

Finally - Immediate Scenario Analysis of Key Result Areas - On A Page

The Teamwork Approach for CXO Control of the Business

Key Reasons to Partner with Teamwork

1 We are a strong, flexible team of highly qualified and experienced solution architects

A Teamwork collaboration in view of a strategic initiative is uniquely envisioned to create possibly the most powerful approach in performing value driven analysis and outstanding end-to-end development of client business portfolios and thus the implementation of effective strategies.

Our approach combines intensive analytic rigour and strategic vision with a heavy dose of practicality and common sense. This unique combination aims to recognize focused key results areas / key performance indicators for our clients that deliver enhanced shareholder value.

We also share our unique experiences and skill sets – and embody the spirit of ‘teamwork’ with our clients.

We are recognized by our clients in delivering the “most practical and effective” approach in the development of analytical business models and management dashboards across all industries including Telecommunications, Oil & Gas, Energy, Pharmaceutical, Public Sector and FMCG.

We have close and extensive on-going professional relationships with international consulting firms. The synergy of these relationships provides our clients with added-value in both the quality and flexibility of our approach and the strength of our deliverables.

We believe we have the very best people who totally believe in our “do what works” philosophy within the sphere of strategic consulting. We believe our approach and practical attitude to strategy consulting fits especially well to the culture of your organization.



Malaysia



South Africa



Japan / Indonesia



Unilever
Indonesia



Malaysia



Brunei



Shell Services

Australia



Abu Dhabi

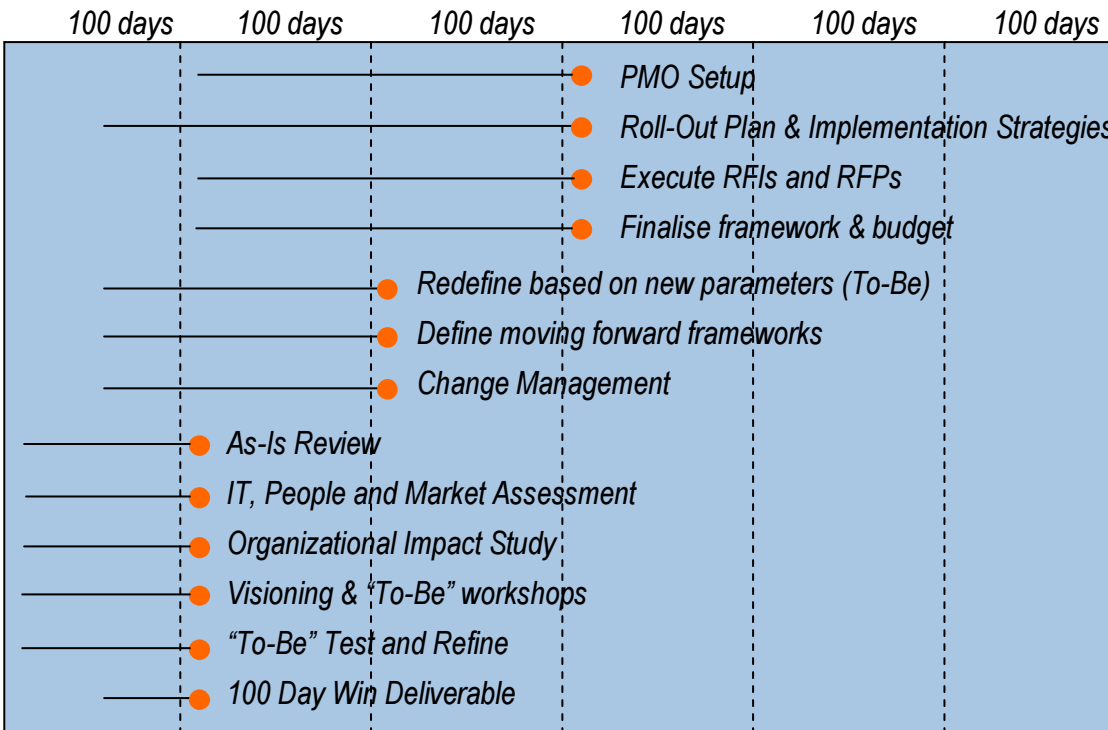


Macau Power

One of our secrets revealed – Why we are probably the best people to work with in delivering the highest quality strategic portfolio projects

