



Phoenix Consulting Group LLC is a management consulting firm focused on best practices in collaborative business models. Founded in 2002, our business is grounded on the principle that companies can achieve accelerated growth through the virtual economies of partner networks. Partner networks are sources of

innovation to extend your company value proposition to new markets of customers. PhoenixCG stays on the forefront of collaborative best practices through active leadership in advancing standards in collaborative business practices and professional certification. Our management consultants combine strategic

perspective with practical professional experience ensuring we deliver actionable recommendations that have real world relevance.

# MANAGEMENT CONSULTANTS

Phoenix Consulting Group is your partner in best practices for managing collaborative business relationships. We believe that collaborative business models will define competitive advantage in an increasingly complex and interconnected global economy. Companies that learn to leverage partner networks to fuel growth and innovation and reduce risk and cost through virtual economies will prevail. All of our consultants understand how to implement strategy, processes, and policy, and how to lead change. We partner closely with you to ensure that our recommendations fit your company culture and recognize there are real world implications to execution.

## CONSULTING PRACTICE AREAS

PhoenixCG practices and services help companies maximize their return on relationships. Our practice areas cover strategic development, operational systems and processes, and professional skills development for all types of partnerships and collaboration models.

### COLLABORATION STRATEGY

Collaborative capability is recognized as a competitive advantage in today's demanding business environment. No one can go it alone. Aligning your partnering strategies with your corporate vision and business objectives will enable you to create more resilience in your value chain, expand to new markets, reduce risk and cost in operations, or provide greater value to your customers through innovative products and services. As experts in collaborative business models, PhoenixCG can help you transform your business to become more competitive and effective in managing your partnerships.

### ECOSYSTEM DESIGN AND OPTIMIZATION

Your ecosystem of partners, alliances, channels, developers, and strategic suppliers is a strategic asset for your company. PhoenixCG advocates a fact-based approach in understanding partner loyalty drivers as the foundation for optimizing your ecosystem for competitive advantage. We align ecosystem strategy with corporate objectives and align program benefits and requirements with partner motivations and desired behaviors. We are experts in the implementation of Social Media in optimizing partner ecosystems and communities and have counseled our clients on their practical application. Our suite of services also includes program benchmarking, partner loyalty and health assessments, and governance and metrics for performance management.

### PARTNER LIFECYCLE MANAGEMENT

Proactive management of the partner development life cycle from recruitment to results may not only accelerate your partnership's time to revenue but may also accelerate the time to realize the strategic goals of your channel or alliance. PhoenixCG partner lifecycle management methodology, Ramp to Revenue™, is based on many years of practical field testing in managing partnerships for results. Our consultants have achieved quantifiable results for our clients.

Do you need to transform ad hoc partnering practices into a program that produces predictable results and measurable revenue?

Do you need to diversify into new markets to fuel growth?

Do you need to accelerate your revenue ramp through partners?



## PARTIAL CLIENT LIST

Adobe  
APC by Schneider Electric  
Bio-Rad  
BMC  
CA  
Cisco  
Dupont  
Hewlett -Packard  
IBM  
Lilly  
Microsof  
PayPal  
SAP  
Telcordia  
VMware  
Xerox



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