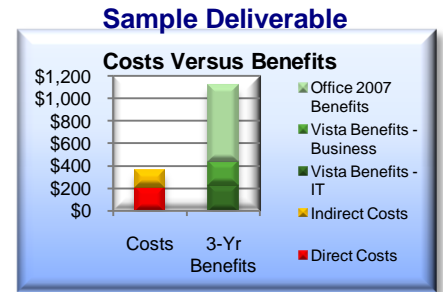




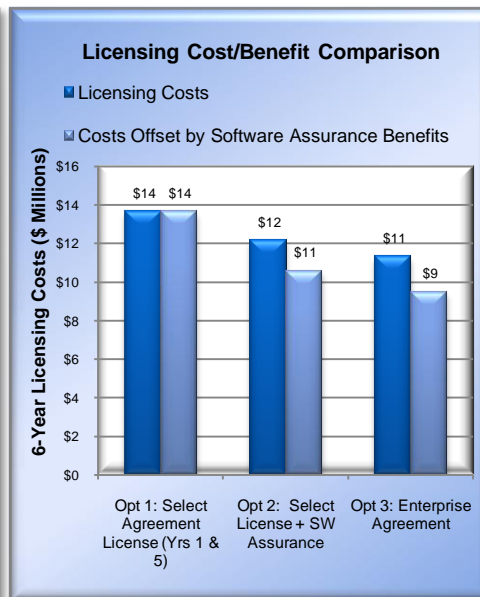
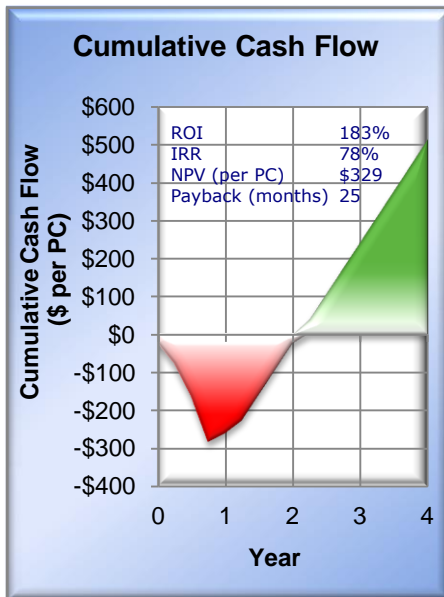
IT Business Value Analytical Services: Consulting - Research - Marketing - Training

HCR assesses the financial and strategic impacts of IT investments to support decision-making and planning. We also help leading IT vendors assess and credibly communicate the business value of their products.



Consulting	Research	Marketing Communications	Training
<ul style="list-style-type: none"> IT investment cost-benefit (ROI) analysis Decision support (business cases) 	<ul style="list-style-type: none"> Business value modeling Multi-client studies ROI tools/calculators 	<ul style="list-style-type: none"> IT vendor marketing collateral Case studies, white papers, presentations 	<ul style="list-style-type: none"> Value-based selling skills development
<p>We conduct studies to assist IT purchasers to understand the qualitative and financial implications (ROI) of technology solutions. Engagements typically include: assessment of the existing customer environment and the proposed solution; identification and quantification of costs, benefits, and risks; financial analysis (cash flow, ROI, etc.); and development of the business case. HCR has conducted many strategic high-profile business value studies.</p>	<p>HCR conducts a variety of primary and secondary research to assist technology vendors better understand and articulate the business value of their products. Multi-client business value studies & ROI calculators can be used as sales tools to help customers credibly understand the business value of technology vendor solutions. HCR has extensive modeling experience.</p>	<p>We assist leading technology vendors such as Microsoft and Intel create highly credible business value marketing collateral; individual or multi-client business value studies; or theoretical models. HCR has been very influential in credibly articulating the business value of technology solutions.</p>	<p>HCR develops and delivers customized training content to help IT vendors (and their partners) enhance value-based selling effectiveness; and IT and business managers make more effective decisions.</p>

Sample Deliverables



Hall Consulting & Research LLC

857 Foxland Dr.
Pittsburgh, Pa 15243
Phone: 412-344-5103
www.hallcr.com
info@hallcr.com

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- Featured Service -

Windows Vista and Office 2007 Business Value Assessments

HCR is offering to conduct comprehensive, customized studies to help enterprise organizations assess the ROI of Vista and/or Office System 2007.

