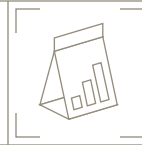


## Illuminating Opportunities



**SUMA**  
PARTNERS



## Implementing Results

Which strategy will drive growth?  
How can we understand the customer experience?  
Where are we most vulnerable?  
Where are we most competitive?  
How does the market measure our value?  
How can we get everyone engaged?

In today's market, those who do not stay ahead are a world behind. SUMA Partners can provide you with the tools, analysis and insight to set you on a decisive new course.

We live in an age of data. Pick a topic, and the numbers will follow, from all types of sources. The question is not, “What are the numbers?” but rather, “What do the numbers mean?”

Since 1989, SUMA Partners has helped figure this out. We work with clients to identify what it will take for them to move to the next level of growth and market impact, with a specific focus on the customer, the market and competitive strategy.

We use a unique five-step process to capture the perspective of the market and the customer experience. Our tools include quantitative research (competitive scorecards, market segmentation), qualitative research (focus groups, day-in-the-life profiles, value proposition analysis) and strategic meetings with internal and external sources. But our concentration is always on growth: what will it take to move you to the next level?

The sum of the parts is only the beginning.

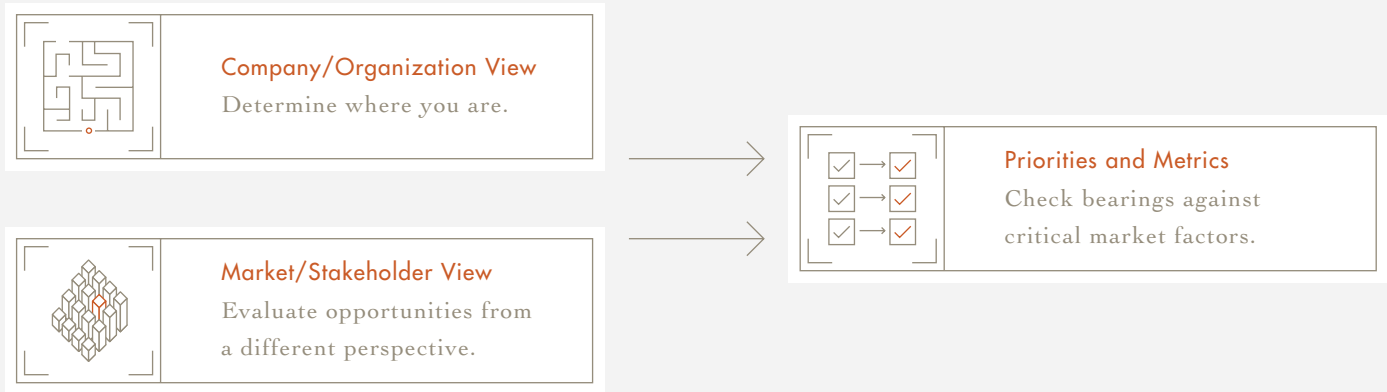
## SUMA's strength is in asking the right questions of the right people.

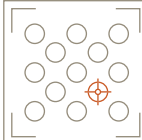
Our strategic marketing consultants work closely with your team to pinpoint new areas of opportunity, providing answers to questions you might not have thought to ask. We ask the right questions and figure out ways you can use this information to achieve new sources of revenue, better competitive positioning and higher levels of stakeholder engagement. And we can go as small or as large as you need – our clients range from entrepreneurs to multinational corporations, from corporate to public and non-profit entities. Whatever your business, your market or your circumstances, we'll help you identify your goals for the future, and carry out a plan for achieving them.

## What Makes Us Different?

- We objectively capture how the market sees the client.
- Our collective experience spans many different industries, giving us both a wide range of expertise and the ability to identify ideas in one sector that might work in another.
- We strive to get everyone involved in the process on the same page, making sure that your teams are engaged and motivated.
- We provide rigorous statistical analysis, but we also know how to look beyond the numbers and ask the right questions. It's a whole-brain, strategic approach.
- We work right alongside your teams to help you implement the game plan, rather than just handing you a report.
- We use time-tested, proven models and methods in order to reduce risk and increase accuracy, following a proprietary five-step process.

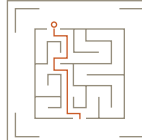
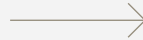
# The SUMA Partners Process





### High-Yield Opportunities

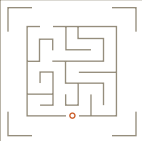
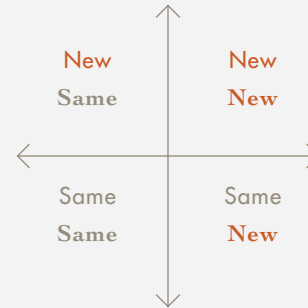
Pinpoint the new areas of opportunity.