What we do – The ‘100 Day Wins’ Solution (recommended)

Example



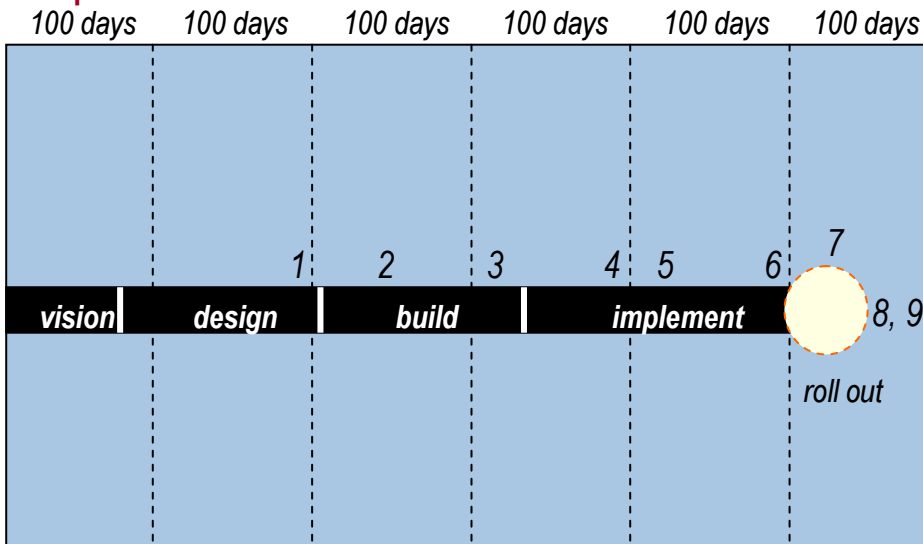
Every 100 days:

1. You are agile – you can re-scope and re-schedule the project plan to reflect the reality of a particular corporate vision or strategy
2. Your efforts deliver results sooner to satisfy customers, increase revenues and reduce cost.
3. You gather your people to celebrate the quick wins and sustain momentum.

What We See Others Do

- The ‘Big Bang’ Solution (**not recommended**)

Example



After about six months:

1. CEO starts asking for results.
2. Absent these, executive support begins to wane.
3. The Corporate vision changes (do you start over?).
4. Division heads grow restless, and start their own competing initiatives.
5. Everyone distances themselves from your initiative
6. Because of the pressure to show results, you skip the pilot.
7. With little sympathy, people are asking you, “Why isn’t anyone using the new stuff?”
8. You start distancing yourself from your own initiative.

Key Reasons to Partner with Teamwork

2 We have combined the most effective practical approach for the initiative to succeed.

The Teamwork combined framework brings together a rich set of business tools (dynamic CXO dashboards), advanced modeling solutions and common-sense based ‘thoughtware’ from our team of experts to assist our clients in formulating and implementing effective strategies. Our approach optimizes value chain modeling, organization change implications and cost management efficiencies. We are also able to coordinate and assist in the management of the entire project. More importantly – we provide an approach based on commercial common-sense.



This framework philosophy has been practiced over the years, combining good strategic ideas, industry modeled benchmarks and lessons learned from previous business strategy projects – it results in successful implementations. Our framework for reviewing client requirements has been refined based on a value chain which we use to ‘close the loop’ on all our strategy projects. That is, we ask several straightforward questions of ourselves and our clients.

“Does it, will it - did it work?”

“Was the strategy successfully implemented?”

“Did the implementation create shareholder value?”

“What did create value and maximize cost benefits?”

“What did not create value?”

“Based on the implementation experience, what could be done differently during the strategy process?”

Based on our style of ‘teamwork’, we can assist your organization in various powerful combinations of analytics and advance business modeling tools to establish an even stronger implementation success factor hence maximizing portfolio shareholder return.

