

SHARP

Strategy consulting



Strategy consulting- repositioning

Weaver Capital consulted to Sharp Electronics in their business systems division on the addition of document management and workflow solutions to their portfolio of offerings. As a copier supplier the company was very dependent on equipment sales and was looking for differentiation within the market.

We advised on adding document management, initially as small systems added to equipment sales, with the ability to then upswell to larger solutions and expand with forms recognition tools etc,

We selected the tools and trained both their sales teams and technical force.

The result

The result was real differentiation through the ability to involve the IT departments more clearly, provide real business benefit to customers and in so doing creating a closer relationship with customers and ensuring recurring revenue streams in shorter cycle times

- ▶ We performed similar engagements with Safika and others

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