

## **Consulting Services**

Business owners and managers often have a hard time taking an introspective look at their companies because they are in the "trenches" everyday and often become engrained with certain practices and procedures. Enter DTCS - As your consultants, we are your fresh set of eyes and impartial jury on the road to business and fiscal success. We use innovative yet proven methods to review, analyze and advise on any facets of your business including your core business processes, competitive advantages, marketing campaigns, brand management and IT infrastructure.

The best laid plans must be executed, and that DTCS does... Execute. From inception to execution, the highly skilled consultants at DTCS offer substantive yet manageable solutions in a direct manner that is neither condescending nor authoritative. We offer our initial services as consultants but finish it for all intents and purposes as partners. Contact us today and start on the path to a healthier and stronger company.

## **Business Process Review**

The expert consultants at DTCS are ultra-proficient at getting to your core business process and looking for new ways to exploit your strengths and create new systems that address the weaknesses.

It is hard sometimes to look critically at one's self, and we need an outside source to come in and state the obvious sometimes. The purpose of such review is often to develop online applications that strengthen your core competencies while adding new facets to your business model to address the internal short-comings and emerging market trends.

## **Marketing Campaign Analysis**

Do you know how your advertising dollars are converting into sales? We can help track complex campaigns ranging from TV, radio, pop-up and banner ads. Also as part of our comprehensive analysis, we include a thorough breakdown of your existing campaigns. Our consultants prepare a detailed report outlining strengths and weaknesses of existing efforts and offering recommendations for a mix of online and offline advertising sources. DTCS also offers custom online marketing campaign tracking software that gives you a true picture of which campaigns are leading to sales and which are wasting money.

## **IT Infrastructure Evaluation**

A poorly implemented IT infrastructure (workstations, computers, network, servers, routers and switches) can be a major drain on your company's productivity and disastrous to overall efficiency. Depending on the industry and job type when computers, phones or internet go down, everything grinds to a halt.

Time and efficiency are lost when technology resources are slow or down completely. DTCS offers complete IT hardware evaluation services to identify problems and offer feasible solutions to correct them. Not only do we create a plan, but we also offer the solution and do the work in-house.

## **Competitive Situational Analysis**

Do you truly know and understand your competitors and the current technological state of your industry? Do you know how your competitors' products and service offering differ from yours? How are your competitors spending their marketing resources?

We study and dissect your competitors to provide an accurate understand of your market's dynamics. Our consultants also look closely at your industry as a whole and its relation to other similar industries. Let the professionals at DTCS step back, take a look at the "big picture" and size up your competitive landscape.

## **Consulting Services - Continued...**

### **Brand Management**

DTCS is composed of multidiscipline experts that understand the importance and power of a brand. The brand should be at the nucleus of every business decision and at the heart of each marketing campaign. Your brand and your mission statement are the essence and the lifeblood of your business. As they go, so goes your business.

One poor marketing choice can instantly destroy your brand image and with it years of hard work and large amounts of capital. Our team will monitor and direct core marketing decisions that protect and foster goodwill toward your brand image.

### **New Products/Channels Creation**

By dissecting your business processes, as well as the service offering of direct competitors, the consultants at DTCS can recommend and implement new online applications and new sales channels that add value and generate revenue. Be the first in your industry to offer new classes of e-services and watch the buzz you will generate.

We can help you create entire niches for your products and services as well as penetrate new industries all together. DTCS has dedicated professionals that are interested in one thing - helping your company to find new ways to succeed.