

Beacon Strategies

Periscope

Decide to Do Better

What factors tipped the scales in your last purchasing decision?

- One of our execs played golf with their CEO.
- We conducted some demos of firms we saw at a trade show.
- Our clearing firm recommended them.
- The procurement team and IT decided for us.
- Their salesperson sold us our last system.

At Beacon Strategies, we help firms make decisions designed to align with your business strategy. Our active presence in the marketplace (events, research, and consulting) keeps our finger on the pulse of its changes. We bring measurability, diligence, transparency and a systematic approach to help you evaluate your needs and help your firm make a better total purchasing decision.

Know Yourself

Whatever decision you consider, start with you. We help you understand your real situation, define your business requirements, document your solution capabilities, evaluate the real risks and opportunities of “doing nothing” to your organization.

Begin with Your Decision

Our process organizes, measures and compares your options to make the best decision for you.

- » What capabilities do you want, need, and are available in the market?
- » What vendor solution offers the best user experience for your user communities?
- » What vendor solution best fits your prioritized wants and needs?
- » What company is the best and safest for you to do business with?
- » What solution offers the best price/value?

Document What's Important

What's important to you? User experiences, cultural, financial, technical and other factors are important areas of consideration for your firm. Beacon Strategies has the experience to help you quantify and evaluate your known wants, and supplement them with contemporary thinking.



Companies often issue an RFI or RFP as “part of their process” without a clear view of how it fits into the decision.

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Prioritize What's Important

When reviewing your needs and wants, our process includes the ability for you to self-assess your own requirements, so that you can evaluate your “must have, should have and could have” priorities and transparently share these with your vendors.

RFI, RFP, RIP

Companies often issue an RFI or RFP as “part of their process” without a clear view of how it fits into the decision. The Beacon RFI/RFP is strictly organized to provide the information and insight to give vendors an opportunity to tell you who they are and how they meet your specific needs in a quantitative and a qualitative way.

Diligent Diligence

Individual vendor “Prism Reviews” provide a full written assessment of each participant that evaluates their responses directly and compares each assessed area to that of their peers. They provide a comprehensive, iterative assessment of each vendor directly and in the context of the participants using your evaluation criteria.

Negotiate from Strength

Knowledge is power. Know what you want. Know what is possible. Know who holds what cards. The Periscope process puts the full set of negotiation cards in your hand to arrange the hand that fits you best. Make sure that the deal you cut truly is.

The Solution is the Solution

Reconciling what was sold with what you intended to buy is the job of the proposed solution and its execution description—the statement of work. Our process identifies the key functional, technical, and business items required to meet your business needs and the opportunity for this content to be readily translated into a statement of work.

Decide to Be Better Today

Talk to Beacon Strategies about your next decision and help us raise the Periscope to help you make better decisions.



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