

Time for a Second Opinion?

Sometimes a second opinion provides the perfect prescription for a very robust and healthy business.



The Solution: *Second Opinion* | First Facts

A new Acclaro decision-support service that is quick, affordable and offers statistically relevant market feedback to:

1. Confirm or refute internal assumptions
2. Prioritize a myriad of presumed opportunities
3. Test new offerings prior to substantive investment
4. Track progress made to resolve identified weaknesses

The Problem.

You want to trust your management teams to make the best decisions. But once in a while, you have a nagging doubt. Do you:

- A?** Trust management to make the right decision (and hope they're not leading you to Jonestown)?
- B?** Allow them to fail, and then replace them (wasting valuable time and money, and clearly not fun).
- C?** Bring in pricey consultants for lengthy engagements (knowing that most middle market CEOs are constitutionally opposed to fancy-pants strategy consultants).



Why offer your CEOs a *Second Opinion*?

Speed	Obvious ROI	Trusted facts
<p><i>Second Opinion</i> is designed to provide immediate answers to tough business questions.</p> <p>Make confident, successful mission-critical decisions in DAYS. Average project length is less than two weeks. Reports are very simple, and analysis is kept to a minimum.</p>	<p><i>Second Opinion</i> is a bargain, even to the most frugal of CEOs.</p> <p>Validate assumptions for a fraction of the cost of a consulting study. For an average of \$25,000, clients can avoid multi-million dollar stumbles. Or, affordably substantiate moves that prove to be wildly lucrative (but might not have passed the CFO's desk). And, tracking progress on much needed improvements on customer pain points?</p>	<p><i>Second Opinion</i> contains zero percent "consultant opinion."</p> <p>While your Acclaro advisers are seasoned PE and corporate strategy professionals more than capable of offering their strategic and tactical opinions, we carefully ensure the <i>Second Opinion</i> deliverable contains no consultant-ese. Instead, the active ingredient is: Fact!</p>

What are the Key Outcomes of the *Second Opinion* Service?

Second Opinion research provides compelling feedback:

1. It confirms or refutes your own internal opinions about an opportunity.
2. It enables tracking of progress against known customer needs.
3. It can also be used to compare portfolio companies across key metrics.