

# Avasant Global Strategy

Development | Execution &  
Implementation | Governance

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# Avasant Global Strategy

## *Reimagine your organizational potential*

Strategy is at the heart of every change or technology transformation. Obtaining a competitive advantage in complex business environments requires synergy between leadership and execution. Avasant supports its clients through their strategic journey, bringing appropriate tools, models, and experience to decision-making. Through this process, problems are solved utilizing industry best practices and cutting-edge technologies to drive superior business results.

## Client Case Study

Technology has leveled the playing field for developing countries looking to enter the global economy. Avasant partnered with a government entity on the West Coast of Africa to create a business services outsourcing ecosystem attractive to developed regions. In collaboration with World Bank, we created a market promotion plan to channel investments into the country. Avasant also helped the government develop policy and governing frameworks for the sourcing industry. This encouraged capital investments from foreign corporations into industry infrastructure and training of local human resources. Our implementation plan increased their economic viability, revolutionized their business processes, and provided the government with the resources to better the lives of their citizens.

## Strategy Development

*In today's competitive environment, sustaining growth and maintaining profitability is an onerous challenge.*

Governments, donor agencies, and enterprises are charged with adopting an inclusive strategy that balances profitability with corporate social responsibility (CSR) objectives. Digital platforms offer growth opportunities for both Governments and private sector organizations; however, a well-defined strategy is crucial for identifying the right mix of services to achieve growth.



Avasant's Global Strategy Development provides a roadmap for geographic and market expansion, capacity and capability development, and CSR and ICT 4 Development (ICT4D). Our methodology promotes sustainable business growth and actionable recommendations that align with our client's long term vision and objectives. We leverage our business research, industry databases, and in-house knowledge repository to perform a detailed gap analysis. This analysis will provide clients with insights on the industry demand environment, supply-side capabilities, and specific growth opportunities identify areas that could be improved through increased investment. Our actionable strategy serves as a blueprint for navigating the competitive landscape, and building a structured approach to accelerate business growth in the global marketplace. Our services include:

- Industry Assessment & Development
- Market Entry & Expansion Strategy
- Location Strategy

## Strategy Execution & Implementation

*Successful business models in the global economy are realized by structuring strategic partnerships and adopting best-in-class technologies.*

As disruptive technologies shift consumer demands, new markets are increasingly positioned to develop innovative, high-performance business models that are adaptive to changing demands. Taking the right steps towards leveraging new solutions and models require an in-depth understanding of revolutionary technology, strategic partners and their offerings, and methods achieve synergy.

Strategic execution answers the key question of 'how' to implement recommendations. Avasant assists clients in partnering with local stakeholders in global markets and developing the required ecosystem to achieve integration with social media, analytics, cloud and mobility solutions.

Avasant's approach involves re-aligning the existing strategy to market realities. We have extensive experience with identifying solution and channel partners, facilitating mergers and acquisitions, recommending policy interventions, defining operating

models, and preparing detailed work-plans for implementation. Our global reach and presence lends itself to our in-depth knowledge of compliance and regulatory requirements, implementation challenges and risks, and cultural and organizational differences. This enables us to select the right solutions and partners that are best aligned with your specific needs and environment.

Avasant's Global Strategy Implementation provides active support while our clients integrate customized solutions and change business processes and roles within a new partner ecosystem. Our involvement includes supporting the planning and execution of events, developing marketing collaterals, and improving communications and public outreach. Additionally, we have the ability to execute or renegotiate relevant contracts. In addressing internal change management, we design training modules and conduct sessions intended to promote and ease the adoption of new models and shifting employee roles. Our services include:

- Investment Promotion Ecosystem Development
- Due Diligence & Market Research
- Investment Promotion – Events, Marketing
- Investment Facilitation

## Strategic Governance

*The lack of ongoing governance presents roadblocks to implementing strategies and achieving objectives.*

Issues with oversight can mitigate internal acceptance and erode the business value of the initiative. The success of any strategic implementation involves the interplay of change management, communications, and risk mitigation.

Our governance strategies focus on ongoing program management, monitoring, and evaluation. Every governance strategy we implement includes defining and reporting progress in terms of key metrics which can be regularly checked. Consistent health checks and audits ensure efficiency and acceptability of large -scale transformation programs.

Our methodology promotes the realization of business goals, economic development, and growth in the technology sector to improve the socio-economic conditions of specific regions. Our services include:

- Monitoring & Evaluation
- Program Management
- Operational Health check/Audit

# About Avasant

Avasant is a leading management consulting firm focused on translating the power of technology into realizable business strategies for world's largest corporations.

Specializing in digital and IT transformation, sourcing advisory, global strategy, and governance services, Avasant prides itself on delivering high-value engagements through industry focused innovation and flexible client based solutions.

Our seasoned professionals have an average of 20 years of industry-honed expertise, having conducted 1000+ engagements in over 50 countries. Avasant's next generation consulting and advisory methods have made it the top-ranked firm in its class, with recognition from numerous organizations, including: Vault, NOA, IAOP, and Wall Street Journal.

Avasant's engagement in the global market has inspired a strong commitment to community and purpose. Avasant Foundation supports technology and skill development programs to create employment opportunities for youth across Africa, Asia, the Caribbean and Latin America.

For more information, visit [www.avasant.com](http://www.avasant.com).

Global Strategy Point Solutions

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