- HCR has extensive experience researching and assessing the business value of the new Microsoft desktop
- Studies provide detailed insight to assist with desktop deployment decisions
- Prices range from \$5,000 to \$40,000
- Also may include assessment of Infrastructure Optimization and licensing options
- See page 3 for more details

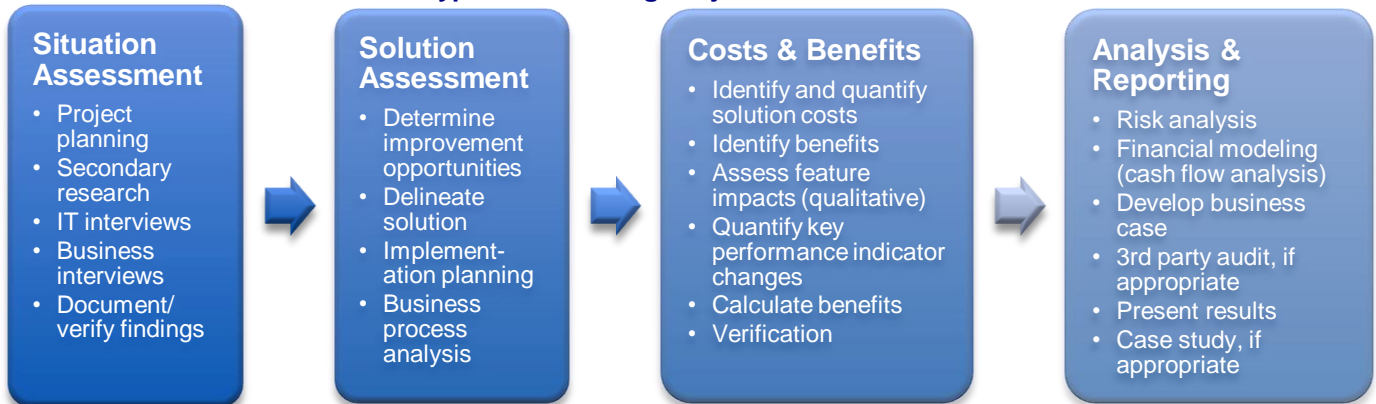


Approach and Deliverables

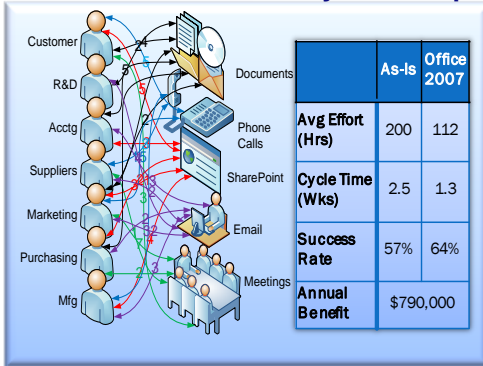
Our methodologies are based on industry-standard best practice techniques/analysis/tools; are as transparent and objective as possible; and leverage existing 3rd party research from Gartner, IDC, Forrester, Wipro, etc to enhance credibility.

	Consulting	Research	Communications	Training
Objective	<ul style="list-style-type: none"> IT investment decision support Investment value enhancement 	<ul style="list-style-type: none"> Comprehensive technology business value insight 	<ul style="list-style-type: none"> Development of highly credible marketing collateral 	<ul style="list-style-type: none"> Develop value-focused selling & managing skills
Customers	<ul style="list-style-type: none"> IT purchasers IT managers 	<ul style="list-style-type: none"> Technology vendors 	<ul style="list-style-type: none"> Technology vendors 	<ul style="list-style-type: none"> Vendor/partner sales IT Purchasers IT Managers
Services & Deliverables	<ul style="list-style-type: none"> IT Investment option implications Solution benefits (IT, business; qualitative, quantitative) Costs & risks Financial analysis (ROI) Business case 	<ul style="list-style-type: none"> Cost-benefit modeling ROI calculators Multi-client studies Feature-benefit analysis Analysis of research findings 	<ul style="list-style-type: none"> White papers Case studies Marketing content Presentations 	<ul style="list-style-type: none"> Course content development Course delivery
Approach	<ul style="list-style-type: none"> Assess current state Assess solution Assess costs, benefits, risks Analyze/report results 	<ul style="list-style-type: none"> Study design Secondary research Participant recruitment Interviews/surveys Analysis/reporting 	<ul style="list-style-type: none"> Research Analyze findings Develop content Professionally edit/proof/format 	<ul style="list-style-type: none"> Needs assessment Research Content development Course delivery
Typical Costs	<ul style="list-style-type: none"> \$5,000 (3-day) to \$40,000 (4-week) 	<ul style="list-style-type: none"> \$30,000+ 	<ul style="list-style-type: none"> Case study: \$4,000+ White paper: \$20,000+ 	<ul style="list-style-type: none"> Delivery: \$2,000/day+

