

**Solutia
Consulting, Inc.**
Minneapolis, MN



REVENUE ROCKETSM

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:**
Geographic Expansion
2. **RRCG Presents:**
Productization & Branding
3. **RRCG Presents:**
Vertical Expansion

We've got expansion on our mind.

But where, how, when?

These were the issues confronting Solutia Consulting CEO, Rick Kuula, when he met with Revenue RocketSM Consulting Group, LLC to discuss his company's expansion ambition. This Minneapolis-based management and information systems consulting company is truly a virtual company, with absolutely no bricks or mortar. Kuula wanted to preserve the collegial and collaborative culture this environment created for the company, which he felt may be imperiled with an acquisition. So for Kuula, the first decision was to build his way to growth, rather than buy his way there. For that, Revenue Rocket was charged with the where, how and when.

Where: Southward Ho.

The first order of business was to leverage the company's expertise in four key industries: airlines, retail, manufacturing and health insurance, and transport this skill set to a new geography. After a thorough analysis of potential markets by Revenue Rocket, Solutia Consulting selected Dallas, Texas, as the company's first brick-and-mortar foray outside the Twin Cities.

How: Focus.

Revenue Rocket suggested that entering new markets requires laser-sharp focus, which for Solutia Consulting meant:

- Concentrating on a vertical market that offers the best opportunity for initial success—which for Solutia Consulting is healthcare;
- Creating branded “wedge offerings” around the company's four Centers of Excellence (business analysis, project management, application development and quality assurance), creating opportunities to get their foot in the door at prospect companies...and building from there; and
- Migrating the company from its traditional IT staffing model to a project-based model, using locally grown talent to service and build the client base at a more profitable fee structure.

When: Now.

With all the thinking and planning done, and satisfied with the direction, the only decision left was “when,” to which Kuula replied, “There's no time like the present.” So off we go, bound for Texas and new opportunities.

Says Rick Kuula, CEO, Solutia Consulting: “Revenue Rocket helped us develop a comprehensive strategy for geographic and vertical expansion. We're putting the plan in place with much enthusiasm from our team, and we're seeing results. I would strongly recommend Revenue Rocket.”