



## Geospatial Software Company - Company Turnaround

### Situation

A geospatial software design and integration company providing software and related services to gas and electric utility companies, was experiencing poor financial performance with the future of the company in question. Company management sought Velerity's services to assess the situation and determine a path forward.

### Solution

Velerity was brought in to work closely with the company's management team to fully assess the situation, develop recommendations on a path forward, and to work side-by-side with the leadership team transition the company. It was determined that the company was experiencing poor financial results due constrained revenues, a high overhead cost structure, underpriced services and uneven project management.

<i>Initiatives</i>	Leadership Communications	Bidding Quality	High Timidity & Low Confidence	Customer Diversity	Work Flow and Project Management
Define Roles and Responsibilities	●				
Cross Geographic Divide	●				
Define Bidding Process		●			
Understand Project Components		◐			●
Define Company Focus			◐		
Project Planning and Management			◐		●
Marketing Meeting and Plan		●		●	
Sales Lead Management		◐		◐	
Business Plan			◐	◐	

### Result

Implemented a series of initiatives tightening up management practices and financial focus, leading to a return to profitability and the expansion of the company, leading ultimately to the company being acquired.