

THE GENDREAU GROUP REVENUE STRATEGISTS

Delivering revenues, not just strategies, to companies worldwide since 1989.



We are **REVENUE STRATEGISTS**.

We help clients maximize revenues and increase the value of their businesses.

We specialize in:

- Partner and channel strategies that maximize revenues and reach
- Finding untapped revenues by repurposing existing products and technologies
- Revenue Strategies to help clients prepare for merger, sale, or acquisitions

Our clients are high tech and services firms located in the US and abroad.

We have been in business since 1989.

We are located in the San Diego area.

What is "Revenue Strategy"?

A **successful revenue strategy** lies at the core of every successful business. We help clients find better ways to generate revenues from their existing markets, and find more ways to produce revenues using their existing products and technologies.

Revenue Strategy is a discipline that focuses on increasing company valuation by maximizing near term revenues and long term revenue potential. Revenue Strategy provides a critical lens for business decision making.

TGG clients are c-levels, investors, directors, and other senior managers who must identify possible sources of revenues, evaluate which offer the greatest potential for growth and improving company valuation, and determine what must be accomplished in order to realize those revenues while maximizing bottom-line results.

We measure success in terms of revenues and increased valuation. Our clients are able to identify untapped revenues and reach new markets by evaluating the quality and impact of potential and existing revenue streams, and without defocusing company efforts or overextending company resources.

Examples of results we have achieved include:

- **\$35M in new revenues** in the first full year after repurposing credit card fraud management technologies to provide services to telecommunications providers (HNC Software).
- **25% reduction in lost revenues** by eliminating fraud and non-payment (BellSouth, US WEST Communications, and AirTouch, n.k.a Verizon).
- **\$31M in cash savings** by implementing an exit strategy for a distressed subsidiary (MIH, Inc.).
- **Reduced sales application decision time** from weeks to seconds by creating new systems and business practices (BellSouth and US WEST NewVector, n.k.a. Verizon Wireless).
- **Five IPOs** (First Virtual, NeoPath, Nextel, Sprint PCS, and US WEST NewVector) and three start-ups (EnCom, First Virtual, and Sprint PCS).



Sources of Revenues

Factors

- Number of Revenue Streams
- Revenues From Existing Markets
- Revenues From Direct Sales
- Revenues From Channels
- Potential, Untapped Revenues



Quality of Revenues

Factors

- One-time vs. Recurring
- Product vs. Services
- Commodity vs. Value-Add
- Competitive Positioning
- Value vs. Price



Impact of Revenues

Factors

- Volume: Top-Line Impact
- Results: Bottom-Line Impact
- Valuation: Impact on Multiple
- Current vs. Future Value
- Fit with Exit Strategy Goals

The Revenue Strategist Dashboard

TGG helps clients find more and better ways to generate revenues from their existing products, services or markets in order to maximize bottom line results and achieve business goals.