



CompuStream

Subsidiary Realignment & Monitoring

COMPUSTREAM CONSULTORIA LTDA.





CompuStream is an outsourced business development firm dedicated to assist technology companies worldwide to generate sales and establish or enhance their presence in Brazil by developing a cogent strategy, target the right partners and form successful business relationships.

Overview

CompuStream helps improve the performance of Foreign Subsidiaries of medium and large High-Tech companies, located Brazil. CompuStream expertise of High-Tech companies in the Brazilian markets includes Personnel, Sales, Marketing, Customer-relations, Distribution & Logistics, Technical Support, Financial and Subsidiary-Parent Company relationships. The problems within such subsidiaries can be based upon one or a combination of these different areas of business.

Our company provides consulting in Subsidiary Realignment & Monitoring based upon the above mentioned areas. To help pinpoint the problems within a Foreign Subsidiary of a High-Tech company, CompuStream has developed its own Audit Checklist in each of the above mentioned areas of business. With this Checklist, identification of the problems, as well as internal organization procedures, are identified and analyzed, so that CompuStream can recommend the best course of action.

CompuStream is aware that Hardware, Software and Service Companies all operate and are structured differently, and such differences can directly effect and influence the relationship between the Foreign Subsidiary with its Parent company.

We are also aware that governmental regulations where either the Foreign Subsidiary or Parent Company is based can themselves cause strain within this inter-organization relationship. That's why CompuStream consulting services also covers Government Relationships and how their effects on doing business abroad.

The following are summaries of the different audits that CompuStream provides its clients in Subsidiary Realignment & Monitoring Consulting:

1. Subsidiary Personnel Audit
2. Subsidiary Sales Audit
3. Subsidiary Marketing Audit
4. Subsidiary Customer Audit
5. Subsidiary Distribution & Logistics Audit
6. Subsidiary Technical Support Audit
7. Subsidiary Financial Audit
8. Subsidiary-Parent Company Relationship Audit





9. Overall Analysis & Recommendations

10. Subsidiary Personnel Audit

CompuStream checks all aspects of the personnel relationships within the Foreign Subsidiary. We start by checking the hierarchical structure, from top to bottom, as well as the Management Structure and how it relates or conflict with one another. We also analyze the key strengths and backgrounds of the Management organization. Next, we look at the departments, and analyze how the departments are supposed to work together, versus how the departments are actually working together.

After that, the other personnel, within the various departments, are analyzed - their strengths, background and motivations.

By looking at the structure of the Foreign Subsidiary, and understanding, in theory, the goals and interaction of the various departments, and how they relate to the actual interaction, perceptions and performance of the individuals, CompuStream will better understand where the bottlenecks are created, and how to resolve such bottlenecks.

Problems can exist based upon insufficient training of personnel, conflict of department or individuals goals, poorly defined job or department goals and guidelines, and/or atmosphere of working environment.

CompuStream is familiar with the Labor Laws in Brazil.

Subsidiary Sales Audit

An individual difficulty or a web of problems may attribute to poor sales performance in a Foreign Subsidiary. CompuStream will look at the variety of concerns that make-up these sales activities and sales cycle. We will look at the structure of the sales organization, the sales support, the sales cycle, the sales budget, sales tactics, sales strategies, sales interaction with customers, sales personnel, sales management and sales goals.

CompuStream will also look at the sales of the competition in the Brazilian market, and will compare overall sales performance, sales per sales employee, sales per company employee, and will compare sales growth versus competition.

Subsidiary Marketing Audit

CompuStream Marketing audit will focus on three areas:





1. Product & Marketing Mix - compare with competition: Product, Price, and Promotion & Distribution.
2. Market Research & Analysis - how much marketing investigation has the Foreign Subsidiary made & how much does it know about its competition.
3. Marketing Communications - how well does the Foreign Subsidiary promote itself and its products.

We will analyze and review these 3 areas, and show how it effects on the Foreign Subsidiary's Sales Department and its Customers, and how these 3 areas can be improved.

Subsidiary Customer Audit

CompuStream will analyze customer satisfaction, as well as customer's perception of the Foreign Subsidiary. We will also look closer at the interaction and relationships between the customer and sales, marketing and technical personnel.

We will also analyze the customer's purchasing decision making and purchasing cycle. Lastly, CompuStream will look at how to improve the communications between the customer and Foreign Subsidiary.