In Summary

For the reasons mentioned, we believe a collaboration with Teamwork can bring further success and recognition to future strategic management implementation projects. Your organization have our commitment to bring:

- *A recognized track record of developing Advanced Business Analytical Models and Management Dashboards in pursuit of monitoring and performing sensitivity analysis on Key Results Areas,*
- *An approach that blends vision and common-sense,*
- *The very best cultural fit to get results,*
- *The fastest way to get to results,*
- *Significant prior consulting experience and understanding, and*
- *The most appropriate people for all project types*

We are excited to have a long term relationship with your organization. We sincerely believe we are the best business analytical partner to further enhance your current success and recognition in the portfolio performance management marketplace.

Yours,

The Partners & Consultants of Teamwork

Teamwork's

CXO Dashboards

Managing Key Result Areas 'On a Page'

An overview of generic cross-industry business analytical models and management dashboards



CXO Dashboards



Our past strategy based experiences combined with rigorous analytical modeling skill sets have enabled us to finally design and build fully-customized, real-time dashboard tools in support of the following management activities:

- **“On-the-Spot” or “Ad-Hoc”** Scenario Analyses – used effectively during brainstorming workshops to view instantaneous impacts and key results areas.
- **Dynamic** presentation of all analytical business models to all stakeholders and shareholders

Dashboard Characteristics

- Teamwork's core team specializes in creating simple yet powerful CXO Dashboards/Cockpits. These allow live monitoring of all key results and performance areas within an organization - finally putting the CXO in full control of the organization - in real time.
- Teamwork dashboards allow a CEO to align corporate vision & strategy (long-term) with actions (immediate and short-term) and key performance measures (KPIs / KRAs) dynamically addressing the interests of shareholders, customers and employees.
- A key issue in having Teamwork develop an organization Dashboard is the SPEED with which the dashboards and monitoring controls can be created. A demonstration illustrates this point immediately.
- We view an organization from four different perspectives: Financial, Learning & Growth, Customer and Internal Process. Individual perspectives or quadrants are reviewed based on defined KPIs, from operational levels to create ‘Value Drivers’. Value Drivers provide the direction whilst KPIs provide the feedback.

Project Title: CEO Dashboard

Industry : Public Sector / Government

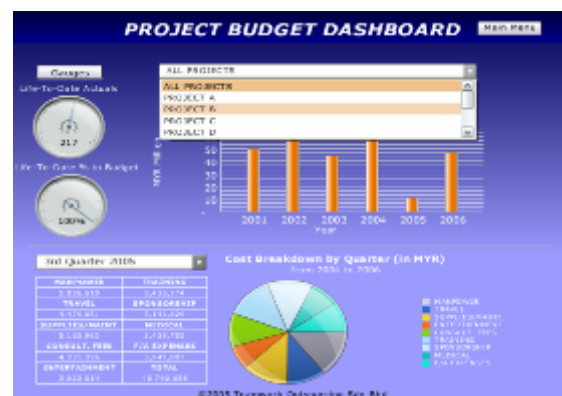
Project Objectives

- Fully-Customized Dashboard – built from ground zero
- Duration: **8 Weeks**
- “Single View” of ALL Project Funding (5 years historical and current) – with drill down reporting facilities
- Real-Time Monitoring – CEO to access dashboard via secured webpage (e.g. intranet)
- Flexi-Source – Dashboard updated from multi-sources (e.g. MS Excel Models, ERP Financials, SQL Databases, XML Maps)
- To allow CEO to perform scenario analyses, what-if sensitivity analyses and constant monitoring (24/7) of Key Result Areas (KRAs)

