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BUSINESS SOLUTIONS

Turn tacit field insight into actionable direction.

Would you like to discover, capture and share key market insights that are highly unstructured and typically overlooked to bring a higher level of effectiveness to your Executives, Marketing and Sales organization?

Through our field studies, research and diagnostic work, we identified that the experience, knowledge and expertise of the people in the field are typically overlooked and not considered in a structured framework while making both tactical and strategic decisions. As a result of which key business challenges are not effectively addressed and resolved.

NSI has developed a unique methodology to capture and analyze this unstructured field insight and coupled with software solutions provide the scale to empower the sales and marketing teams and key executives to collaborate and take actionable direction. Based on the new discoveries that become visible the blind spots and gaps that are illuminated by having a holistic view to situations and issues as a result of the NSI Dynamic Decision Making Solutions.

Here are a few key areas where NSI can provide a dramatic improvement to profitability and Decision Making -

- Avoid commoditization of product offerings.
- Overcome Price Pressure from Competition.
- Identify the reasons for the success or failure of products in the market place.
- Identify the key drivers to develop an effective differentiation and value proposition for customers, partners & channels.
- Develop strategy to enter new and emerging markets.
- Develop the criteria for identifying & developing new products and services.

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Leverage the knowledge that resides within your sales and marketing community.

In this economic environment, companies are looking at new ways to create long term sustainable growth and increased profitability. By capturing the tacit field knowledge and conducting rigorous analysis of this information, companies can exploit and leverage the full potential of their sales and marketing resources.

Do you have a flexible framework to get answers to valuable questions such as - Why certain partners in certain regions are performing at a higher level than others? Why certain promotions were more effective than others? Why products/ services didn't succeed in a particular market?

By having a consistent approach and methodology, you can effectively leverage the smarts that exist in the field. This eliminates the wasteful expenditure and resources that provide limited value to the business operations.

Our methodology would enable you to extract and leverage this rich understanding of the field processes by creating a holistic environment in which you would be able to connect the dots and arrive at key market insights to take actionable direction and make the right decisions.

Leverage NSI's methods, tools, software and extensive experience with customers across diverse industries and topics. Help companies develop go-to-market strategies and achieve a competitive advantage through marketing and sales consulting as well as scalable software solutions.

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Discover, Capture, Share the soft & anecdotal information from the field.

Using real world examples, we have developed a unique methodology and software solutions, which can be scaled and applied to multiple business scenarios.

Discover

Templates that are aligned with the business objectives which require the individuals to provide their unique knowledge and insights in a structured model that enables for quick discovery.

Capture

Provide the framework to capture the knowledge of the Sales & Marketing Community (marketing & sales executives, sales representatives, channel partners, customers, market) in a consistent and scalable fashion

Correlate

Correlate the 'soft & anecdotal' information from the multiple sources captured through this framework and identify the blind spots and gaps that exist in the decision making process

Analyze

Analyze and rate the effectiveness and usage of the key factors from the field against the Standard Operating Procedures (SOPs) and identify the best practices.

Share

Leverage and share the knowledge base of the community to apply the marketing and sales best practices to address the specific challenges in the field.

METHODOLOGY

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our clients experience significant value across multiple verticals

Technology

Publishing

Consumer Products

Finance

Industrial Products

Manufacturing

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NSI has worked with clients across multiple verticals such as:

Technology, Publishing, Consumer Products, Finance, Manufacturing and Industrial Products.

The services that we offer our clients have been to address their needs across a broad array of areas which include;

- **Building a Value Proposition for our clients Channel Partners, Distributors & Customers.**
- **Handling Competitive Pricing Situations by providing a way to create tangible value for the organizations Intangible assets.**
- **Building strategies and approaches to launch the New Products into the Market.**
- **Creating a system to excite and motivate the Channels to push our client's products.**
- **Identifying the blind spots and gaps that exists in the successful execution of our client's business activity.**

These challenges are faced by most companies today and through our field studies and diagnostic work, we have built a unique methodology and processes to provide solutions that are scalable building blocks to create an environment for Dynamic Decision Management.

We do this through our three step approach; Discovery, Analysis and Solution Development.

