

Turnaround & Grow Businesses Swiftly!



PRADEEP ANAND

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Seeta Resources:

Rediscover, Reinvent, Rejuvenate Businesses

- **Oil & Gas** — Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Integrated Exploration Systems (IES-Germany), Landmark Graphics, NL Industries, NSI Upstream, Numar, OFS Portal, Photon, PGS, Praxis, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
- **Engineering/Manufacturing** — AirXChangers, CompX, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, National Cabinet Lock, Nutter Engineering, Patterson-Kelley, Waterloo Furniture Components
- **Technology** — AMD, Sun Microsystems, Metasolv, Avalon Imaging, Scicom, Silicus, Facet, ZResearch
- Vice-President, Marketing at **Landmark Graphics** (a Halliburton subsidiary)
- North American Operations Manager, Baker CAC, **Baker Hughes**
- Business Development Manager, **Sperry-Sun** (a Halliburton subsidiary)
- Co-Founder, President & COO of **PointCross**, Inc., a technology startup



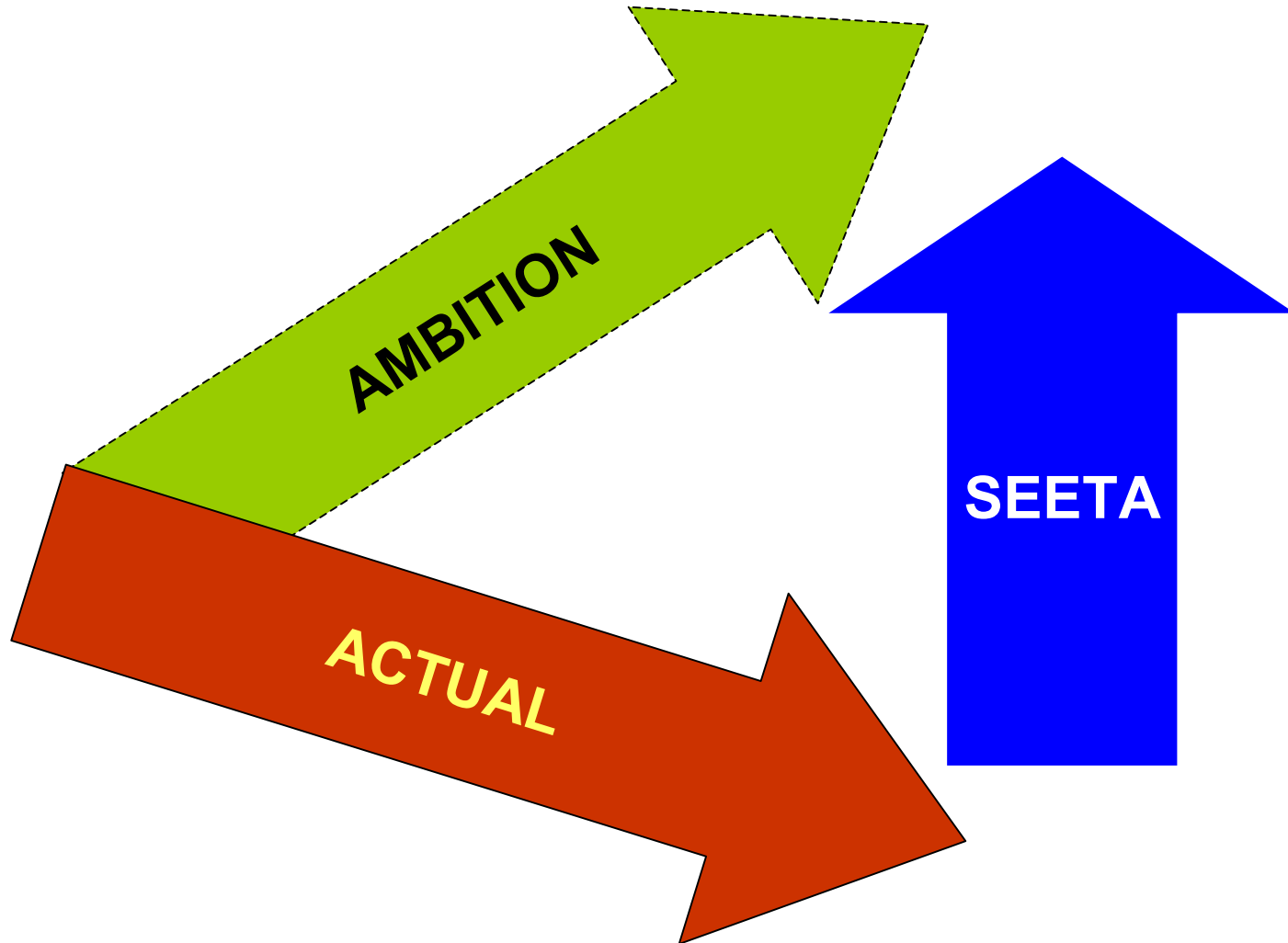
The proactive client!