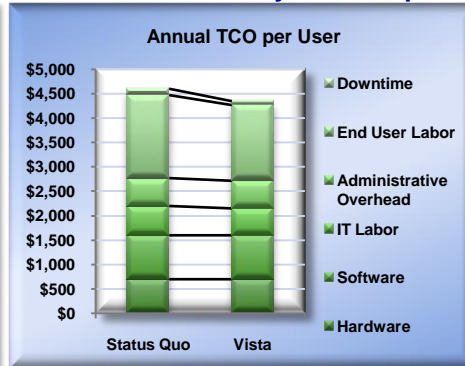
Typical Consulting Project Activities



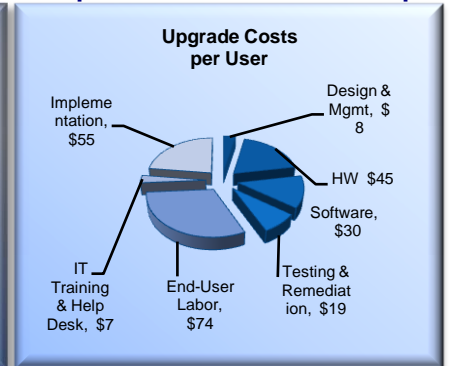
Business Process Analysis Example



Vista TCO Analysis Example



Implementation Costs Example



Desktop (Windows/Office) Business Value Customer Study

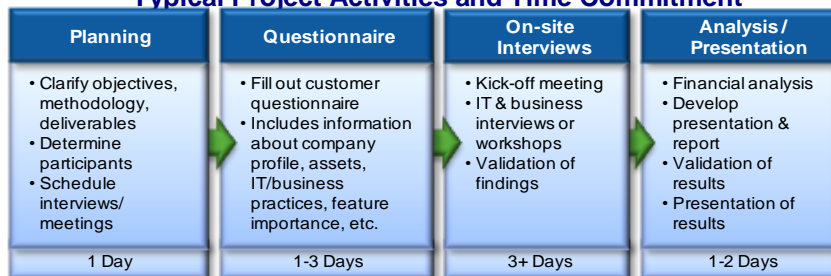
HCR conducts robust, credible studies to help enterprise organizations assess the ROI (costs and benefits) of Windows Vista and/or 2007 Microsoft Office System. These studies can also assess infrastructure upgrades (e.g. Active Directory, SMS); SharePoint; and licensing options. The benefits assessed will include IT TCO cost savings and business user benefits (direct and indirect benefits).



Benefits will be linked to the enabling technology features. The studies also include a very basic deployment plan to determine deployment/upgrade methodology/strategy and timing. We can also assess the financial pros/cons of licensing options (e.g. an Enterprise Agreement versus a Select Agreement). These studies range from 1-4 weeks in duration and include the completion of a questionnaire, on-site interviews/workshops, and analysis/presentation of results. The methodology will be as transparent and objective as possible; will utilize industry-standard techniques/analysis/tools; and leverages existing 3rd party research from Gartner, IDC, Forrester, WiPro, etc. Costs range from \$7,000 to \$40,000 depending on scope & depth of analysis.

