



Customer Focused Strategies

## Introducing CFS

The customer is at the center of all we do, as we partner with our clients to help them transform their businesses.

With our exceptional understanding of emerging trends, industry disruptors and end user needs, CFS understands the implications for your business, and helps you brace for change and embrace transformation.

Our team of seasoned professionals possesses a wide range of skill sets, real-world experience and broad industry knowledge. Together we provide innovative thinking around adjacent markets, new revenue streams, and emerging business models for our clients.

## Internet of Things (IoT)

Emerging technologies will eventually connect everything from the sensors in vehicles, water, agriculture and industrial equipment - to people and the things we interact with throughout our day. All these connections provide new data and analytical insights that can be used to transform business processes and create new ways to engage with customers and machines.

**CFS can help your business or organization embrace transformation by:**

- Identifying what to connect and monitor and the technologies best suited for your business and industry needs
- Preparing your organization to assimilate and decipher the data being collected
- Applying our deep and rich heritage in mobility, business analytics and digital technologies to guide you through the complexities and potential that IoT can deliver

## Our Approach

CFS is a management consultancy firm, specializing in Strategic Analysis, Strategic Marketing and Go-to-Market planning for clients that are wrestling with disruption or struggling with reinvention.

Each client engagement is unique and customized, but below you will find some of our capabilities and past engagement experiences in the three areas:



## The CFS Difference

CFS is unique among management consultancy or marketing consulting firms in that we:

- Bring the “voice of the customer” to every project we do
- Provide “Big 5” consulting firm quality at an affordable price
- Employ seasoned, experienced professionals who work on the project from start to finish
- Help our clients design the strategy and live the implementation
- Deliver deep marketing expertise combined with extensive cross-functional experience provides unique perspective to customer engagements
- Are flexible, agile and nimble in all aspects of the partnership
- Report on weekly accomplishments, expenditures and next week’s objectives

## Our Clients and Engagements

CFS has extensive experience in both B2C and B2B markets with a rich set of client reference cases. We have worked with a range of companies, from start-up organizations to Fortune 500 companies. We are often engaged as an on-going strategic partner and have worked with one client continuously for 13 years.

CFS’s client list is impressive - numbering nearly 30 businesses in various industries. A subset of our customers includes: Cingular (now AT&T), Comcast, Cox, Ericsson, Equifax, First Data, Knology, Microsoft, Nextel (now Sprint), Numerex, T-Mobile, Qualcomm, Qwest, SafeHarbor, Verizon, Vonage

**Customer Focused Strategies**  
10945 State Bridge Road  
Suite 401-230  
Alpharetta, Ga 30022  
[www.customerfocusedstrategies.com](http://www.customerfocusedstrategies.com)  
NAICS Codes: 541613, 541618, 541611