The reactive client!

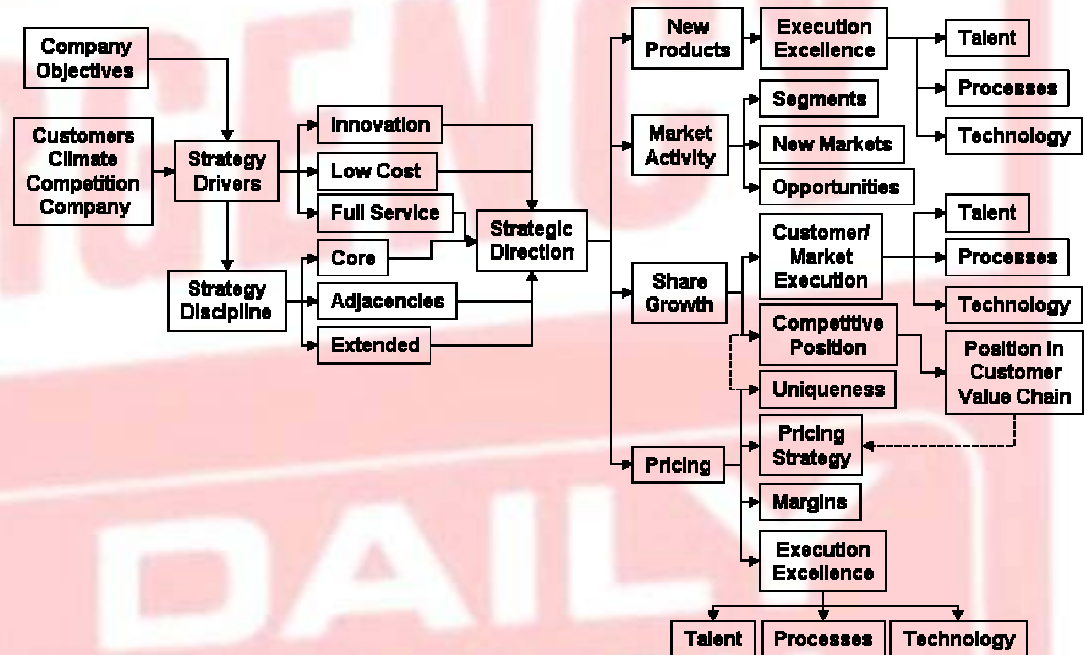


Clients call when there's an emergency!

