

# *Consulta Meta I.M. inc.*

“Leaders in their roles”™

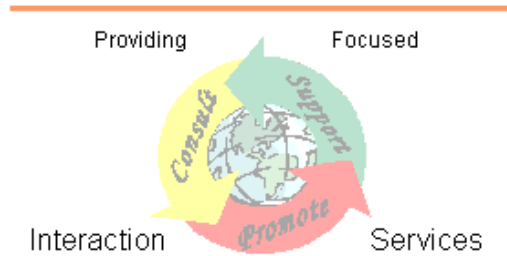
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Company Profile



**Consulta Meta I.M.** inc  
the Relationship Advocates



Please visit our Web site  
<http://www.consultameta.com/>

## The Company

**Consulta Meta I.M. prides itself in grouping professional individuals having noteworthy experience and drive in strategic consulting.**

- ◆ Our professionals offer the foundation for effective management of relationship interactions. This approach supports a variety of people-oriented exchanges that will occur inside and outside the enterprise. Clients, employees, partners and suppliers are an integral part of the relationship equation. CM-IM responds to the needs of the enterprise by simplifying the communication links used across its processes, thus establishing strong relationship principles to strengthen common bonds.
- ◆ Our attributes include innovative techniques, proven methods and common sense as true differentiators of CM-IM. We promote a multifaceted service through our Excelsior-L.A.M. program. By using Leadership, Adventure and Management techniques, we ensure effective results and tangible benefits.
- ◆ Our Mission: As catalysts, to provide focused interaction management services in the evolution of relationship-based business processes.

## Relationship Management

Lack of Relationship Principles Can Split Joint Ventures



## The People

### **The quality of an organization is determined by the quality of its people.**

- ◆ A group of professionals possessing seasoned experience in the area of relationship management particularly within the Information Technology (IT) industry.
- ◆ A wealth of knowledge and expertise matured in corporate and business environments in the private and public sectors.
- ◆ Our Motto: Leaders in their roles ™

### The Roles

- Roles in Consulting where we *accompany* your organization in the genesis of its visions, in the strategies required to achieve them and in the technological orientations of your programs.
- Roles in Business Management where we *support* your organization in enacting program development and to *facilitate* its decision making process.
- Roles in Supporting Business Initiatives where we *transform* your organization's concepts and programs into tangible operating requirements.
- Roles in Project Management where we *lead* (plan, organize, control, ensure quality) teams of professionals in the realization of specific initiatives within pre-defined business programs.
- Roles in Promotion of Interaction Services where we *recommend* communication protocols to enable a 360° coverage in the dissemination of information at all levels of the enterprise.
- Roles in Community Development where we *mobilize* all available resources (people and materials) to help you reach and entice your target community.



## The Competencies

**We pledge to our partners a coherent development of integrated business solutions.**

### Services

The relationship-based needs of an enterprise focus on client contact services as well as internal and external relationship links. As such, requirements in the communication areas are various. The management of interactions can, at times, provide challenges in strategic or tactical planning around business processes. We offer tailored solutions in the following detailed areas of expertise:

#### **Management Consulting**

- Due Diligence – Assistance in providing objective views of the targeted organization.
- Risk Assessment – Identify, evaluate and grade potential issues.
- Cost Benefit Analysis – Quantify financial considerations in view of determining viability.
- Feasibility study – Collect and analyze information about initiatives and provide recommendations.
- Prepare Business proposals – In view of customer requirements, produce documents and charts for service offerings.
- Functional specifications – Translate business requirements into structured configurations (RFP's).
- IT Architecture – Schematic overview of relationships between, people, events, data, processes and technologies.
- Business Process Reengineering (BPR) – Evaluate, revise and document workflow and processes to achieve departmental improvements and benefits.
- Client Relationship Management (CRM) – Provide services in support of the various aspects of establishing and maintaining relationships with clients.
- Knowledge Management (KM) – Support in transfer of expertise and know-how to guarantee continuity of business processes.
- Vendor consolidation – To streamline the procurement process optionally by introducing e-markets.

### **Leadership Management**

- Workshop animation and facilitation – Assist in conducting and leading formal exchanges of information.
- Market intelligence – Provide specific knowledge on competitors and market trends.
- Opportunity evaluation – Identify and determine the pertinence of launching initiatives.
- Negotiations – Support and leverage the organization in dealing with third party business interactions.

