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Strauss Strategy – an IT consulting firm boasting unique characteristics & advantages

- Company's mission:

To serve as a genuine business catalyst, profit expansion engine and platform for investing leading Israeli enterprises with a strong edge over competitors in the Israeli and international arenas, through the provision of supplementary business-oriented technological-strategic and technological-infrastructure consulting services, including decision making assistance and support to senior executives in major Israeli organizations at critical junctures for the decision-maker and his organization.

- Company overview:

The company commenced operations in 1997, organizing rapidly and achieving meteoric growth in 2000. It boasts more than 50 successfully completed projects on behalf of some of Israel's largest organizations, in which it led the design of the overall IT strategy and of the critical systems' architecture. Currently, the company is involved in over 30 new enterprise wide projects, some of them on an international scale.

- Spheres of activity:

Strauss Strategy's support and consulting services focus on the design of a total IT strategy for organizations and its derived detailed architecture and infrastructure. This includes examination, assessment, planning, guidance, support, mentoring and accompaniment of the relevant decision-makers in the organization's IT division, with respect to the architecture, design, development, deployment, **integration**, monitoring and management of all the organization's critical computer systems and the direction in which they should be steered in the coming



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years. Strauss Strategy works with leading enterprises from almost all segments (banking, insurance, telcos, retail, communication, defense, hi-tech, energy, healthcare, and more).

- What makes the company unique:

Strauss Strategy is a unique enterprise with qualities that stand out in the Israeli market of decision-making support services and other professional services in the information technology field. In the past, a CIO or other senior officer faced with a technological-business decision in a large organization in Israel had to compromise: One alternative was to apply for the supplementary consulting services of the local representatives of international analyst firms (Gartner, Forster, Meta, IDC, etc.), in which case he would receive the analysts' reports, presentations and written material (prepared both overseas and by the local representatives). These, however, were fundamentally lacking, since they were "out of touch" with what was actually being done on the "IT floor" of the large organizations, as far as the infrastructure, development, integration, deployment, running in and operation. These analysts (international and local) are, in the main, excellent PowerPoint engineers and outstanding Word programmers that can quote wonderfully from the various reports, but they lack the necessary qualifications and **practical experience** in the configuration of servers, operation of infrastructures (networks, servers, storage, security, C&C systems), development of code, design and characterization of applications, definition of architecture, physical deployment of components and systems, packaging of components for reuse, writing and integration of applications, deployment and customization of software packages and the like.

Another possibility was to have recourse to the leading system integrators and solution providers (Ness Technologies, IBM Global Services, Matrix, EDS, Malam, Taldor, One, etc.). To be sure, this ensured the presence of the element missing in the analysts, namely – practical experience; however, it is virtually impossible to find among these vendors a multi-system approach and analytic capability deriving



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from a broad-based perception and understanding, a multidisciplinary synthetic capability, a predictive capacity and a true appreciation of the direction in which the key vendors that set the industry's agenda are headed. Also lacking is a meaningful ability to extract from the various parameters the relevant indicators at the technological-strategic level, the technological-infrastructure level and the business-process level, which the decision-maker must incorporate in designing the IT landscape of his organization/division/unit. Apart from this, the migration policy practiced by the majority of important IT service organizations, whereby numerous personnel are migrated among multiple projects executed on behalf of many different clients in a wide range of sectors (what is termed in the jargon "heads"), creates a situation in which the many specialists available from the different system integrators are not on a level suitable for helping a senior decision-maker in a large organization make the cardinal technological-business decisions required of him in the course of his work. Even more, the vast majority of leading system integrators and solution providers in Israel (Ness, Matrix, etc.) also represent and sell very many software products of various international vendors, so that the primary consulting services offered by them are not by any means free from commercial bias.

The frustration resulting from this dichotomy is great, and demands a solution.

Enter Strauss Strategy, with its unique attributes and strategic advantages conferring on it the added value to which it owes its success. The company's visiting card is composed of the practical experience of its experts and their ability to delve down to the level of infrastructure, code, design, architecture, methodology, etc., and to maintain control of even the smallest details, since they may determine the general picture – coupled with a strategic outlook devoid of any commercial interest of representation of one or another product, a multi-system approach and an in-depth understanding of the global processes obtaining at the client organizations as well as at the key suppliers of enterprise software infrastructure and system integration services, plus an ability to synthesize and

analyze the data arriving from a great number of sources and to extract the most important indicators at the technological-strategic level, the technological-infrastructural level and the business-process level, which the decision-maker must consider in a concrete way when designing the IT landscape of his organization/division/unit.

