

# Client Case Studies

## Relevant Experience of Associates

### Crescent Solutions, LLC

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#### Client Case Study 1

##### **Client**

IT solutions provider on the US East Coast.

##### **Situation**

This company was growing revenue at a rapid pace, but believed its organization and infrastructure were not mature and scalable enough to maintain optimal client satisfaction and profitable growth.

##### **Solution**

Developed a growth strategy focusing on differentiated service offerings and more targeted markets to pursue. Identified the organizational changes and processes requiring enhancement to support the company's ambitious growth projections. Ensuing work included development and implementation of a new strategic planning process, a revised sales process, more focused marketing activities, and improved account and project management processes. Provided ongoing counsel and coaching to the management team on routine and ad hoc issues.

##### **Result**

The company has continued to grow year-over-year, maintaining profitability and improving client satisfaction. It added two new service offerings, enhanced its organization and management team, and implemented new support processes enabling the company to grow revenue without increasing its investment in infrastructure.

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