

Competitive Collaboration: How Do Companies with Similar Services Come Together to Increase Their Value Proposition?

In a turbulent global market, collaboration presents a much greater value than competition. In a strategic alliance between two highly specialized companies, an example for how to leverage and empower the intellectual capital of seemingly competitive forces is outlined.

November 24, 2008 (FPRC) -- In the latest move to increase their value proposition, Turnaround Investment Partners (TIP) has teamed with NeoLogica Scientific LLC (NeoLogica). Through the collaboration, they will provide tools to government and corporate leaders who want to successfully navigate change while identifying the factors that derail change within their organizations. Bringing the complementary capabilities of the two companies together provides the opportunity to offer an unparalleled level of service excellence to customers.

NeoLogica specializes in the development and utilization of Enterprise Architecture (EA). By employing EA strategies, they support business process re-engineering (BPR) within both the corporate and government sectors. Through the use of BPR methods and products, NeoLogica supports organizations in defining and documenting a formal strategy for change. In the development of "As-Is" and "To-Be" enterprise architectures that describe the organization's present and objective states, they can identify and mitigate an enterprise's exposure to costly liabilities. In terms of organizational structures and relationships, resources, behaviors, operating concepts and strategies, internal and external interfaces, and standards, they provide a blueprint for managing change and mitigating the factors that delay change initiatives.

Turnaround Investment Partners are turnaround specialists that focus on driving top line growth. They specialize in corporate Leadership Development, Crisis Management and Strategy Building, Development of financial infrastructures and Execution of high-level change initiatives. Whether a business is growing too fast or too slow, crisis management becomes a critical competency. Through the alliance, NeoLogica will identify the factors that cause overruns in budgets, like operational performance gaps. TIP will provide tools to uncover the source of those performance gaps and correct them. Organizations will be able to reduce project costs, increase operating margins and cash flow while increasing operational efficiencies. In addition, the alliance will allow companies and government agencies to drive innovation and accelerate revenue growth by identifying and exploiting opportunities and building a financial infrastructure to support and sustain new growth.

The partnership will operate under the TIP brand name. However, customers will have access to tailored products and services of both entities. The management consultation, advisory and facilitation services offered by this new partnership cover the gamut of management and leadership problems faced by corporate leaders today.

- Board and CEO development
- Enterprise architecture
- Business Process Improvement
- Identification of management issues, problems, and improvement opportunities

- Development of change/transition plans and strategies
- Identification of risks associated with plan implementation
- Development of risk mitigation strategies to reduce or eliminate negative impacts during implementation
- Assessment tools to measure preparedness of organization to execute large scale initiatives
- Monitoring and control of the change process (to include feedback and plan adjustment)
- Post-implementation follow-up services

If your organization is preparing or in the middle of an initiative that will take the enterprise to the next level, call TIP. For more information, contact us at:

Turnaround Investment Partners, Inc.
244 Fifth Avenue, Suite 2337
New York, NY 10001
888.471.3660 (PH)
www.turnaroundip.com

Contact Information

For more information contact Ted Santos of Turnaround Investment Partners, Inc.
(<http://www.turnaroundip.com>)
888 471-3660

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