

# SBS

CONSULTING & DISTRIBUTION

consulting

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## SBS

is

A Global Hi-Tech Management Consulting Firm Serving The Telecommunications, IT, Network Infrastructure, E-Commerce, Computer, and Consumer Electronics Industries.

Complex By Challenge...Simple By Solution™

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

## Telecommunications Consulting Services



"The significant cost savings derived from qualified outsourcing represents a growing trend most successful hi-tech organizations are implementing with increasing enthusiasm."

*Marc A. Salerno*  
SBS Consulting & Distribution

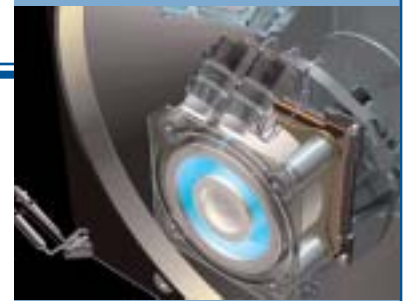
SBS offers a wide variety of cost effective, results oriented management consulting services. We cater to the xLEC (RBOC, IBOC, ILEC, CLEC, DLEC, BLEC) and xSP (ISP, ISV, ASP) markets and offer services including:

- Strategic Business Planning
- Marketing Management
- New Product & Services Rollout
- Public Relations and Effective Media Planning
- Sales And Distribution Channel Development
- Compensation Program Design
- Sales Training
- Salesforce Automation Design
- Sales Lead Research
- Organizational Planning
- General Management Consulting

## Technology-Based Distribution Planning

At SBS, we specialize in bringing the latest technologies to market in a timely and cost effective fashion. Based on your product, service and industry, a strategic distribution plan can quickly establish your name in the market. Take a step forward and outsource these critical business disciplines to the team at SBS ....a partner you can always rely on. At SBS we offer:

- Vertical Market Distribution Planning
- Direct Sales Modeling
- Indirect Sales Modeling- Experts In Alternate Channel Marketing
- Key Industry Trade Show Planning and Marketing
- New Product Introduction Budgeting & Rollout Services
- Public Relations and Media Planning
- General Management Consulting



"SBS moves your organization two steps ahead of where you think you should be... that's why we're always ahead of the curve."

*Eric Kercher*  
Kercher International

## IT and E-Commerce Consulting Services



"Viewing the design and security of your network as a true business ecosystem, SBS provides a myriad of unique and cost effective IT infrastructure design, site development, hosting and management solutions."

*Sergio Aguirre*  
Telefonica Data

SBS caters to the traditional "click and mortar" retailer, as well as the modern virtual e-reseller. Global markets, network trade associations, and domestic retailers all share the need for expert sales, marketing, and business planning services. At SBS we offer:

- Strategic Business Planning
- Marketing Management
- New Product & Services Rollout
- Media Planning
- Organizational Planning
- Web Design, Marketing, Management, and Hosting
- Online Merchandise Planning
- Search Engine Optimization
- Retail Web Sales & Market Planning
- "E-Identity" Branding Development
- SOHO/SME/Enterprise Data Network Design, Installation, Management
- Salesforce Automation Planning/Design (Handheld Pc, PDA, Bluetooth, 802.11a/b/g)
- Intranet and Extranet Network Design
- General Management Consulting

# Consumer Electronics Consulting Services



"SBS intuitively understands the latest e-global consumer buying trends....closely monitoring the needs of a insatiable public, desperate to attain the newest handheld devices, applications, and services."

*Orlando Brown*  
LG InfoComm

Do you have a recently developed hi-tech consumer product or service and need an affordable market introduction plan? Are you lacking the internal expertise necessary for an exciting market launch? At SBS, our Consultants and Network Affiliates have worked with some of the largest US retailers such as Best Buy, Circuit City, BJ's Wholesale Club, Costco, the Federated Buying Chain, CellStar, Office Depot, BrandsMart, and SoundAdvice. We provide the PR, strategic planning, budgeting, marketing, and trade show sponsorship and participation necessary for a unique and cost effective new product/service market implementation plan.

- **Effective Retail Distribution Planning**
- **Sales and Compensation Design**
- **Industry Trade Forum Inclusion and Presentation Services**
- **Market, Pricing, and Channel Forecasting**
- **E-sales Planning**
- **Web Based Sales and Marketing Implementation Strategies**
- **General Management Consulting**

## SBS Advisory Council

In an effort to offer and implement timely hi-tech professional service solutions, we have founded the SBS Advisory Council. The Council is an elite forum comprised of accomplished industry executives. Their mandate is the ongoing review, reporting, and recommendation of the latest industry shaping "up and coming" technologies. These many new technologies can fundamentally impact and shape multiple global markets and industries. At SBS, staying abreast of the latest technological advancements is just another of the many diverse and unique professional services offered for our exclusive client base.



"The SBS team was great to work with and we're excited about working together again in the future."

*Elena Fedrochuk-CEO*  
24DIGITAL Productions

## Public Relations Consulting Services



"The SBS Public Messaging Strategy platform delivers a true comprehensive corporate PR solution in a market where very few intimately understand the nuances of cost effective media representation and communications."

*Christopher Malter*  
Integrated Marketing Communications

A concise and coherent "PMS", or what we refer to as a Public Messaging Strategy allows an organization to clearly communicate to multiple audiences at the same time. Whether its your customer, industry, or competition, at SBS, our PR Consultants have a well recognized history in multiple hi-tech verticals. We can assist you and your organization with the development of a complete and cost effective "PMS Implementation Plan" which includes:

- **Senior Management Media Coaching and Counseling**
- **Consumer/Industry Market Research**
- **Successful Media Relations Planning**
- **Effective Publicity Strategies**
- **Internal Employee and External Vendor/Customer Relations**
- **Timely Public Affairs and Community Relations**
- **Local and National Government Affairs Planning**
- **Multi-Industry Public Issues Management & Information Dissemination Guidelines**
- **Industry and Financial Relations Preparations**
- **Charitable Fund Raising/Corporate Citizenship Initiatives**
- **Minority Relations/Multicultural Affairs**
- **Special Event Sponsorship & Management**
- **Marketing Communications Development (brochures, promotional items, etc.)**
- **General Management Consulting**



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