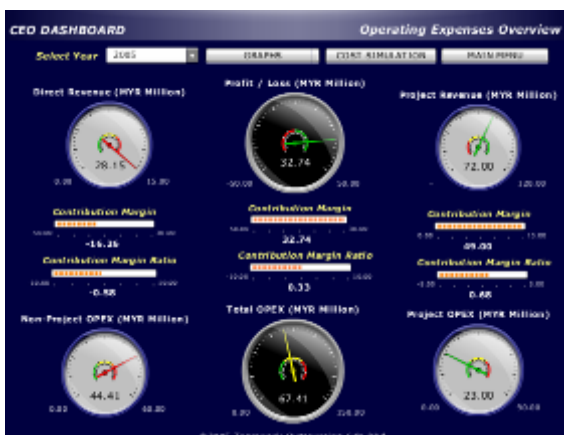
Sample CEO Dashboard Functionalities



Main Menu



Project Monitoring



OPEX Overview



OPEX Simulator

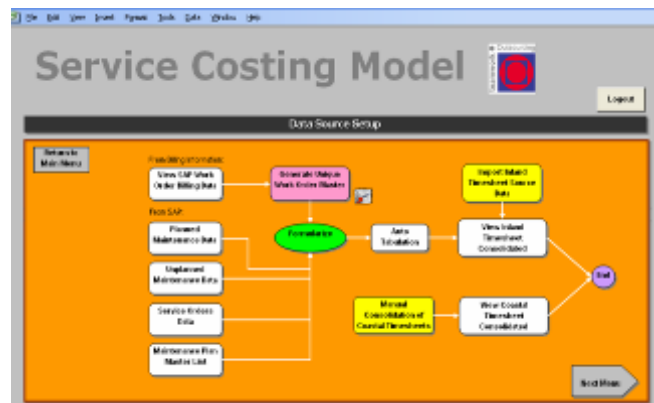
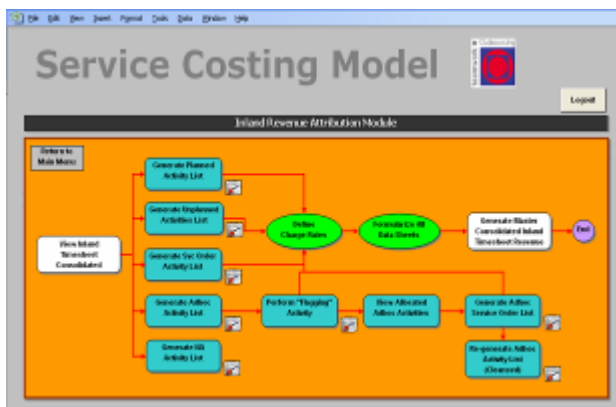
Activity Based Management (ABM) Automated Model

Industry : Oil & Gas

Project Objectives

- Fully Automated Activity Based Costing Model– built from ground zero
- Duration: **8 Weeks**
- To review a consolidated profitability status of products and services rendered using Activity Time-Based Management Methodology. (Multi sites / location)
- To study the impact of Cost per Service in view of each client portfolio to assist in future contract and pricing negotiations.
- To review the implications of potential new regional organization structure on existing business. (ABM results as a strategic indicative on service cost implications)
- Collation of source data (i.e. Activity Timesheets) into automated Excel VB Templates as source input to ABM Model.
- To generate automated Management reports and scenario results in a single dynamic model