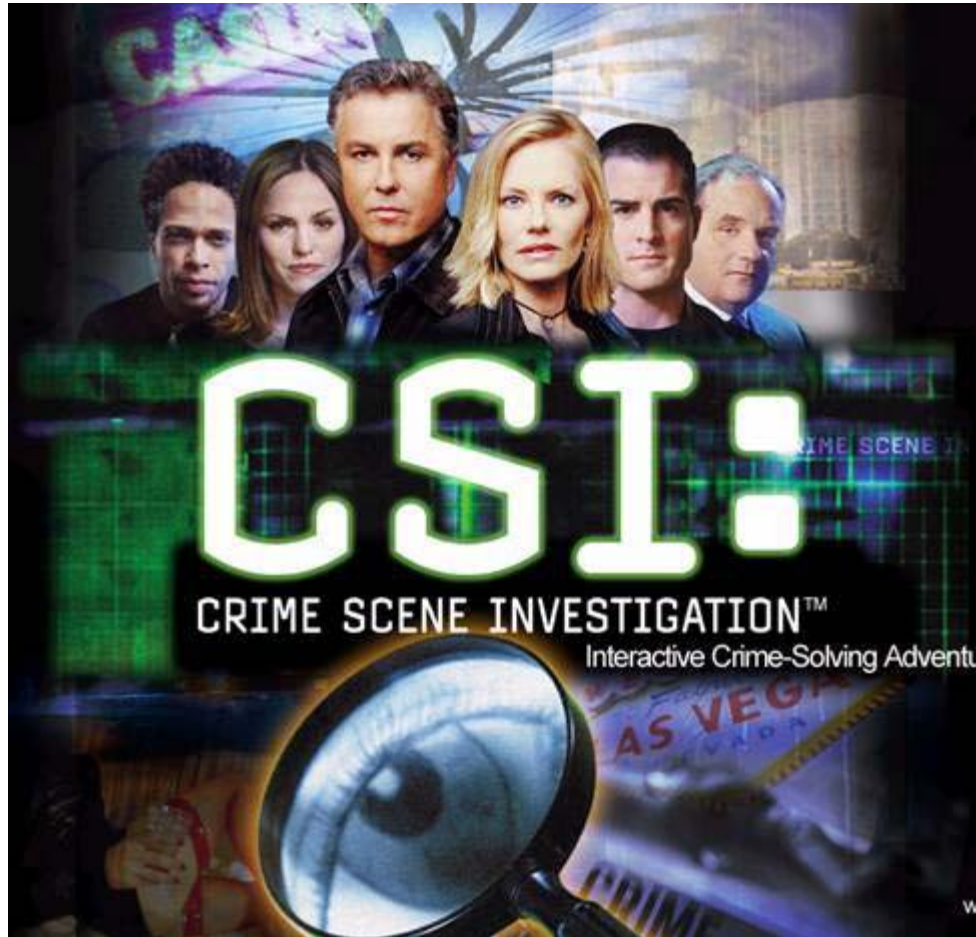


An emergency needs a proven process and experience!

1. Pick the Right Team
2. Revisit Customers & Markets
3. Competitors' Apparent Strategies
4. Forecast Business Climate
5. Objective Self-Analysis
6. Open Spaces
7. Execution



Experienced investigation!