Through this process we are able to identify the root cause of the situation thus discovering the key issues and the value drivers that are influencing the business.

Greater visibility to market dynamics can vastly impact your business.

NSI methodology captures and analyzes the grass-root knowledge as it plays out in the field today. This greatly impacts your sales and marketing functions such as New Products, Channel Development, Pricing, Promotions and Sales Execution to name a few -

New Product Introduction -
Overcome your customer's resistance to purchasing your New Product!

Our approach to discover the hidden market dynamics from the teams such as relationships that the customer has with the competitors, lack of focus by sales team to push the product and non alignment of the objectives of business with that of the channels. Knowing this key market insight will enable you to make course correction to maximize the product launch effectiveness.

Pricing:
Avoid commoditization of the products, focus on value vs. just price!

Take the field inputs to create an effective differentiation. For example by leveraging your organizational intangible assets such as brand, experience, associations etc. and using this knowledge to associate a tangible value to these assets as well as developing the matrices to create a point of difference that would focus your sales teams on value and not just price.

Channel Development:
Motivate the Channels to generate additional sales!

Templates capture the key value drivers that motivate the channels and bring consistency to the process thus identifying the bottlenecks and aligning the motivations of the various players involved with the business objectives.

Sales Execution:
The need to improve the sales close rate and selling profitable business!

Worksheets along with the approach to extract the grass root level knowledge from the multiple field teams provide greater insight into what is actually taking place in the market. This insight provides improvements needed to close more deals is based on the holistic view vs. an individual biased view to the situation.

Marketing:
Make your marketing programs more effective to drive higher level of sales!

Our approach to capture key field insight in the changing market dynamics that would influence the effectiveness of the marketing programs. Therefore eliminating wasteful expenditures on programs that are not utilizing the resources as planned. This will provide better visibility to fine tune the marketing efforts as the process is playing out in the field. This will help to maximize the impact of the marketing programs for the particular situation.

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Unlock the power of knowledge and relationships that exists in your organization.

Consulting

Critical unstructured information extracted from the field along with right business intelligence on your key business decisions, drives innovation and sales which sits at the core of your business.

NSI Consulting can help you unlock the power of unstructured information and focus on the improvements possible in the knowledge management of the organization. Thus delivering better results and solving the most pressing sales and marking challenges that are faced by executives—increasing operational efficiencies, driving down costs, and securing this vital data.

CapturePlus

NSI's software as a service offering (SaaS) **Capture**Plus is a standards-based and proprietary software solution with a range of tools, and templates designed around the knowledge discovery framework for executives and field teams that are managing complex and dynamic scenarios.

CapturePlus enables business users and field teams to provide feedback on key inputs on the changing market dynamics taking place in their area as the process is playing out. This provides a consistent framework for capture and analysis of field inputs from multiple sources enabling management and decision makers to get an immediate understanding of the situation in the context of the business scenario, to take actionable direction.

CapturePlus has highly powerful information processing engines, coupled with an intelligent and adaptive knowledge models to aid real time decision making. In addition to custom templates designed specifically for the business provide a framework to addresses the specific needs of the business.

Benefits

Solution Packages and Value Added Services can be developed that would provide a competitive differentiation and added value.

Unlock the power of knowledge and relationships that exists in the information assets within their organization to drive additional revenue opportunities as well as new service offerings.

Provide insights into the blind spots and gaps that exist in the field.

Identify hidden relationships and patterns that would impact decision.

Businesses to make course correction and be proactive based on the real time field inputs enable for better decision making

captureplus

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Getting Started

Discover, Capture Share using NSI's methodology, tools, software services and extensive experience with customers across diverse industries.

Learn more, contact us.

Corporate Office

NSI BUSINESS SOLUTIONS
2633 Lincoln Blvd., #416
Santa Monica, CA 90405 USA
+1.310.214.7923 ph
+1.310.214.1428 fax
sales@nsicapture.com
www.nsicapture.com

India Office

NSI BUSINESS SOLUTIONS
No.10, 1st Street,
Dr. Subburaya Nagar,
Kodambakkam,
Chennai - 600024, India
sales@nsicapture.com
www.nsicapture.com

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