



Those who do not
create the future
they want ...

... must endure
the future
they get.

Helping leaders and organizations
create the future

OUR COMPANY

Have you ever said:

“We have the information in the company. But we don’t seem to get it to the right place.”

“We get the information to the right place. But then we can’t seem to make the choices we should.”

“We’re okay at choosing what to do, but we’re too damned slow. By the time we pull the trigger, the target’s moved.”

“We know what needs to happen. But we never seem to execute. I never see action.”

We help you make sure you never say this again

We help you formulate, plan and manage business strategies, from concept to implementation.

At Anoova we create and execute innovative solutions for you. These solutions can be the answer to any strategic, operational, or technological problem in today's increasingly complex business environment.

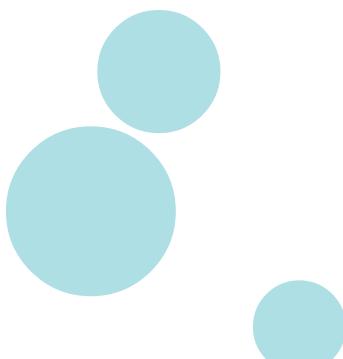
Anoova, sanskrit for ‘Knowledge’, focuses on producing **results** for you by putting knowledge to practical and profitable use.

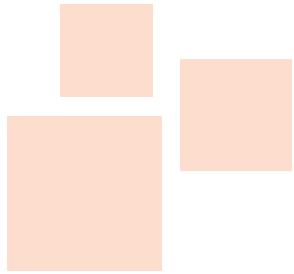
Pragmatism guides our every step. We do not create solutions just because they happen to be the ‘fad of the year’. We recommend only the ones which have the potential to add value to *your* business. The ones that pass our *common sense test*.

Each business is unique. Each solution has to be crafted only after thoroughly considering each aspect of that business. Templates are not for us.

However, if we find practical, innovative ideas which can be picked up from a business, though totally unrelated to yours, but can be adapted and implemented profitably by you — we use them.

There are no thumb-rules, is our only thumb-rule.





We are a team of professionals, all *Indian Institute of Management (IIM)* alumnus, who share a strong belief that practical and innovative solutions are usually not the most complex or expensive ones.

Our collective experience spans the areas of strategy, marketing, technology, operations, leadership, organisation development and knowledge management.

ABOUT US

OUR APPROACH

We refer to our approach as *Guerrilla Consulting*™ :

- Just as the Guerrilla flourishes on frugality, we devise practical plans that use the least resources.

We use brainpower and not moneypower to accomplish results.

- Does the Guerrilla welcome change? He thrives on it.

We help you devise practical approaches for creating value for your business and the steps required to turn your organisation into an agile and nimble change-embracing *Guerrilla Enterprise*™.

- Is there a way for turning your competitor's size into an advantage for you?

If your fiercest opponent is gaining momentum in the marketplace, how can you turn that momentum against him?

Your arch-rival keeps beating you to the punch, cutting into your business with superior speed. What can you do to flip the situation around and win back your customers?

Our *Guerrilla Consulting*™ approach aids in crafting the solution which gives *you* the advantage. Our focus is on big ideas and Guerrilla tactics.

Guerrilla Consulting™ is meant to help you grow your business with a minimum of expenses & a maximum of smart moves.

Our aim is to provide you with solutions that help you grow, save, thrive.

We partner with you to make a significant contribution to your competitiveness and profitability.

You pay us for results, not fancy suits. For us at Anoova, the bottomline, **is** the bottomline.



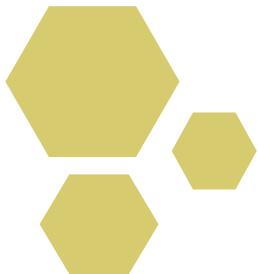
'The great end of knowledge is not knowledge, but action', is our guiding philosophy at Anoova Consulting. We focus on producing **results** for you by putting knowledge to practical and profitable use.

There are five tenets we observe rigorously and which govern our every action:

- The interests of the client come first, *always and everytime*.
- Serve the client in a superior manner
- Adhere to high ethical standards in everything the firm does
- Preserve the confidence of clients
- To be ready to differ with clients and tell the truth even if it hurts

OUR VALUES





Ethics at Anoova

Q. What does a consultant do when he sees the light at the end of the tunnel?

A. Orders more tunnel.

Obviously, repeat business is good business. Perhaps there are other ways of ensuring repeat business, however, than the above suggests.

