



The Case of

Three Very Different Requests for Redmond Reports



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Case #1

Redmond Client seeks to learn from the Organization Structures of Six Fortune 500 Technology Leaders

The Ultimate Goal?

To compare and identify organizational trends of six leading technology companies across five key functional areas of their business: Engineering, Sales, Marketing, Operations, and Accounting/Finance. This study was requested by corporate to benchmark its own organizational best practices, identify opportunities for improvement and gain competitive advantage in their go to market strategies.

The Requested Report?

Build out the company Org Chart for each of the five functional areas at the C- and SVP-levels while evaluating the go-to-market strategy for each company 1) was their model set up by product, business specific, or some combination and 2) was decision making more centralized or decentralized? Also, provide insights into the sales structure of these companies.

The Redmond Advantage?

Created org charts in Microsoft Visio and delivered source files to enable Client to edit and adapt files locally with ease. Included annotations and explanations to help Client understand scope of responsibilities associated with key roles and how those fit and “work” inside the respective company. Presented not just the literal fact of current org charts, but where possible, the story behind how they came to be and where they were or appeared to be heading, to help Client identify trends and make predictions.



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Case #2

Redmond Client seeks comprehensive competitive overview of North American telecom marketplace

The Ultimate Goal?

To obtain competitive insights into R&D clusters in mobile communications related technologies nationally [focused on three regional Tri-State areas] and what relevant technologies were being developed in each cluster. This study “presumably” was to inform corporate on where to best place future resources to meet significant growth opportunities in the US, given the scarcity of high end talent, incestuous nature of the industry [talent poaching] and specialized skill set requirements.

The Requested Report?

Provide insight into what unique ingredients each cluster offers and relevancy to Client. Break out available talent pool from key high-tech players [device or systems vendors, chipsets or key components, contents/services/apps, and Internet plays]; competitors and universities. Discover and analyze advantages, such as R&D tax incentives, favorable business/living environments and conditions, cost of living issues, and other important factors. Prioritize inquiry and presentation around three regional Tri-State areas while presenting in-depth information by individual State.

The Redmond Advantage?

Created a custom spreadsheet that applied weighted averages to 12 critical client considerations by state to include corporate tax advantages, access to nearby states for talent, R&D incentive programs, etc. This intuitive, user friendly scoring methodology allowed Redmond to present the pros and cons for particular States in a format that could be edited locally to drive more flexible, independent and confident decision making. While not requested, Redmond also outlined layoffs at major technology companies that could be of interest to our clients’ current/future talent management strategies.



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Case #3

Redmond Client seeks additional intelligence on 7 key competitors

The Ultimate Goal?

To determine what regional activity in the industry might mean for the Client's business and talent strategy. Client was feeling the competitive squeeze for top talent and was seeking an aggressive and proactive strategy to attracting and retaining its talent base.

The Requested Report?

Evaluate relationship of location to type and size of talent pool, primary functional aptitudes of each location's business (Engineering, Marketing, Finance, etc), and primary technology at each location, with a focus on device or systems vendors, chipsets or key components, contents/services/apps, and Internet plays.

The Redmond Advantage?

Client utilized the research findings to develop proactive and winning talent strategies in a highly volatile "revolutionary" industry where a scarcity of enough high end talent exists, poaching talent is a common practice and where the first to market with new ideas via "intellectual capital" is the winner.



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Other research studies of interest:

Our client was in an aggressive growth mode and the executive management team wanted to understand how their current internal GM leadership talent [responsible for overseeing Sales Volume of greater than \$500M] stacked up against the competition. Goal was to consider upgrading to acquiring talent.

Our client was seeking a broader context to define their IT recruitment strategy driven by extreme pressure from top Executive Management team seeking to understand the market forces that were making it difficult to locate qualified talent and secondly, lock the talent in for hire. The final report drove several changes in key areas of their recruiting strategy leading to increased productivity and results.

Contact Redmond at 920.854.6555 to learn about the many other custom reports we can create for you and your team.