

## CASE STUDIES – OPTIMIZE INTERNATIONAL



### Location Intelligence and Enterprise Mobility

**Project background and description** — An investment group requested an independent evaluation of the current management and potential market growth of leading developer of software solutions that captures and manages field data.

As early adopters of Geospatial Technologies and specialist data analysts, the innovative map-based solutions have empowered business and government organisations.

The software embraces the latest generation of mobile devices and operating systems with customised software to integrate seamlessly with corporate systems like Assets, CRM, and Works Management.

**The problem** — The developer of the mobility software has had a mixed history of sales success with Compliance Management, Enterprise Mobility, Graffiti Management and Works Management to business and local government.

**Project goals and objectives** — Identify why and how the out of the box products, mobile data collection system and domain specific solution support has not been experience the expected sales growth.

Provide a detailed evaluation of the current business management structure and sales effectiveness.

Review sales history for 10 years by revenue segments, licensing, maintenance, customisation and mobile software.

The proposal is based on the preparation of a comprehensive business case that can be made available to investors including, products, solutions, technologies, resellers, new mobile product, current customers & sales history, market analysis, competitor analysis, target sales growth, actions and timeliness, reporting process.

**Outcome** — In conjunction with Optimize International, Paul Cormick worked as a principal project manager.

The brief was successfully provided to the investment group, highlighting the value proposition of the software architectural advantages and their points of difference in the market to potential clients.