We focus on those.

**OUR MISSION IS TO ASSIST
YOU IN ACHIEVING YOURS.**

OUR MISSION

SERVICES

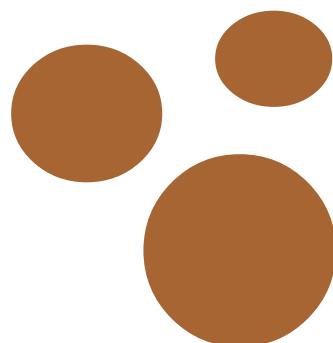
Anoova assists organisations adapt to the changing business environment by providing the following change management services:

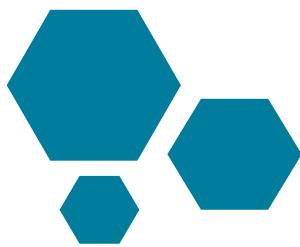
- Strategic Planning & Execution
- Re-engineering and Process Improvement
- Systems Implementation & Project Management
- Training & facilitation for senior executives

Whether your organisation is re-thinking how you do business, changing processes or adding new technologies, *Anoova* and its team of consultants can help you.

Organisations often encounter difficulties in implementing projects because of a lack of mid and lower level leadership, lack of user buy-in and poor strategy. When you're investing, we help you optimise it to maximise success.

Few of the services we provide are given in the pages that follow.





STRATEGIC PLANNING & EXECUTION

MARKETING ENGINEERING

Business Strategy

- We apply our *ARROW™* method to help map the best ways to augment or redefine your business model
 - Business plan and strategy development
 - Define your value chain
 - Develop growth plans
 - Design revenue models
 - Develop marketing approaches
 - Facilitation of strategic planning efforts
 - User surveys and interviews to assess “readiness to change” for any new strategy.
 - Lay out realistic transition
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- Marketing Strategy / Marketing Plan preparation and execution
 - Market Research
 - New Product Launch
 - Product Development Feasibility
 - Customer Management
 - Competitive Intelligence and Threat Analysis
 - Distribution Channel Optimization / Dealer Selection.

- Bringing business strategy to life:
- Document business plans
 - Securing investment capital
 - Develop IPO or spin-off scenarios
- Process Innovation and Redesign
- Cost and Profitability Analysis
- Develop and implement, with internal teams, operating standards and procedures ensuring quality, timeliness, and service
- Inculcation of tools, processes and methodologies essential to manage a project successfully
- Designing structures for managing large projects with staff drawn from various departments
- Audit review of existing models and/or business decision processes
- Design and delivery of custom workshops on the use of the model(s) to support business decision processes

INCUBATOR SERVICES FOR STARTUPS

OPERATIONS CONSULTING

PROJECT MANAGEMENT

OPERATIONS RESEARCH

TECHNOLOGY CONSULTING

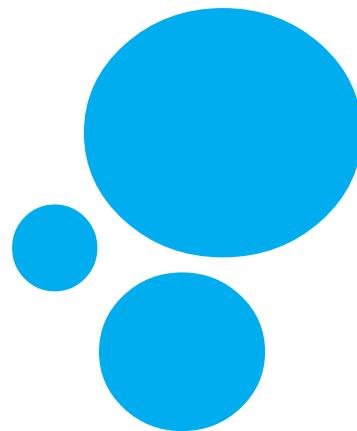
- *IT Architecture Design :* We assist you in making strategic decisions that will enable your information technology infrastructure to evolve in alignment with the fundamentals of your business, including business strategy, key performance indicators, key processes, and IT investment funding.
- *IT Capital Planning :* We help you develop IT investment plans that reflect the top priorities of your business strategy.

Capital planning involves analysis of individual projects against criteria such as lifecycle cost, return on investment, risk, and conformance to IT standards.

- *IT Product Selection and Design:* We assist you in evaluating and selecting technology products that meet business criteria such as compliance with functional requirements, cost-effectiveness and longevity.

