



INDEPENDENT REVIEW = NO SMALL CHANGE

Case Study – PECS2

I. Private Equity Investment

Client:

A private equity firm wanted to purchase and merge two businesses that would collect and broadcast certain real time commodity pricing information to subscribers. This information was sent via a transmission network utilizing satellite communications and telephony technology.

Task:

Semaphore was asked to review operations and make recommendations for needed technology change that would bring the merged company to profitability.

Personnel:

A Semaphore team was assembled consisting of a network satellite communication expert, telephony professional and a business process/operations leader.

Results:

The Semaphore findings included the presentation of formal recommendations regarding a wholesale technology revision. It acted as project manager during which time the MIS and software development department and its operations were revamped, new management hired, and the technology improved dramatically - resulting in improved business, profitable sales growth and the ability to pursue new lines of business.

II. Start-Up

Client:

An entrepreneurial venture funded by Angel capital to produce a product using advanced statistical algorithms for the classification of documents in applications such as junk email control, intellectual property security, monitoring of employee activity, etc.

Task:

Analyze the Alpha release of the product and potential customer market positioning, as well as assess the management and development teams' ability to produce a saleable product in well defined markets.

Personnel:

Two Semaphore resources were identified...one for her computer science, development and mathematical skills and the other for his market savvy and domain knowledge.

Results:

Semaphore provided product development and market management direction to mold the company so that it could be--and was successfully—recapitalized by a strategic enterprise in the content monitoring and control market space. During the engagement Semaphore acted as Chief Marketing Officer and VP of Engineering.

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III. Corporate Restructuring

Client:

A large credit collection company diversified into computer systems for automating credit collection and discovered was in a near bankrupt position. Its cost of service delivery and debt load were overwhelming the operation of the company.

Task:

Review the computer systems and products side of the business, the overall operations and personnel and report findings and make recommendations.

Personnel:

Semaphore deployed a team of domain application, design engineers and business/operations personnel to probe technology systems and business processes.

Results:

Semaphore discovered key areas which were the most urgent to fixed. The company followed up with full implementation of our recommendations including divestment of the computer operations after which the company would be merged or sold—avoiding a bankruptcy filing. The firm was successfully merged into a smaller competitor and is now the sector leader in its market.