

# IT productivity

The Gerald Hoffman Company (GHC), a small group of senior executives and consultants, can help you manage and use information technology to achieve your business goals, and increase efficiency and profitability.

- **EXPERIENCED CONSULTANTS:** Whether entrepreneur or corporate conglomerate, GHC has had experience with most business problems and can offer multiple paths to resolution.
- **PROVEN METHODOLOGIES:** We have developed proven methodologies based on our wide experience with many clients in many industries, enabling us to deliver reliable solutions faster, at highly competitive rates.
- **COMMITMENT TO IT SUCCESS:** As educator, author, and IT expert, Gerald Hoffman can help you personally to gain powerful new perspectives on your managerial problems.

# focused direction

## Services Offered

Whether addressing your existing operations, or designing, building, and installing new systems, GHC works with you on ways to improve your business.

### Project Consulting Results

Driven projects designed to reach your company's goals.

### Executive Counsel

Objective, confidential insights extend beyond conventional IT projects to one-on-one or small group advisory.

### IT Education

Custom IT training and education helps management, staff, and individuals do better work.

# assured results

## Products Offered

GHC provides proven methods of analysis that lead to faster, better solutions and enables more competitive pricing—far below the cost of "custom" services.

### metaplanning™

Leading-edge, research-based IT methodology helps you identify, analyze, and mitigate the causes of IT failures before they occur.

### IT Governance Analysis & Improvement

Identify and address controllable variables in the IT process, including authorization, changes, execution, and evaluation.

### Information Technology Strategy Assessment (ITSA)

As IT expenses continue to escalate, this comprehensive profile identifies priorities and helps you implement cost saving and resource saving strategies.

### Executive Education for IT Success

Depending on your organization's needs, GHC can design an educational program, interactive workshop, or study curriculum to help your organization achieve effective IT management.

# industry expertise

GHC's experience across a wide range of industries delivers perspectives far different from your own. You'll benefit from solutions to core IT challenges in many different environments—public and private, profit and not-for-profit, including:

Consulting ▫ Construction ▫ E-Business ▫ Financial Services ▫ Health Care ▫ Higher Education ▫ Human Resources ▫ Insurance ▫ Information Technology ▫ Manufacturing ▫ Marketing ▫ Physical Distribution ▫ Publishing ▫ Software Development & Marketing ▫ Telecommunications Carriers ▫ Transportation

# functional expertise

Business Process Design ▫ Business Strategy & Planning ▫ Commercialization of New Technology Products & Services ▫ Competitive Analysis ▫ Education & Training ▫ Information Technology Strategy, Planning & Management ▫ Internet Strategies ▫ Interpersonal Relationship Management ▫ Knowledge Management & Intellectual Capital Management ▫ Logistics & Distribution ▫ Organization Design ▫ Project Management ▫ Start-up Support ▫ User Needs Analysis

About 70% of all IT projects fail because of :

- Mismatch between IT efforts and corporate strategy
- Insufficient time and budget planning
- Lack of communication between executives and IT managers

Our Meta Planning methodology can prevent these failures



The Gerald Hoffman Company, LLC

**For a no-obligation consultation on how you can enhance your IT results, contact GHC.**

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