Sample ABM Model Functionalities



Automated Process Oriented Menu

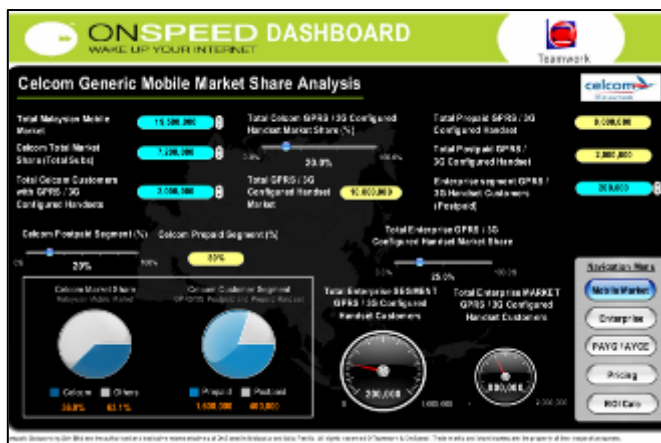
Mobile Market ROI Dashboard

Industry : Telecommunications

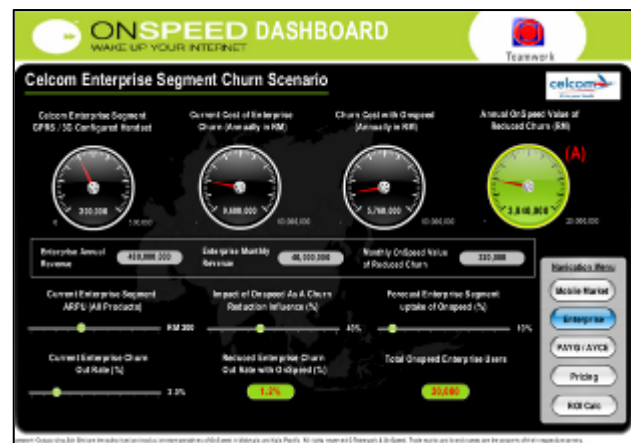
Dashboard Characteristics

- Generic Mobile Market Analysis – Segmentation Scenarios
- Migration and Uptake scenario analyses by segments on potential new subscribers
- Impact analysis of Churn Reduction / Churn Retention by selected customer segment
- Sensitivity on Pricing / Margin
- Return on Investment (Revenue & Cost Projection)

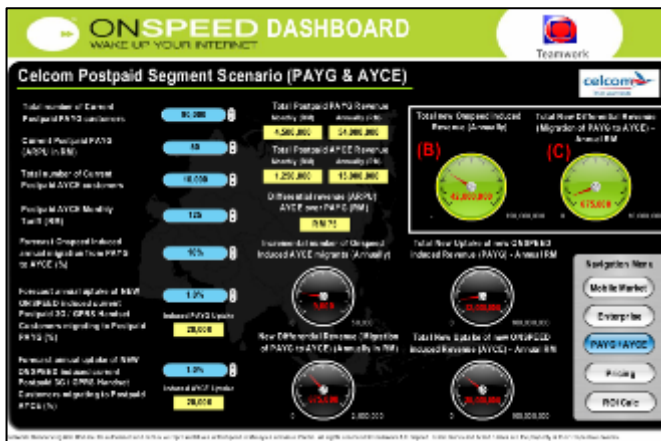
Sample Mobile Market ROI Model Functionalities



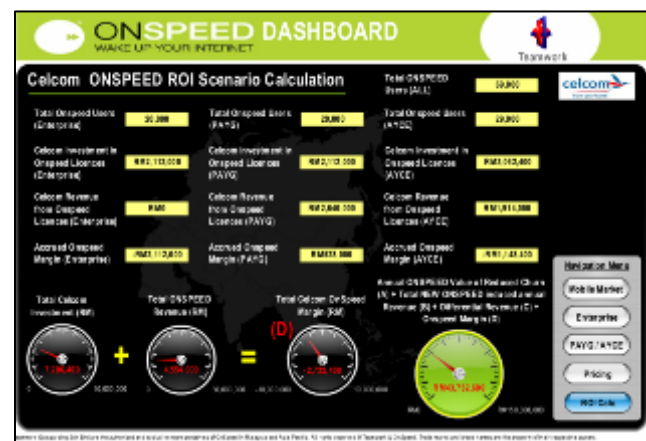
Generic Mobile Market Analysis



Segment Churn Analysis



Segment Migration & Uptake Analysis

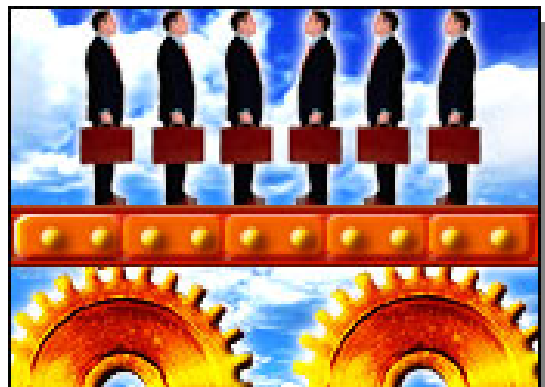


ROI Calculation

Teamwork Outsourcing

www.teamworkasia.com

- **Business Strategic Consulting;**
- **Complex Modeling Solutions;**
- **Management Dashboards;**
- **Tariff & Product Pricing;**
- **Business Process Optimization;**
- **Regulatory / Legal Advisory**



