

# Our Vendor-Agnostic Approach Sets Us Apart

## BusinessWays' Focus is Always Tied to our Customers' Goals and ROI:

BusinessWays primary objective is to make a positive impact for our clients through thought leadership, practical implementations, and completely unbiased recommendations. Unlike traditional technology solution providers, we don't resell hardware or software, so our solutions don't depend on any product our clients may purchase. Our bottom line is tied to the service we give you, that's it!

By developing strategic relationships with the world leaders in IT, Telecom and Software Development providers, we recommend solutions that only meet or exceed our client's requirements. In the end, our clients decide what they want and need. Only then does BusinessWays get compensated by the vendor, not our client.

In effect, our clients receive "free" analysis and recommendations at incredibly competitive pricing without concern for any implied biases. If our clients decide not to purchase through our extensive vendor network, then they have expended nothing but time.

## What is Our Vendor-Agnostic Approach?

Some very successful solutions providers tout their expertise and thought leadership, but their service is wrapped around the specific benefits of the hardware or software they resell. If a consulting service is engineered around a particular income-generating hardware, license or installation service, is it truly a consulting solution? And is it in the very best interest of a client?

At BusinessWays, we understand that every client's situation is unique, so their solutions should be unique as well. We have no ties to specific manufacturers or vendors, and are 100% free to act in the best interest of our clients. This allows us to identify the best vendors and solutions, ensuring that each client gets exactly what they need for their particular situation.

Unlike an integrator or VAR, BusinessWays doesn't rely on a small list of "*preferred vendors*" to identify potential solutions for our clients. Instead, we look to a global network of strategic partners, and lead a rigorous and transparent vetting process, so you can be confident that our recommendations are unbiased and in the best interests of your technology ROI.

Also, because of our strategic partnerships, we can virtually guarantee the lowest possible prices. The reason being is that BusinessWays volume permits impressive discounts.

## As Your Project Consultant, BusinessWays provides the following:

- Thoroughly evaluates and analyzes the clients' business requirements at no cost
- Produces comprehensive specifications for the services or product(s) needed.

- Evaluates vendor capabilities/strengths/specialties from our list of world-wide leaders
- Sends the specifications out for transparent bids
- Compiles a list of qualified and vetted vendors and presents to Client
- Answers questions, analyzes the incoming proposals and ranks the resulting bids
- Assists with recommending the best solution
- Client makes ultimate decision on “*go / no-go*” decision
- If Client decides not to select a vendor, it has cost them nothing but time
- BusinessWays oversees the integration and implementation as part of team
- Supervises a thorough knowledge transfer so that our clients are confident using their solutions for years to come
- Ultimately, BusinessWays is compensated by the selected vendor, not the client