Subsidiary Distribution & Logistics Audit

CompuStream has seen many times American High-Tech companies set-up Brazilian headquarters and distribution centers in poorly defined locations, based upon location of where the Managing Director lives (or wants to live) or where a good distributor is located. In the same breath, CompuStream has seen most of these companies spend millions of dollars on relocation of Brazilian Headquarters and Distribution centers. Plus, relocation of personnel can be messy and difficult. Worse, it can cause huge delays in normal operations, and add costs in finding new personnel.

CompuStream helps your company get it right the first time before distribution centers are situated. If such centers are already set up, CompuStream will analyze shipping costs to market, with hardware, both importations by the Foreign Subsidiary, as well as its warehousing and re-shipping to customers. With software companies, CompuStream will show how to set up media reproduction centers that save on importation costs.





Subsidiary Technical Support Audit

CompuStream will look at the technical personnel and how they interact with customers. Such items as response time, quality of support and turnaround time with new updates or bug fixes will also be analyzed. Sometimes, scheduling of onsite visits is also necessary. CompuStream is report upon how that process is handled, which personnel are going on customer visits, and possibly suggest who would be better in Technical Support to go out on Customer visits. We will also look at ways of improving the Call Center, to try also to get marketing information based from the Technical Support department.

Subsidiary Financial Audit

CompuStream is linked with local Financial and Accounting companies that will greatly reduce the costs of investigating and analyzing your company's financial books. These costs are dramatically less expensive than utilizing the Big 5 Accounting companies. Besides Financial Reporting, CompuStream works together with its Financial and Accounting partners to provide your Corporate Headquarters with costs improvements within your Foreign Subsidiary.

Because CompuStream is experienced in such various aspects of Subsidiary Realignment & Monitoring, we are uniquely qualified to provide insight on how to get the most out of the Financial Budget for each Department within your Foreign Subsidiary.

CompuStream also provides recommendations on Foreign Currency Translation, including Hedging and setting up Foreign Tax Havens.

Subsidiary-Parent Company Audit

CompuStream understands the difficulties that major corporations occur when try to solve foreign business problems. Many times foreign personnel, even foreign management, have different goals and aspirations, than those of the parent company. We help audit such relationships, and see if such relationships are healthy in their conflict, or if such conflict will tear at the fabric of the entire corporate infrastructure.

Of course, sometimes the Parent company learns, with difficulty, that the Foreign Subsidiary may have a better or improved way of doing business.





Overall Analysis & Recommendations

You may hire CompuStream for any number of these specific areas in Subsidiary Realignment & Monitoring. CompuStream will provide your Corporate Headquarters with detailed Analysis and Recommendations - real time and down-to-earth improvements on the performance for your Foreign Subsidiary.

About CompuStream

CompuStream started its operations on May 5th, 2000 as a consulting firm mainly focused on creating and implementing innovative business strategies for companies interested in exploring new ways to compete in a market transformed by technology.

After few, but very successful Strategy Formulation and implementation projects for international computer (hardware and software) companies interested in expanding their presence in Latin America, the path was set to change our own strategy so, in 2002, we added to our service portfolio the International Representation services.

By 2008, we decided to start investing and applying our know-how in the development and management of our own web sales and services portals adding a new set of services to our portfolio; Web services...

This led us to understand why we are doing all this; staying on top of our industry was not enough anymore; we aim to inspire others. To achieve that, in 2009, we introduced what we call internally our 360° set of combined services: International Representation, Strategy Formulation Consulting and Web services.

We believe that "Quality is more important than Quantity" so we assume few projects a year, concentrating on delivering tailor-made services to our customers, and guarantying the success of their venture.

Also, our focus in one Latin American Country, Brazil, positions CompuStream as a company with an in-depth understanding of the opportunities and limitations of the region, therefore providing our customers with proper growth strategies.

Based on the knowledge gathered on the projects delivered during all those years of business in Brazil, we have the network, the experience, and the expertise necessary to help maximize our client opportunity in one of the largest technology and telecommunication market in the world.





Moreover, CompuStream incorporated ISO/IEC 17799:2005 Security Standard which contains best practice guidance to help protect the confidentiality, integrity and availability of our client's information, a touchstone for effectively ensuring compliance with data protection, privacy and information misuse regulations.

Contact us and discover what we have to offer you!

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