Annual Meeting – Fall 2011

Technologies & Trends –

Marketing New Services to Meet New & Emerging Client Needs

Presented by:
Denys H. Oberman
OBERMAN Associates, Inc.
The Future of the “Testing Lab” Business – Is there a Future??

- “Routine testing” seen as a commodity. Downward pricing.
- Other types of firms taking the Value-added and profit margins off the top
- “Value-added” – *thing of the past or future opportunity ...*
Drivers – Client’s Environment

- New regulations
- Industry consolidation/restructuring
- Globalization
- Changing supply chain
- Increasing business risk
- Customer/public expectations
- Economic & competitive pressure
- Brand protection
- Investors, stakeholders
Meeting New & Emerging Client Needs – Value-added Services

- Risk management
- Program management/outsource
- Consulting (management, regulatory, forensic)
- Recall support
- Compliance planning & management
- Emergency response
- Quality Assurance/QC
- Information management
- Supply chain management
- Claims substantiation
- Certification
- Sensory testing
- Seal of Excellence
- Product development/enhancement
- Cross-border inspection
- Social responsibility
- Brand protection

OBERMAN
Leading Change – Building Value™
Who Is Providing These Services Now?

- Management consultants
- Quality assurance/outsource companies
- Marketing/PR firms
- Crisis management firms
What Does Your Firm Need to Do to Participate?

- Branding/rebranding
- Strategic selling
- Strategic partnership
- Participate in Client-oriented business forums
- Leverage technology – strategic information
Contact Information

For further information, please contact:

Denys H. Oberman
OBERMAN Associates, Inc.
Strategy and Financial Advisors
2600 Michelson Drive, Suite 1700
Irvine, CA 92612
dho@obermanassociates.com

Phone:  (949) 476-0790
Cell:    (949) 230-5868
Fax:     (949) 752-8935

www.obermanassociates.com