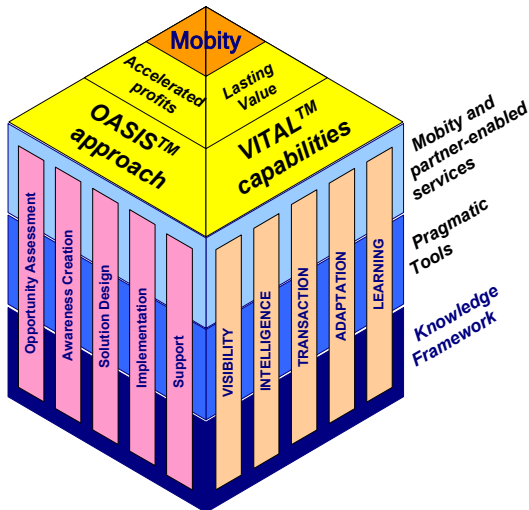


Mobity LLC is a management consulting and partner liaison services firm. We help small and mid-size businesses tackle strategic management issues in the areas of business and technology. Often, a key component of the strategy is moving business operations on the web and outsourcing, possibly offshore. We assist clients evaluate, select and manage partners to execute the strategy. We also help venture capitalists and private equity investors nurture their portfolio companies.



*The House of Mobity™*

We help our customers master five VITAL™ business capabilities



**V**isibility  
**I**ntelligence  
**T**ransaction  
**A**daptation  
**L**earning

## Mobity Services

- **Management consulting:**  
Strategy, business and technology issues
- **Solution design:** Business case, implementation roadmap, architecture & design
- **Technology & partner evaluation / selection**
- **Partner liaison services,** esp. for business process outsourcing and offshore
- **Market research and analysis:**  
Industry, competition & emerging technology

## Partner Enabled Services

- **Technology implementation and support**
- **Specialized business services**
  - Enterprise program management /risk mitigation
  - Change management and communications
  - Executive and End User Training and education
  - Business process reengineering / design
- **Business process / function outsourcing:**  
Marketing, Business development, Staffing
- **Offshore services:**  
Design, engineering and data intensive services

## Results we deliver and how customers benefit

- Higher productivity and operating efficiency, which **reduces cost, improves margin**
- Reliable, high-quality customer service that **creates brand loyalty, increases revenue**
- Innovative offerings, which continuously generate **new revenue streams, add to market share**
- An inherently superior strategic positioning that ensures **accelerated profits and lasting value**

## OASIS™ approach

- **O**pportunity analysis:
- **A**wareness creation:
- **S**olution design
- **I**mplementation, and
- **S**upport.

## Knowledge framework

- Decomposes most business issues down to the fundamental business-model attributes that drive them
- Vehicle for knowledge capture, leverage and reuse

## Pragmatic tools

- Technology and/or business applications software that
- Leverages customer's existing IT infrastructure at minimal incremental cost and risk
  - Provides or enhances one or more of the five VITAL™ business capabilities, and
  - Can be deployed in a phased, modular, cost-efficient manner

Mobity helps you evaluate, select & deploy pragmatic tools

## OASIS™ benefits

- Minimizes risks
- Reduces costs
- Strategic flexibility
- Accelerates benefits
- Full lifecycle solution

## Framework benefits

- Accelerates diagnosis
- Helps predict strategic issues
- Can pre-configure solution pieces
- Leading practices can be leveraged across industries

## Has your organization mastered the five VITAL™ business capabilities essential to earning accelerated profits and creating lasting value?

- Do you have the **VISIBILITY** necessary to successfully conduct your business?
- Do your systems & processes give you the **INTELLIGENCE** to convert visibility into competitive advantage?
- Can you conduct business **TRANSACTIONS** in the most cost efficient and speedy manner?
- Does your organization have the **ADAPTATION** skills to adjust to the dynamic changes in your environment?
- Does your organization possess the **LEARNING** ability essential to sustaining your competitive advantage?

## Example pragmatic tools

- Business intelligence / executive dashboard
- Enterprise / decision / self service portals
- Customer relationship management
- Knowledge management and collaboration
- Enterprise program / project management
- Professional services automation
- Value (demand, design, supply) chain integration, collaboration & optimization
- Supplier / Partner relationship management
- e.Learning

## Why choose Mobity

- **Inventive solutions** that leverage your existing infrastructure at minimal incremental cost and risk
- **Accelerated profits, Lasting value** that balances the short term need of accelerating profits with the long term need to create lasting value
- **Attractive pricing** that result from our lean business model, low overhead, prudent management style and flexible approach
- **Unique core values and exceptional people** which earn your trust, confidence and respect

We are eager to earn your business. Give us a chance to prove ourselves -  
Please visit us on [www.mobity.com](http://www.mobity.com) and contact us at 650.823.0904 / [info@mobity.com](mailto:info@mobity.com)