

**Coherent  
Solutions, Inc.**  
Minneapolis, MN



REVENUE ROCKET<sup>SM</sup>

**Lessons learned.**

**Revenue Rocket Presents**, is a series of single-page, quickly read thought pieces. They capture the experiences, philosophies, and insights that have shaped our thinking about how to manage the growth demons with which IT service executives grapple in this fascinating, perplexing, and combustible industry. Three of these brochures are:

1. RRCG Presents:  
The Innovation Cycle
2. RRCG Presents:  
The Case for Objectivity
3. RRCG Presents:  
Vertical Expansion

## Caught In the Rubble of the Bubble.

### Off to a great start.

In the beginning, Coherent Solutions, Inc. had a great idea. Sensing early the trend toward outsourcing, this U.S.-based offshore development company saw the opportunity to guide outsourcing neophytes through the intricacies of establishing and executing an offshore development strategy.

As they peered into the future at the turn of the century, like most everyone else in the technology world, they saw clear skies and smooth sailing. It was not the time to think of the “what if,” the “how about,” or the “maybe we should consider.” The forecast was unblemished, and now was the time to act.

### And then ... boom.

The irrational exuberance of the tech stampede hit the dot-com wall, and like everyone else Coherent Solutions saw its revenues plummet, its clients wither and its employees evaporate. Having learned the hard way, the company decided never again to allow itself to fall prey to the mood swings of the industry or the vagaries of the economy. It was time for a course correction, and Coherent Solutions asked Revenue Rocket<sup>SM</sup> Consulting Group, LLC to assist in reinvigorating the company.

### Back to basics.

Revenue Rocket conducted a Growth Strategy Assessment, and the results provided a clear path for getting the company back on track. It helped Coherent Solutions to:

- Create a more clearly focused value proposition;
- Gain a tighter concentration on and penetration of the company’s most natural vertical market;
- More clearly define its target market; and
- Leverage greater emphasis on the cache of its Minsk, Belarus, location and project management expertise, for all the issues in developing an offshore strategy, including: communication, cultural differences, time zone barriers, etc.

### A second great start...humbled, smarter, focused and better prepared.

Coherent Solutions is back on track with improved revenue and profit, new employees, and a re-invigorated business pipeline.