprietary business intelligence (BI) tool to look at every single product and determine their performance relative to each other, based on your financial, marketing, strategic and long term business objectives. In fact we measure over ten various criteria before scoring a product. The information unequivocally shows which products are a drag on your performance today, but also those products that are in need of improvement to continue contributing to your business.

PAO will identify those products that should be eliminated due to the negative impact they have on your business. It gives you the ability to support our recommendations using hard facts as well as provide a baseline to which you can measure progress attaining your goals.

There is a lot of emotion when optimizing products. The analysis helps to guide decisions based on facts and reliable measurements of performance.

- Timely product performance analysis
- Product Management function diagnostic
- Product KPI development and measurements
- Pre and Post acquisition audit





**"Business has only two functions -
marketing and innovation"**

Peter F. Drucker, American management expert

Let me help your organization fulfil this role.

One of the key success factors is the implementation of a world class Product Management function in your company. Its fundamental role is to reduce risk by spending more time understanding your market and customers. It brings the customer inside the organization to feed the need for innovation. It also has a financial role, keeping gross margins and working capital under control.

I won't surprise you if I say that the most difficult part is getting the plan executed. The effectiveness of your work teams and the quality of the decisions they generate, are key competitive differentiators in our global world.

**J.F. Ouellette
President**

11 reasons for product success

- Proper fit with overall strategy
- Able to focus on the most promising concept
- Understand customer needs and translate into an offering
- Measure financial value of the concept
- Added value to products and services
- A better customer and user experience
- Trained high performance teams
- Invest more time in early phases of NPD process
- Organizational support & alignment
- Execution of go-to market plans
- Proper matching of capabilities and market expectations
- Learning from prior failures

Contact us for a confidential discussion

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"Beyond Business as usual"