

Going Beyond Solutions to Customer Outcomes

We focus on three areas in which blind spots often prevent otherwise well-run B2B companies from achieving the market success they deserve. These are: Identifying what truly drives value in their business relationships; Planning and executing successful acquisitions; Establishing strategic performance scorecards that measure what really matters.

Clients rely on our ability to integrate strategy, finance and marketing to reveal and unlock value potential — balancing value creation for customers and value capture for the business.

We specialize in helping B2B companies with strong engineering, science and finance cultures leverage their operational excellence to enhance their position in the market.



Panasonic



ZACHRY

Proven Process

We have developed high impact frameworks for how B2B companies can add value to their customers and businesses. These include:

- **SAVE** (Solutions, Access, Value, Education - profiled in HBR) How to move from a product-centric to a solutions-centric approach to business
- **Efficiency and Engagement** How to compare the relative value of improvements in operational efficiency versus strengthening the company's franchise with customers and employees
- **BASE** (Business Analysis of Sector Economics) How to profile the economics of different industry sectors, and identify the sources and scale of the value that investments in Efficiency and/or Engagement can unlock

Thought Leadership

The caliber and impact of our thinking is reflected in a distinguished track record of publications in the top management journals:

- **Business strategy** "Rethinking the 4P's" – HBR 2013; "The Hazard of Having an Accidental Brand" – HBR 2010; "Don't Confuse Reputation with Brand" – SMR 2008
- **Merger strategy** "Why Fusing Company Identities Can Add Value" – HBR 2011; "The M&A Blind Spot" – WSJ 2007; "Merging the Brands and Branding the Merger" – SMR 2006
- **Measurement strategy** "Orientation and Marketing Metrics" – SAGE Handbook of Marketing Theory 2009; "My Brand's Bigger Than Your Brand" – MarketingNPV 2008; "Reconcilable Differences" - HBR 2007



MIT Sloan
Management Review

WALL STREET
JOURNAL



Type 2 Consulting's mission is to deliver intelligent, individualized insights to executives at B2B companies on how to discover and deliver the outcomes that matter most to their customers, and achieve their full potential in the market.

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