Teamwork Outsourcing Sdn Bhd

Teamwork Outsourcing is a Malaysian based, but globally active company providing specialist resource support, consulting and systems development - in Malaysia and internationally. Consulting and advisory activity is generally requested within strategy assignments for both public and private sector organizations, with the focus including, but not limited to:

- ICT and Telecommunications Industry Competitive Analysis & Improvement
- National and Regional Development Initiatives
- Sales Marketing Strategy Development
- Business Improvement through Dashboard CxO Management Facilities

In addition Teamwork distributes world class, award-winning ISP and Mobile productivity tools to ISPs. Operators and end-users. In particular Teamwork represents ONSPEED and ONSPEED Mobile in the Asia Pacific region.

Teamwork maintains close links and alliance partnerships with a variety of other specialist international organizations including – the New Zealand Institute of Economic Research, CVA Europe, ICT Industry Associations and Technology Institutes, Research Organizations, Asian Investment Bodies and Venture Capital sources, particularly in California. Systems development activities encompass the creation of specific projects for international clients as well as the provision of skilled systems staff on a sub-contract / ad hoc basis. As such, Teamwork is in the vanguard of the Outsourcing movement in Malaysia and the Region. Teamwork systems staff possesses excellent academic qualifications as well as significant prior international experience in a wide range of industries, architectures and platforms.

Most staff are multi-lingual and most have previously worked extensively for Big Four Consulting firms. Current in-house systems development is focused on building sophisticated modeling tools of use in Telcos and Utilities. Teamwork has established a separate R&D subsidiary (CVA R&D Sdn Bhd), which gained Malaysian MSC status in November 2004, to integrate Malaysian based skills in the creation of exportable systems and tools, optimizing the very attractive development environment available in the Multimedia Super Corridor in Malaysia. The hallmarks of a business relationship with Teamwork are: – significantly high added value, straightforward and usable results and solutions – on time and on budget, ease of integration and empathy with the client staff. Just ask our clients.

The hallmarks of working for Teamwork – we treat our staff with respect, provide stimulating projects, reward effort at the top of the upper quartile and share our profits. Just ask our people.

The Team

Management Team

Mohd Kassim Sulong – Chairman, Teamwork Outsourcing Sdn.Bhd

Former founding Partner of KassimChan & Co.- the Malaysian practice providing professional services ranging from auditing, taxation, management consulting and training, He is a Fellow of the Institute of Chartered Accountants in Australia. He was subsequently the Founding Partner of Deloitte KassimChan, now a member of Deloitte Touche Tohmatsu International, one of the big four accounting firms. He retired from the firm on 1st June 1996. The practice was founded in 1968. Also acted as Asia-Pacific Regional Chairman for Deloitte Touche Tohmatsu International (DTTI), a post he held for ten years and sat on the DTTI International Board of Directors.

Norm Hosken – Managing Director, Teamwork Outsourcing Sdn.Bhd

A Technology / Telecommunications Industry Business Development Specialist with International Consulting & Professional Services Practice (Deloitte Consulting / DTT) Development Experience. Industry specialisation Hi-Tech and Telecommunications / Media with a specialty in Strategic Customer Relationship Development, Sales & Marketing Strategies. Significant involvement in company formation and Chief Executive roles. A successful record in senior management with many years as CEO. Emphasis on performance improvement, change management and trade development. Extensive experience in international operations including Asia, South Pacific, USA, UK and Russia.

Chee Wei-han – Operations Director, Teamwork Outsourcing Sdn Bhd

Has more than 9 years consulting experience in designing, building and developing analytical business models for various industries particularly telecommunications, energy, oil and gas and consumer business. He has advised and assisted large multinationals in supply and value chain modeling, Activity Based Costing / Management – CPP (Customer Product & Profitability) and intensive market data analysis and segmentation engagements. He currently manages and leads the implementation of Teamwork's CXO Dashboards.