### **IT Management**

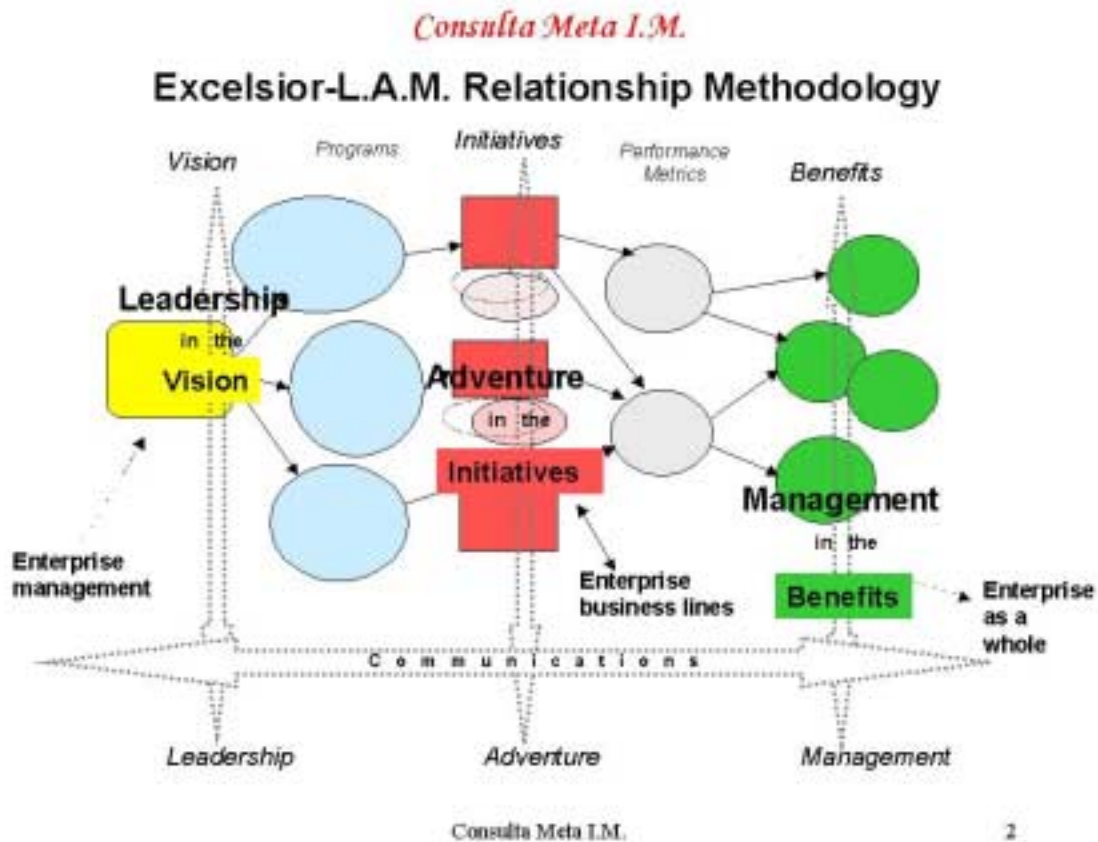
- Interim management – Temporary assistance in managing different areas of responsibility.
- Package evaluation and review – Independent analysis of pre-selected or prospective software packages.
- Software testing and evaluation – Quality assurance reviews in adherence to specifications.
- Internal audits, system evaluation and integration – Impartial in-depth analysis of in-house and integrated products.
- Project management – Assistance in managing specific initiatives.

### **Support Management for Organizations**

- Community Relationship Management – Community specific management of communications aimed at the evolving interaction of their specific requirements.
- Initiative promotion – Generate events in support of client requirements.
- Contact Center management – Provide technological and operations support.
- Market prospecting – Support in identifying and reaching potential target markets.
- Translation – To and from English, French, Italian, Hungarian, Spanish.
- Interpreting – To and from English, French, Italian, Hungarian, Spanish.
- Tutoring – English language based on TESOL Method; academic programs.

## The Methodology

### Excelsior-L.A.M.



- ◆ The Leadership section in the CM-IM Excelsior-L.A.M. methodology supports the initial driver-oriented environment of the enterprise: relationships within the management team. At this level, the vision, channeled through strategies and objectives, is qualified and programs are positioned so that, through leadership, the required initiatives can be promoted.
- ◆ The Adventure section in the CM-IM Excelsior-L.A.M. methodology supports the operations environment of the enterprise: relationships within the business lines. In this level, initiatives are conceived, developed, implemented and evaluated so that management programs attain overall tangible and non-tangible benefits.
- ◆ The Management section in the CM-IM Excelsior-L.A.M. methodology supports the result-realization environment of the enterprise: relationships throughout the extended enterprise. At this level, tangible and non-tangible benefits are identified, reached and measured so that approved Management Programs attain their expected short and long-term benefits.

## The Experience

Our people have acquired experience in working with the following organizations:

### Abitibi-Price

#### Air Canada

In General Administration for the past 25 years providing budgets and direction to various Support Services departments in the Pharmacy, Chemicals industry.