### Implementation

Map out a path to the new destination.

## How to Grow



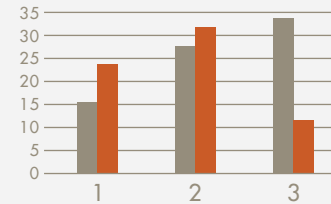
### Company/Organization View

Determine where you are.

SUMA Partners starts with a diagnostic assessment of your core strengths, testing potential opportunities based on company goals and a vision for the future. This involves:

- Meeting with management and employees to elicit their ideas and visions
- Analyzing competitive and market data
- Reviewing financial, marketing, technical and operational processes
- Establishing conditions that encourage internal support
- Creating a snapshot of current perceptions

## Customer Experience



### Market/Stakeholder View

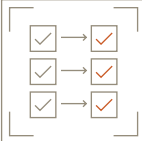
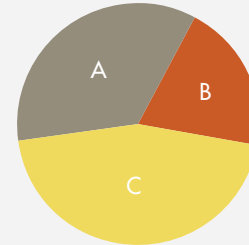
Evaluate opportunities from a different perspective.

SUMA conducts a comprehensive assessment of:

- Customer, prospect and stakeholder points of view
- Industry situation
- Competition
- Emerging products and services
- Key market trends

Our ability to ask the right questions lets us identify “leading indicators” – data that can lead to new opportunities and allow us to provide a clear picture of the competitive environment.

## New Opportunity



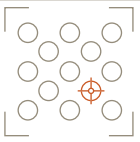
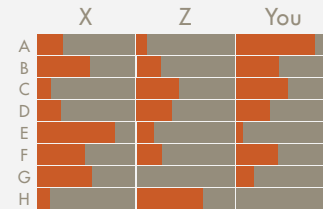
### Priorities and Metrics

Check bearings against critical market factors.

Within the context of current realities and market requirements, SUMA performs an analysis to determine key elements of a powerful market strategy. We test the strategy with what-if scenarios, assessing:

- Cost to bring to market
- Return on investment
- Core competencies
- Competitive trends
- Risks
- Customer experience

## Value Proposition



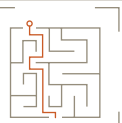
### High-Yield Opportunities

Pinpoint the new areas of opportunity.

After studying all the research accumulated thus far, we work closely with our partners to identify the “sweet spot” in the market – the area with a strong opportunity for growth not yet being utilized. We see this process as a dialogue, rather than as a research project – for us to succeed, our clients have to be involved from top to bottom. We provide a detailed set of requirements for success in the new direction, translating findings into easy-to-implement game plans.

## Strategy at a Glance

	B2B	Public
Positioning	Easy to Work With	Gold Standard
Imperatives	Metrics-Based	Proven Tool



### Implementation

Map out a path to the new destination.

SUMA Partners knows that success and progress must be measurable and sustainable. To achieve this, we create a detailed plan that includes methods of tracking implementation and market impact. Our methodology incorporates a blueprint to ensure support, follow-through and accountability throughout the organization and with key outside stakeholders. Our job doesn't end with providing you the answers, but with working with you on initiatives that take you from point A to point Z, complete with markers to make sure you're following the right path.

The goal of SUMA Partners is to provide you with tangible, useful results that show you what you don't know you're missing. We team with you to develop solutions, not theories. And once we start, we're committed to seeing a project through, whatever it takes.

Other firms may give you a report. We give you a new perspective. We work with you to implement a plan and focus your vision, helping you to figure out both where you've been and where you're going. When we're done, you won't just have data – you'll have the whole picture.

## Representative Client List

### Retail/Hospitality

Audi of America  
Brinker International  
Hewlett-Packard  
Hyatt Regency Hotels  
Saltgrass Steakhouse

### Technology/Communications

Cingular Wireless  
ERGOS Technologies  
Nextel Communications  
Virtual Concierge  
XO Communications

### Energy/Manufacturing

ABB  
Cooper Industries  
ExxonMobil  
Royal Dutch Shell

### Healthcare

Johnson & Johnson  
Memorial Hermann Healthcare System  
Susan G. Komen Foundation  
Texas Medical Center  
University of Texas Health Science Center

### Financial Services

AIG-American General  
JP Morgan Chase  
KPMG

### Public/Government Sector

City of Houston  
Greater Houston Partnership  
Texas Education Agency

### Non-Profit/Community

Collaborative for Children  
The Menil Collection  
United Way



[www.suma.com](http://www.suma.com)

Suma | *sōo' má* | *nf* (*cantidād*) total, sum; (*de dinero*) sum; (*acto*)  
adding (*up*), addition; *en ~* in short; *~ y sigue (COM)* carry forward.

*Harper Collins Spanish Dictionary*