



## **Strategy Development**

Strategy Development is a core discipline for Revell Research Systems. We have helped many clients turn their IT investment into a strategic weapon.

Sometimes, we work closely with the client's senior management over a short period to deliver a plan, while on other occasions we work alongside them on an ongoing basis to help them hone their strategy as external and internal factors change.

An example of our work was with a professional service firm based in Devon that had tremendous problems with their IT equipment. The root cause to their woes was a reluctance to fully embrace the technology. They had the equipment almost because they felt they should, but without making the proper investment that was really needed.

The consequence was that their under-investment ensured that their equipment was unreliable, which fuelled their belief that throwing money at information technology resulted in more pain, not less.

However, they had reached the point where some of their partners felt that the IT issues had to be resolved. We were engaged to draw up a remedial strategy to overcome their problems and to chart a course for the future that would make their information technology a competitive weapon.

Now they have a much more stable IT infrastructure and have already started investing in sophisticated systems that will improve their effectiveness within the market.



**REVELL RESEARCH SYSTEMS**  
*Management and Technology Consultants*

### **Our Contact Details**

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