

# RightCourse

Management Consulting  
at the **Intersection** of  
Business and Technology



Whether its yacht racing, alpine skiing, or navigating a new technology strategy, choosing the right course is vital to your success.

RightCourse is a management consulting firm made up of seasoned professionals delivering expertise at the intersection of business and technology.

RightCourse delivers highly effective and efficient strategic planning...and even more effective execution. We build adaptability into everything we do to help you respond to changing business influences and requirements. Sound technology strategy. Thorough business execution.

RightCourse believes that innovation comes from a unique balance of objectivity, expertise and experience. Whether defining digital architectures and application development methodologies, or finding new ways to carve data, our team brings the knowledge and skills to help your organization experience the improvements where they are most needed. We apply our skills to multiple industries. We help you find the right course and make it a winning strategy.



Let's discuss how we can help you achieve your goals.



# Choose the Right Course

## MANAGEMENT CONSULTING AT THE INTERSECTION OF BUSINESS AND TECHNOLOGY

Our technology professionals have been there, done that....in a good way. They have seen and experienced what works and what doesn't. Across many diverse industries.

Based on this experience, our team is able to help your organization find the right technology course. And often navigate new, uncharted waters.

With broad expertise across many high technology organizations, the RightCourse consulting team has served as CEOs, CTOs, COOs, CIOs, CROs and CMOs. They have been responsible for large global budgets and managed large organizations. They have defined, built, positioned, marketed and sold sophisticated enterprise systems across world markets. Yes, they have been there.

### A UNIQUE COMBINATION OF SKILLS, EXPERIENCE AND INNOVATION.



## A bias toward meaningful results

### OUR BIAS TOWARDS ACTION

Our bias toward action means building strategies and programs that get results quickly and efficiently. It's not about endless planning; it's about moving the stake. Making measurable improvements where needed. Sometimes incrementally. Sometimes dramatically.

You can count on RightCourse for:

- **Aligning Expectations:** setting proper expectations is a very important part of building a strategic relationship. We work hard to set your expectations accurately and keep them in line with timely updates and frequent budget reviews.
- **On-Time Delivery:** we pride ourselves in meeting mutually agreed goals and delivering the plan components when promised.
- **Quality Team Members:** we believe quality people deliver quality results. And quality teams deliver even better results. You can always expect RightCourse to deliver on this promise.
- **Synergy with Corporate Goals:** delivering new ideas, programs or strategies that are inconsistent with your broader organizational goals is not in your best interest – unless a clean sheet of paper is called for. We embrace your corporate goals and build strategies and plans that support this course.

### OUR BIAS TOWARDS RESULTS

Making sure your entire team comes along on the journey is critical to the project's success. RightCourse builds measurable programs and monitors KPIs at frequent intervals, adjusting strategies and execution parameters as needed.



We focus on the many implementation details that are so important in making a project successful. We understand the nuances of how to make a corporate initiative successful across the organization.

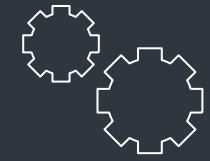
How do we measure meaningful results? While each assignment is different, we want to move your stake in the right direction. We want to see results at the bottom line, see productivity improvements through advanced business application implementation and through revenue improvement. Whatever the challenge, our goal is to deliver results that are measurable and meaningful.

**RightCourse**



### OUR SERVICES

- TECHNOLOGY STRATEGY
- CTO SERVICES
- AGILE ORGANIZATION ENABLEMENT
- AGILE ORGANIZATION EXECUTION
- APPLICATION DEVELOPMENT
- SOFTWARE PRODUCT DEFINITION
- BUSINESS INTELLIGENCE
- BIG DATA
- MARKETING STRATEGY
- SALES AND CHANNEL STRATEGY



### TECHNOLOGY STRATEGY

The intersection of business and technology has never been as challenging as we see today. RightCourse can help you develop a technology strategy that fits your business goals. We specialize in helping organizations find the right course through the maze of technology opportunities.



### AGILE ENABLEMENT

RightCourse specializes in enabling and executing the Agile development methodology. This proven methodology can help your organization build the best software application by using iterative and incremental development processes allowing the application to evolve and respond to market conditions.



### ACTIONABLE DATA

Good data, actionable data, has always been important in running your business. It's even more important today as leading market players are investing in analytics technologies that will help them identify and take advantage of market opportunities faster. Whether its business intelligence or Big Data, we can help.