We also provide support in preparation of requirement documents for various systems and designing systems including those related to document management, work flows.





One-on-one leadership coaching for senior executives

Specialized workshops for senior executives:

- *The Business Warrior's Armory:* Business Advantage from Military Strategies and Tactics
- *Changing the Game:* Scenario Development in Strategic Planning
- *Strategy:* From Formulation to Implementation
- *Strategic Crisis Management:* Converting Challenges Into Opportunities
- Driving Business Results Through Performance Metrics
- *Leading Leaders Successfully*
- Workshop on Managerial Innovation
- *Profiting from Knowledge:* Planning, Decision-making and Implementation Tools
- Strategic Uses of IT
- *Implementing Strategy*

Facilitating top-team alignment

Restructuring functional work groups into strategic, full service teams.

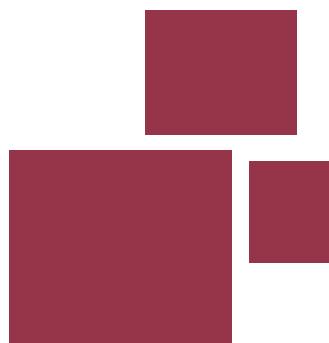
TRAINING & FACILITATION

FINANCE

- Process improvement and internal control reviews
- Financial, strategic support for spin-offs, reorganisations and consolidations
- Financial support and/or advocacy on behalf of clients during contract negotiations
- Construction or revision of financial models
- Financial forecasts supporting business extensions
- Evaluation of internal productivity of products
- Cash flow and other financial modelling
- Investor presentation development

KNOWLEDGE MANAGEMENT

We focus on the six clear facets of the knowledge delivery cycle from the Knowledge Audit (to help you know what you know and what you need to know) to implementation of your KM initiative, helping you navigate organizational issues successfully through the entire process.



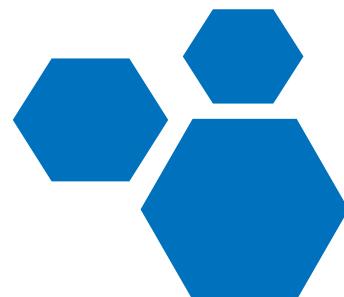
Anoova's cross-functional expertise coupled with organizational effectiveness facilitation and workshops provide you with bottom-line results while attending to the *human side of business*.

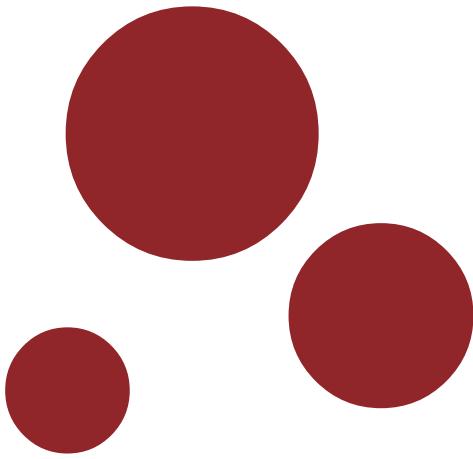
We work in co-operation with you to furnish your organisation with quality expertise, guaranteeing cost savings, improvement and customer satisfaction.

We will:

- *Meet with your organisation to assess and diagnose the situation offering customised solutions to your problems; not a canned approach.*
- *Listen to you and your staff and incorporate what we hear into our solutions.*
We meet your needs NOT ours.
- *Define ways to do business more efficiently and effectively looking for cost savings and increased productivity with or without new technology.*
- *Work with all levels of the organisation to ensure "buy in" to solutions and incorporate permanent change.*

BENEFITS





CONTACT

To learn more about how you and your organisation can achieve higher levels of performance, contact us by any of the following means:

Phone: +91-120-254 0917,
+1 (775) 665-0898

Fax: +91- 120 - 253 2663,
+1 (952) 487-9155

Mail: Q-502, Sector 21
NOIDA, 201 301,
India

Email: *BizDev@AnoovaConsulting.Biz*

Web: **www.AnoovaConsulting.Biz**
[Click here to visit the website](#)

*The market is growing. What about you?
Do you have a strategy for growth?*

*Now is the time to create the future.
Anoova is the place.*