Typical Project Scope	Technology Scope & Features	Deliverables / Methodology																								
<p>IT Benefits</p> <ul style="list-style-type: none"> OS image maintenance Desktop management / security Service desk (helpdesk) Avoidance of 3rd-party software Application development PC power management <p>Business Benefits</p> <ul style="list-style-type: none"> Performance Availability & reliability Security & privacy Mobility & remote connectivity Support & self-help Desktop usability, & efficiency Communication & collaboration Access to information Business process streamlining User application development Hardware/software support <p>Deployment Planning</p> <ul style="list-style-type: none"> Deployment method Upgrade strategy & timing <p>Implementation costs</p> <ul style="list-style-type: none"> Evaluation, planning & mgmt Hardware costs Software costs Application compatibility Image engineering/testing End-user training & downtime IT training & help desk costs Implementation costs <p>Risk assessment</p> <ul style="list-style-type: none"> Identify risks Develop risk mitigation plan/costs <p>Financial Analysis</p> <ul style="list-style-type: none"> Costs vs. total 3-yr benefits Cash flow analysis Payback period, ROI, NPV, IRR 	<p>Potential Technology Scope</p> <ul style="list-style-type: none"> Windows Vista (including enterprise features) Office System 2007 <ul style="list-style-type: none"> Windows SharePoint Programs: Access, Communicator, Excel, Groove, InfoPath, OneNote, Outlook, PowerPoint, Project, Publisher, SharePoint Designer, Visio, Word Servers: Forms Server, Groove Server, Project Portfolio Server, Project Server, Office SharePoint Server MDOP (Microsoft Desktop Optimization Pack) Infrastructure upgrades: Active Directory, MSCCM/SMS (Software Management Server) Licensing: Enterprise Agreement (EA) versus Select Agreement; Cost/value of Software Assurance 	<p>Key Deliverables</p> <p>Excel workbook</p> <ul style="list-style-type: none"> Contains all inputs, assumptions, calculations, and results Model inputs can be traced to the source of the data/estimates No hidden formulas, etc. Workbook can be modified and reused by the customer <p>Results presentation - PowerPoint presentation with detailed appendices</p> <ul style="list-style-type: none"> 1-2 hour presentation 30-40 PPT slides <p>Final report (Word) - optional</p> <ul style="list-style-type: none"> Provides additional explanations of information in the results presentation 15-25 pages <p>Methodology / Tools Used</p> <p>All methods/calculations be based on standard industry best practices</p> <ul style="list-style-type: none"> Spreadsheet tools developed by Andrew Hall Output of other 3rd party tools (Gartner, WiPro, Forrester, Alinean, etc.) may also be used as appropriate Results of prior studies and other 3rd party research (IDC, Gartner) will be referenced whenever possible to support estimates and enhance accuracy of results Survey/questionnaire – used to assess the current customer environment Microsoft Infrastructure Optimization Model (IOM) to assess opportunities to enhance value by adopting best practices 																								
Business Benefits Example																										
<p style="text-align: center;">Business User Productivity Benefits</p> <p style="text-align: center;">Average Annual Value per User \$0 \$5 \$10 \$15 \$20 \$25 \$30 \$35</p> <table border="1"> <caption>Business User Productivity Benefits Data</caption> <thead> <tr> <th>Category</th> <th>Value (Approximate)</th> </tr> </thead> <tbody> <tr><td>Desktop Usability &...</td><td>\$35</td></tr> <tr><td>Roaming & Mobility</td><td>\$30</td></tr> <tr><td>Support & Self-help</td><td>\$10</td></tr> <tr><td>Performance</td><td>\$5</td></tr> <tr><td>Access to Information</td><td>\$15</td></tr> <tr><td>Security & Privacy</td><td>\$25</td></tr> <tr><td>User Application..</td><td>\$2</td></tr> <tr><td>Availability & Reliability</td><td>\$5</td></tr> <tr><td>Comm & Collaboration</td><td>\$20</td></tr> <tr><td>Business Process..</td><td>\$10</td></tr> <tr><td>Hardware/Software..</td><td>\$2</td></tr> </tbody> </table>			Category	Value (Approximate)	Desktop Usability &...	\$35	Roaming & Mobility	\$30	Support & Self-help	\$10	Performance	\$5	Access to Information	\$15	Security & Privacy	\$25	User Application..	\$2	Availability & Reliability	\$5	Comm & Collaboration	\$20	Business Process..	\$10	Hardware/Software..	\$2
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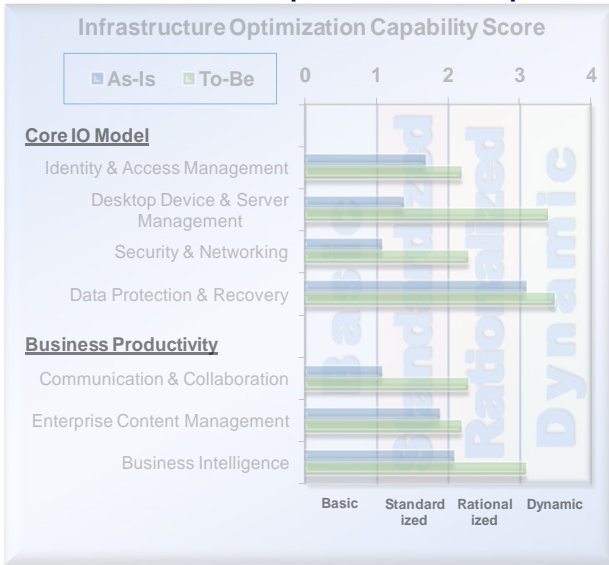
Typical Project Activities and Time Commitment