- Management and staff:

Strauss Strategy is headed by a management team comprising technological leaders who are considered opinion-molders and trendsetters in the enterprise IT arena in Israel. The staff includes topnotch experts, many of them ex-CIOs and ex-CTOs, who combine a multidisciplinary systemic approach with a rich theoretical background and **invaluable practical experience** in all the professional and technological areas involved: technology, architecture, IT infrastructures, methodology, platforms, process models and business models (finance and supply) – **much of it acquired during work on the production floor in complex high-end computerization projects.**

- Guiding principles:

The company's activity is guided by the golden rule of maintaining the highest possible standards of professional **ethics**, reliability, objectivity, **independence**, impartiality, excellence and quality, thereby ensuring the optimum service, **solely** in the interests of the client organization and out of a deep commitment to achieving its objectives. The means to this end are in-depth and comprehensive professional-technological knowledge, a multidisciplinary approach, a thorough understanding of the agenda of the leading vendors in the global market, and the ability to craft effective, original, creative and carefully thought out solutions.

- Areas of specialization:

Strauss Strategy specializes in four main areas:

IT Strategy

- Comprehensive Enterprise Computing/IT Strategy definition and design;
- Complete IT Architecture definition and design;
- Blueprint for the enterprise's architecture, development, infrastructure, integration, and packaged applications plan;
- Financial and delivery models - economic planning;
- Outsourcing guidance, SLA and SLM definition;

IT infrastructures

- Complete IT infrastructure architectural planning;
- Security and risk-management infrastructures in large organizations;
- Storage systems and integrated storage management;
- Servers and operating systems for mission-critical systems;
- Management of complex networks in a simultaneous multiple user environment;
- Monitoring, management, command, diagnostics and control platforms for enterprise systems;
- Business continuity and recovery from catastrophes;
- High-end autonomous computing infrastructure;
- Grid computing infrastructure;
- Utility computing infrastructures (e.g.: IBM's On Demand, Microsoft's DSI, Oracle's 10g, HP's Adaptive Infra, Sun's N1, SAP's NetWeaver, etc.).

Computerization solutions – Development and integration

- End-to-end IT (development and integration) architecture planning
- Architecture, design, planning, development, integration and management of high-end computing systems;
- Architectural design, development and integration of .NET platform-based solutions;

- Architectural design, development and integration of J2EE – WebSphere, 10g, WebLogic, NetWeaver and ONE – platform-based solutions;
- Integration of enterprise applications (EAI) and integration of organizational data (EII – Enterprise Information Integration) - Strauss Strategy enjoys a reach, through and comprehensive experience architecting, designing and building enterprise-scale integration/EAI solutions, and therefore can also greatly assist with solving the major challenges involved in planning, architecting and designing a sound and effective CRM/ERP/SCM integration architecture with enterprises' heterogenic and mission-critical current operating environments;
- Leading and design of transition from a mainframe architecture-based centralized computing environment to an open, decentralized (federated), integrated and agile multi-tier IT environment that reacts to changes continuously.
- Orchestration solutions and management of business processes (BPM), monitoring and auditing thereof (BAM);
- Development and integration of cooperation solutions based on an advanced enterprises portal platform;
- Database management systems, data warehouses, online analyses, business intelligence solutions and management of an enterprises' business content;
- Development and integration of wireless/mobile/pervasive solutions;
- Development and integration of advanced knowledge management solutions (including management of an organization's business content);
- Analysis of breaches and weaknesses in decentralized systems, the solution and securing thereof;
- Quick research and development of creative solutions for complex development and integration problems.

***Computerization solutions – Planning, customization,
assimilation and integration of high-end enterprise software
packages in a wide range of industrial sectors***

- Comprehensive (enterprise wide) IT landscape architecture planning
- Management of customer relations – CRM systems;
- Management and planning of enterprise resources - ERP;
- Management and planning of a supply/value chain;
- Management of a product's lifecycle;
- Management of suppliers and partners relations;
- Management of overall organizational knowledge;
- Business intelligence solutions (decision-making support systems);'
- Computer Telephony Integration, IVR, Call Centers and IP Telephony;
- Management of computerization projects portfolio (IT Portfolio Management);