

Smarter

Company Profile

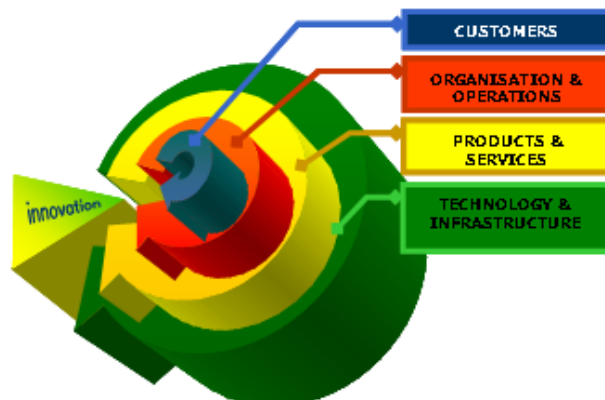
Our Mission

Smarter helps organisations find opportunities in a converging world. We understand how confusing strategy setting has become for businesses - or even identifying direction - especially when everyone seems to be competing for the same space. Our expertise lies in identifying ways to harness market opportunities that will help you achieve your business objectives. We will help you devise roadmaps that make your investments in product services development, customer management and technology evolution work harder for your business. We achieve this through helping you get alignment between your business strategy and:

- ❖ Customers needs.
- ❖ Assets and capabilities.
- ❖ Information Communication Technologies (ICT) and Technology, Media and Telecommunications (TMT).
- ❖ Product services innovation and development.
- ❖ Process re-engineering and change management.

Smarter draws on over 25 years of experience and knowledge gleaned from working in New Product Development, lifecycle management and innovation change processes in the global TMT industry to simplify clients' business landscapes and turning their product services, processes and capabilities into powerful business tools.

We help our clients transform their existing business processes into strategic assets and dynamic business strategy, and thereby **unleashing** the dormant potential in **four key areas** of their market and business operations. This may include:



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- ❖ Refocusing their technology and infrastructure to engage customers and satisfy their needs through performance, service, and processes.
- ❖ Planning for the trends in their markets and environment to improve business efficiency, investment and costs.
- ❖ Identifying the latent opportunities that exist in the business’s existing products and services, technologies, and infrastructure,.
- ❖ Enabling our clients to become innovators and market leaders without wasting their time, money or worry!

Service Value

Smarketer helps clients find the best means to make their market solutions work for their business as a strategic asset. Working through our processes, businesses can achieve greater market success through *strategic planning of, and innovation in the investment in their products, their services and their processes.*

Specifically, **Smarketer** advises business users and service providers around the world on:



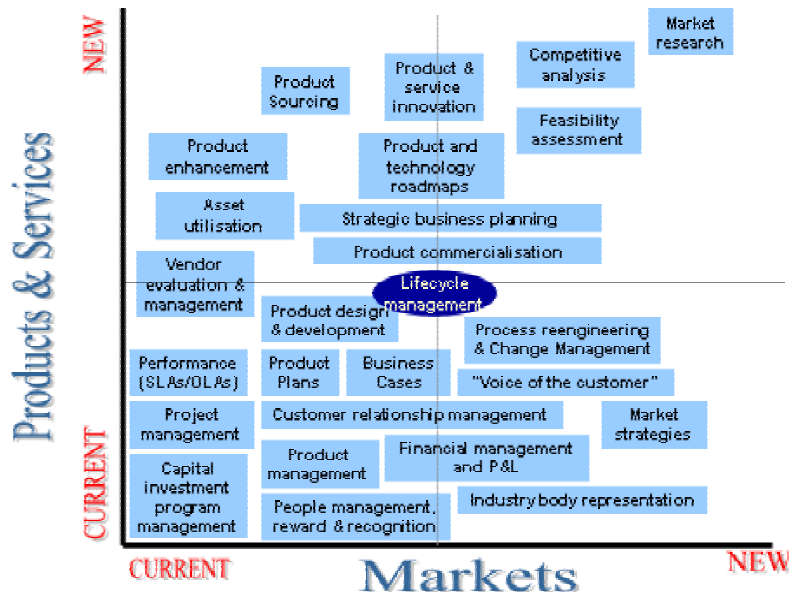
- Emerging technologies in telecommunications, media, technology and information communications.
- Best practice product and service development, and innovation processes.
- The development of technology, product infrastructure, and product services roadmaps that enable them to achieve their business strategies.
- Customer led business solutions and service initiatives.
- Business planning, Business Cases, economic analyses, market and competition strategies.
- Program and project management.
- Vendor evaluation.
- Risk assessment & management.
- Building high-performing and motivated teams.

Smarketer’s principal consultant Peter Humphreys has been significantly involved in technology, product and services direction and strategy at senior international levels for over 14 years.

He has been a leading figure in developing next generation network and market strategies, across all customer segments since 1997. This

includes responsibility for convergence strategy in Australian and international telecommunications companies.

Smarketer's experience and expertise can help any business create value, growth opportunities, and importantly, help them realign their market strategies by unleashing their potential.



The Smarketer Value Add Process



Principal profile

Peter Humphreys – Managing Director, Owner, Lifecycle Management Expert, and Customer Evangelist



- Master of Commerce Degree (Economics major) from the University of Melbourne
- Company Directors Diploma from Australian Institute of Company Directors
- Over 20 years national and international executive management in strategy development, market analysis, marketing, Product & Services development and management, and infrastructure lifecycle management.
- 2000-2004 - Board Director of the international telecommunications industry peak body *Global ISDN and Future Access Technologies Industry Forum* (www.GIIF.com)
- Professional Associations: *Product Development & Management Association (PDMA)*; *Australian Institute of Management (AIM)*; *Economics Society of Australia*; *Industrial Relations Society*; *Australian Institute of Company Directors (AICD)*; *Telecommunications Society of Australia (TSA)*; *Pacific Islands Telecommunications Association (PITA)*; *Pacific Telecommunications Council (PTC)*; *Institute of Electrical and Electronics Engineers (IEEE)*.
- Professional:
 - Extensive experience in:
 - working closely with customers to identify needs, developing solutions, and delivering customer service initiatives, particularly through Voice of the Customer
 - building, leading & managing technical and commercial teams
 - international achievements in customer driven product and service development across a wide variety of functional business areas, including: Product management; Infrastructure (Network, Systems, and Processes); Marketing; Operations; Planning; and Strategy.

- national and international leadership in influencing technology industry direction.
- formulating market leading product infrastructure strategy and developing innovative products.
- leading high-profile, complex ICT and IT&T projects.
- strategic business planning and achieving positive financial outcomes.
- finding business answers in both regulated and competitive environments.
- Planning and introducing new technologies, and exiting old.
 - Thought leader in creating innovative opportunities
- Personal attributes:
 - Ear for your particular problem and an eye for detail
 - Big picture vision with a grounding in today's reality
 - Empathy with your values and identification with your target market
 - A good sense of the practical
 - Ability to relate to people at any level.

Contact us

If you would like to get in contact with us or learn more about our lifecycle management services, please send an email to info@smarketer.com.au and we will get back to you as soon as possible.

Alternatively you could contact the following principal of Smarketer:

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