About Hall Consulting & Research

HCR specializes in assisting organizations to assess the financial and strategic impacts of IT investments to support decision-making and planning. We also help leading IT vendors assess and credibly communicate the business value of their products. Hall Consulting & Research was founded by Andrew Hall, a leading business value consultant and analyst.

Infrastructure Optimization Example



Recent Business Value Work

- Extensive Windows Vista & Office 2007 research, business value modeling and customer studies
- Business Intelligence business value model
- MDOP (Microsoft Desktop Optimization Pack) ROI models
- White paper and model assessing the business value of advancing IT infrastructure maturity (Infrastructure Optimization Model)
- Windows Vista customer TCO studies
- Business value of servers public white paper based on 22 customer studies
- Small Business Server 2003 public white paper based on 21 customer studies
- Business Value of TechNet public white paper based on 10 customer studies
- Retail Point of Service TCO client study
- Development/delivery of business value sales training
- 2 open source business value studies (Office, Desktop OS, and Server OS) for a country government and large utility
- Windows Server 2003 business value study
- 5 business value of Microsoft certifications (MCSE, MCSA, etc.) public case studies
- Numerous desktop TCO studies
- 6 customer desktop (Windows XP / Office 2003) TVO (Gartner's Total Value of Opportunity) business value studies
- 8 licensing (Enterprise Agreement, Software Assurance, Select Agreement) business value studies
- 2 public desktop business value case studies (Samsung, Hyundai)
- 2 database business value studies (SQL Server vs Oracle)
- Project portfolio strategy for transportation customer (including ERP, CRM, BI, SCM, HRMS)
- Project portfolio strategy for education customer (including Windows Server 2003, Exchange, Content Management Server, development platform [J2EE and .NET])

Andrew Hall

HCR Founder and President

Andy Hall is an industry-leading consultant in the assessment and communication of the business value of technology. Prior to founding Hall Consulting & Research, Andy was a Principal with Lawrence Associates LLC and an IT Business Strategist and Managing Consultant with Microsoft Consulting Services. In these roles, he developed a wide range of business value assessment tools/methods and conducted and managed dozens of business value studies for strategic Microsoft customers. He also wrote business value white papers and case studies on a variety of technologies for leading IT vendors such as Microsoft and Intel. He also has thirteen years of broad business experience - including six years as a strategy/management consultant in IT business assessments, business strategy, financial/value analysis, sales/marketing, supply chain management, business process improvement, product development, and people/project management. Prior to Andy's consulting career, he was responsible for strategic planning, marketing, operations improvement, and financial planning at a manufacturer. He has an MBA from the University of Pittsburgh and a BS in Engineering from Penn State University.

Hall Consulting & Research LLC

Phone: 412-344-5103

www.hallcr.com

info@hallcr.com

HCR Guiding Principals

Our Approach to conducting business value services is based on the following principles:

Transparency

Tools (such as spreadsheets) used are as open as possible. Inputs, assumptions, and calculations are visible and can usually be modified by the customer. Inputs and assumptions can be traced to their origin.

Best practice methods

We use well-established industry best practice procedures, calculations, and tools.

Comprehensive, yet efficient, analysis

We approach engagements from multiple perspectives to ensure we assess all the most significant implications of the investment being considered. This often includes: qualitative and quantitative benefits; direct and indirect costs; scorecards and direct benefit calculations; etc. We also focus engagements primarily on the aspects that are likely to have the greatest impact to make engagements efficient.

Customer involvement, buy-in, and verification

Results are more credible and accurate when the customer is involved in providing inputs and verifying methodology and results.

Credibility

Our results are credible because we follow the best practices above. We also extensively leverage 3rd party research and tools to enhance accuracy of results.

Customization

The specific tools/models, methods, and data sources are customized for each customer situation because no one approach is best for all customer situations. We are able to leverage a wide variety of approaches to satisfy the needs of a broad range of customer needs.