

“ Leadership is the ability to **define reality** and do something about it “

- Peter Drucker

The Digital Truth

Business
Growth
Experts



What We Do

We find that management teams frequently rely on experiences, beliefs, and very limited data to set strategy and make critical decisions. It is our mission to broaden their view and help give them the data they need to make informed decisions.

Using interviews at all levels of the organization, we establish a formal baseline of the current state of management beliefs about target market, close rates by attribute, and the company's strategic value chain.

Our analysis centers on knowable customer "attributes" because attributes represent needs. These attributes include demographic, firmographic, operating and behavioral customer characteristics.

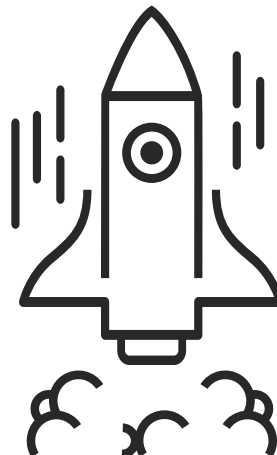
We do deep forensic analysis by attribute to identify major gaps between the "digital truths" and management perception. In all cases, we have found that management lacks deep analysis and a detailed attribute definition of their target market.

The contrast creates visibility to previously invisible gaps, pointing to changes in process and strategy that will accelerate revenue and profit growth.

Who We Are

We are experts at doing deep forensic analysis to define the "digital truths" of your business.

What We Deliver



- Precise market definition.
- Align distinctive competency to target markets.
- Clarify strategic value chain for target markets.
- Systematically uncover and leverage the "digital truths" of your business.
- Provide visibility which enables management to make more informed decisions.
- Double-digit incremental growth.

The Team

Partners Joseph Dunsmore and Brad Williams are highly experienced professionals with decades of business leadership experience. Our core values include listening with the intent to understand, seek first to understand, then seek to be understood, satisfaction through helping others, and making the journey to high growth fun and interesting.

Joseph has over 35 years of business experience and has helped lead and transform technology companies for the past 25 years, including 15 years as Chairman and CEO of Digi International (Nasdaq dgii).

Brad is a seasoned sales executive and serial entrepreneur who has founded and sold 2 technology businesses and is currently non-operating Owner and Chairman of Doextra Inc.



Joseph Dunsmore



Brad Williams

How We Are Different

We go deeper. Through our process of forensic analysis, we identify the contrast between management beliefs and the knowable customer attributes or needs.

This enables leaders to segment and address their target markets with more precision and visibility, leading to lower customer acquisition costs, less waste chasing tangential markets and a streamlining of business objectives and activities to drive incremental growth.

Typical Strategic Dialogue

- Limited data
- Management historical experience based
- Subjective Perception
- Often autobiographical

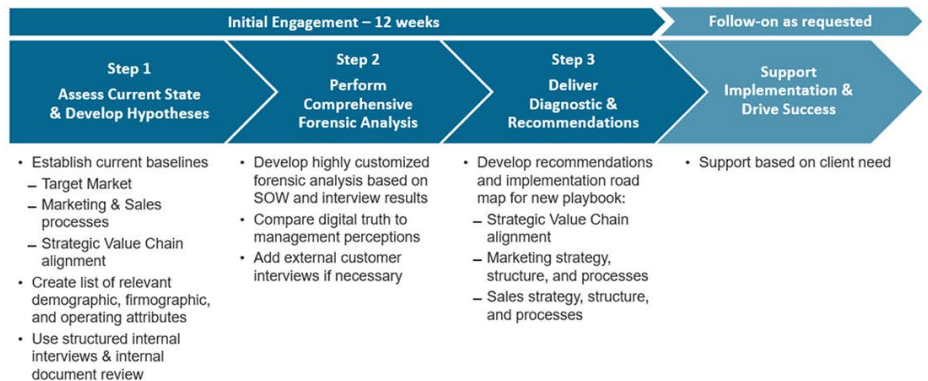


Our Approach

- Careful baseline of Management Perception
- Deep forensic analysis
- Contrast Management perception versus the digital truths about the business
- Offers incremental growth enabling insights

Our Process

We customize our process to the needs of the business. A typical engagement will include an initial in-depth diagnostic that typically takes 8-12 weeks. Based on that diagnostic and our recommendations we often support an implementation phase to drive organizational, process, and system changes to drive double-digit incremental growth.



Our Results

Wireless Modules			
	Revenue Growth	Ent. Value	
Before	Shrinking		
After	18%	+2.8x	

IT Services			
	Revenue Growth	Ent. Value	
Before	1%		
After	18%	+0.5x	

Modems			
	Revenue Growth	Ent. Value	
Before	25%		
After	95%	+2.0x	

Wireless Routers/Gateways			
	Revenue Growth	Ent. Value	
Before	Flat		
After	33%	+1.8x	

Contact Us!

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What Leaders Say

“Working with Crossover Point and their Guaranteed Growth methodology was transformative for our company.

We redefined our target market and entire strategic value chain with precision. Then, we made organizational and process changes that transformed us to a growth business once again.”

- Jacob Pomplun, CMO

