



ZedCan Consulting Inc.
Simon Backer – President

Benefit from 20 + years of vision and leadership at senior executive levels, building and facilitating teams to achieve exceptional results at wireless and enterprise software companies

Consulting Services	Examples
<p>Strategy Review & Planning</p> <ul style="list-style-type: none"> Identify New Opportunities Match Company Resources to Opportunities Identify Changes Required for Strategic Success Scenario Planning 	<p>Wireless Matrix – Advised CEO and executive of this US-based data Mobile Virtual Network Operator (MVNO) in identifying opportunity to leverage its distinctive System Integration capabilities to vertically integrate its network with software applications. RESULT Wireless Matrix re-positioned itself as a full solution provider.</p> <p>Mobile Data Solution Inc. - Matched MDSI's unique capabilities to emerging market opportunity. Built new business unit and drove development of new product: MDSI ideligo RESULT MDSI positioned to access brand new field service markets.</p> <p>Motorola Wireless Data Group - Directed GPRS (packet data on GSM) strategy effort. RESULT Motorola successful in influencing the GPRS network design so that Motorola was well positioned to be first to market with infrastructure products.</p>
<p>Marketing Planning and Execution</p> <ul style="list-style-type: none"> Develop and document detailed marketing plan Assist in execution of plan to obtain superior results 	<p>Axia Software – Worked with CEO and CTO to develop a detailed marketing strategy and tactical execution plan RESULT Axia successfully launched a new enterprise-class software product for Utilities customers. Resulting sales have allowed the company to secure additional funding and spurred company's growth.</p> <p>Motorola – Developed detail marketing plan for the CelTac wireless data infrastructure product suite. RESULT Motorola product was successfully launched and this helped position Motorola as a wireless data infrastructure supplier</p>
<p>New Market Investigation</p> <ul style="list-style-type: none"> Define / describe new markets Scope out market size Market Segmentation Identify Market Entry Points Go-to-Market Strategies 	<p>TrueContext – Advised CEO of this rapidly growing wireless software company, in identifying and prioritizing potential new vertical markets. RESULT TrueContext Management re-focused sales and partnership resources to secure wins in HVAC and other field service markets.</p> <p>Spark Robotics – Performed a detailed market analysis for this early stage mobile robotics integration technology company. RESULT Spark Robotics used the study as a key element of their successful fund raising activities</p>
<p>Partnership Development</p> <ul style="list-style-type: none"> Identify Partners Refine Partner Pitch Contact / Approach Partners Negotiate Agreements 	<p>TrueContext – Helped develop a partner strategy involving ISVs and VARs. RESULT Three new partnerships with joint go-to-market strategies.</p> <p>MDSI and Motorola - Developed numerous partner relationships; Spotted the need, identified candidate partners negotiated agreements. RESULT Successful supplier and co-marketing agreements.</p>
<p>Product / Service Planning</p> <ul style="list-style-type: none"> Product Roadmap Development and Review Technology Roadmap Planning Product Plans 	<p>Motorola – Led the creation of the DataTAC and CelTAC wireless data network infrastructure businesses. RESULT The products generated more than \$250 Million revenue.</p> <p>MDSI – Guided development of MDSI's Wireless ASP product plan and deployment RESULT MDSI launched new product line within 60 days of decision to proceed.</p>