

Business Model Assessment

Client Need: An outsourcing service provider offering end-to-end solutions for financial services organizations was experiencing, service quality and delivery issues, limited growth, and profit margins below expected levels.

Solution: BenchMark completed a business assessment which included an evaluation of the current and potential, market and financial performance for this business line, and the viability of the existing business model. The team also analyzed organizational structure, processes and communications in this business unit.

Results: BBenchMark's recommendations included a clear identification of the target market, a dedicated sales force with focused revenue goals, organizational realignment of the business to enhance operational structure and discipline, and reengineering of significant delivery functions.