

## ***Fortune 500 Company Engages Maven to Manage Portfolio***

### **How Maven Helped**

- Supplier Management
- Contract Management
- Strategic Planning
- Inventory Planning

### **Key Results**

- Revenue increased by 15% within the first six months
- Profitability increased due to more favorable contracts
- Average supplier marketing dollars increased by 20%
- Customer lead times improved

### **About Maven**

Maven is a management services firm and value-added reseller specializing in telecommunications solutions. We offer an extensive catalogue of manufacturers and products, as well as boardroom and client-direct services for your business development, sales and product management needs.

### ***Business Situation***

A large, publicly traded company was seeking strategic and tactical leadership of a product portfolio in excess of \$600 million in revenue.

### ***Solution***

Maven evaluated key supplier lines and provided insight and direction into all aspects of the business unit including sales, relationship development, marketing and supply chain. More favorable contracts were established with preferred partners that resulted in immediate financial benefits to the company.

An inventory replenishment program was established to address excessive lead times and customer dissatisfaction. Marketing was overhauled, with more annual marketing dollars being contributed by manufacturing partners instead of the client company.

### ***Outcome***

This resulted in a revenue increase of 15% within the first six months. Additional partnership opportunities were presented to Maven due to the success.

**MAVEN** helps Distributors, Manufacturers and Service Providers in the telecom industry expand their portfolio and increase profits, by providing unparalleled telecom expertise and product without the commitment of internal staff. [www.FindYourMaven.com](http://www.FindYourMaven.com)