Involved in document creation, hard copy print production and distribution. As project manager working in coordinated projects involving regulatory issues and documentation planning for EDMS. Other projects involved facilities management, procurement, contract negotiations and bookkeeping.

The latest project was organizing the 2002 international motorcycle rally. Responsibilities: Vendor contracts and registrations, booth floor plans and space allocation to vendors, services required, maintain financial and vendor databases.

#### Future Electronics

#### Hydro-Quebec

Graduate of Concordia University in Physical Geography (with a focus on Environment) and English Literature. Loyola High School graduate.

Organized and motivated researcher, manager and supervisor with eleven years of military and five years marketing business experience in project and personnel management, support services and personnel training. Over the last three years, as Captain and Commanding Officer of the RCACC 2806 Pointe-Claire (Royal Montreal Regiment), provided directives, administered budgets and ensured guidance to four support departments. Assisted in national conferences at the Army Cadet Detachment animating seminars and presentations.

Participated in proposal to enhance the Adventure Training Program at the Canadian Forces Air Station. Participated in managing a design team to create initiatives and activities that conform to the Army Cadet standards and meet National training directive norms and procedures having leadership as the focus and involving elements of safety, challenge, fun and discipline.

#### Transportation

#### Tourism

#### Banking

#### Distribution

#### Telecommunications

#### Health Care

#### Business Development

#### Community development

### Immigration Canada / Refugee Board

#### Italian Canadian Community Services

#### Justice Canada

#### Lakeshore General Hospital

#### Laurentian Bank of Canada

#### Marconi Canada

#### Ministere du tourisme du Quebec

#### Novartis

#### OKA Consulting services

Took on the challenge to set up a community-based organization to help the Italian population in Montreal. Directed that organization for four years.

#### Via Rail

Has a professional background from Information Systems and a people-oriented approach from Community Development. Has participated in short- and long-term project development and project management, strategic consulting, conceptual design, day-to-day routine activities, political decisions and entrepreneurial initiatives.

Has focused on Relationship Management (including CRM) activities providing strategies to enterprises and their clients, enabling them to manage and make full use of multi-channel interactions. Has expertise as a generalist has been valuable in corporate initiatives. Has incorporated a Consulting company and formulated a Relationship Methodology based on Leadership, Adventure and Management.

#### Small and Medium size Enterprise

#### All levels of Government

#### Non-profit Organizations

#### Pharmaceuticals

Performs special assignments to deal with specific or unanswered concerns. Has been solicited for consulting assignments involving the development of strategic marketing actions.

Has succeeded as Consultant, CRM Specialist, Business Analyst, Systems Architect, General Manager, Programmer, Systems Analyst, Project Manager and Transportation Industry Specialist.

We have provided tailored services for the above enterprises in the following (but not limited to) types of industry and service:



How can we help?

As a dynamic and innovative company, Consulta Meta I.M. prides itself in grouping individuals with noteworthy experience and drive in strategic consulting. They contribute tangibly to the professional value CM-IM offers and its role as quality service provider. This approach brings together elements of focused enterprise administration, diversified community development and diligent effort with diplomacy.

The general business activity introduced is a composite of consulting, promoting and supporting enterprise interaction management. CM-IM firmly believes that, in order to succeed, any business initiative must start with an 'arrived-to' level of comfort. This is achieved within the involved business unit(s) and amongst its internal and external participants. Communication is the channel of relationship through which interactions build profiles. CM-IM understands the multidimensional requirements and the array of solutions that constantly face an enterprise in its quest to achieve benefits.

A methodology was developed to focus on the management of interactions in view of fostering appropriate relationships and to provide qualified steps to engage the business programs that in turn promote benefits. The three-phase approach is the Excelsior-L.A.M. method. As simple as the Beginning, the Middle and the End of a book, the method aims at Leadership, Adventure and Management:

- ◆ Leadership in the enterprise vision and strategies;
- ◆ Adventure in the creative solutions proposed for business initiatives;
- ◆ Management in the business programs to ensure value and to generate benefits.

The Excelsior-L.A.M. methodology is the foundation of effective relationship management (CRM, ERM, PRM, xRM) at all levels and across the enterprise. It is a thought-through program for comprehensive management of interactions where benefits derived from such a program extend beyond the enterprise itself.

A common denominator exists in the formula for effective and proactive management of interactions: people.

At the end of the line, the benefit from any initiative, public or private, is received by and measured by an individual or a group of people. With this in mind, CM-IM gradually aims at delivering an assessment by efficiently leveraging the second and third party (client) needs or the management-defined business goals.

**As catalysts, we will consult, promote and support your strategies in the evolution of your relationship-based business processes.**



Promoting Focused Interaction Services

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