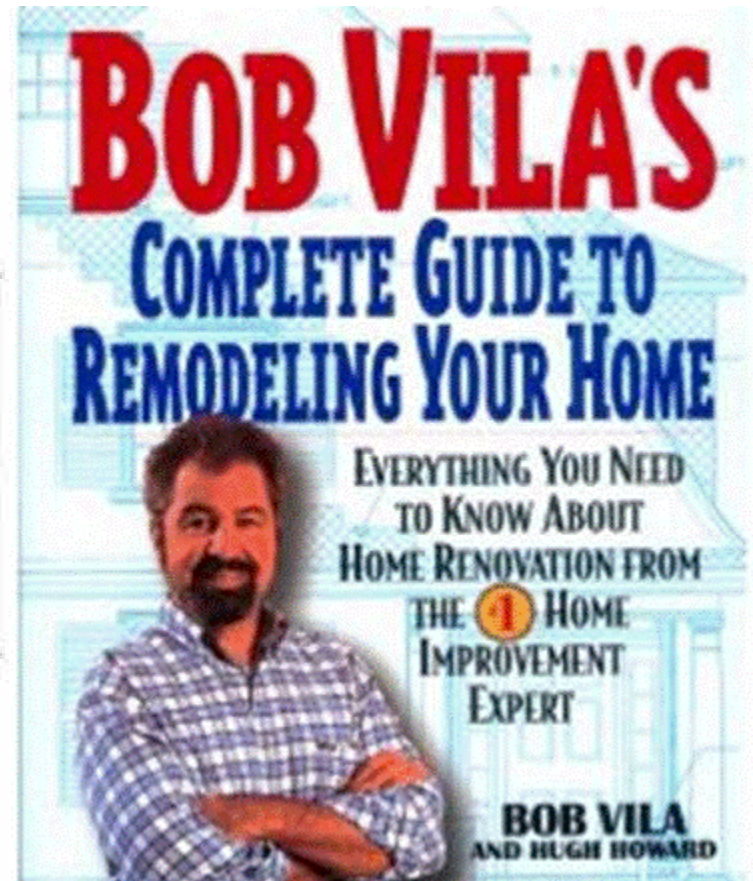
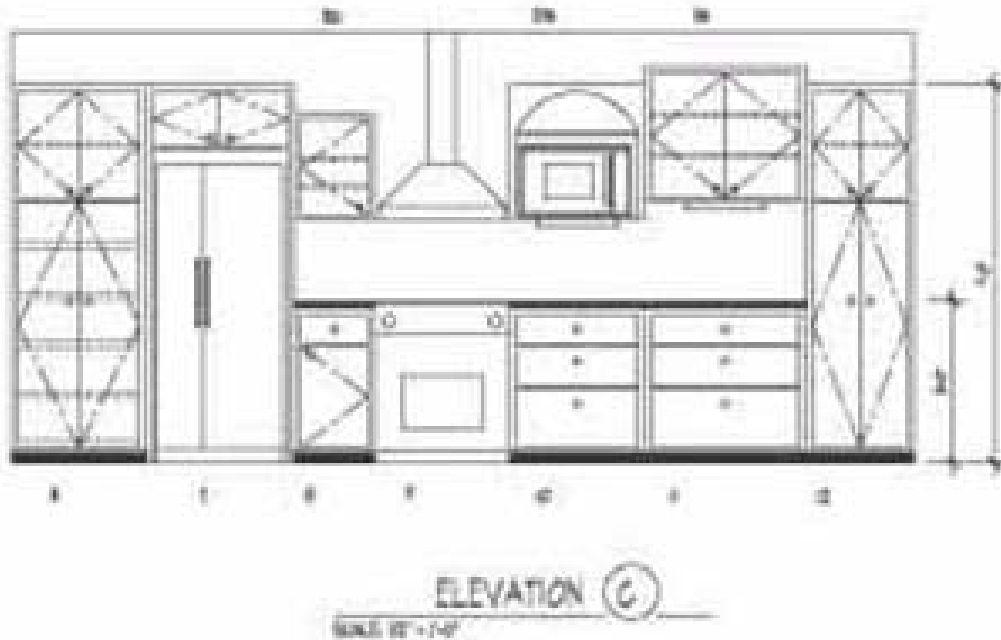
Tilling, churning & unearthing



Experienced to create unique recipes



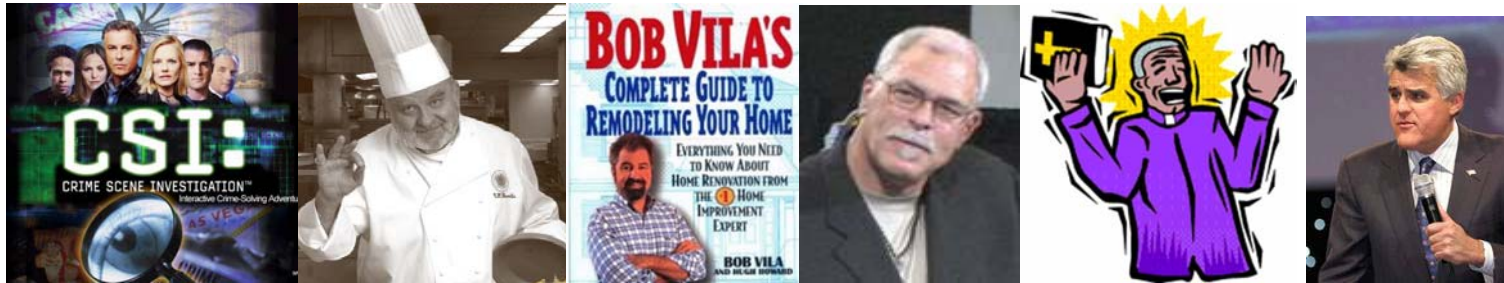
Rebuild on existing infrastructure



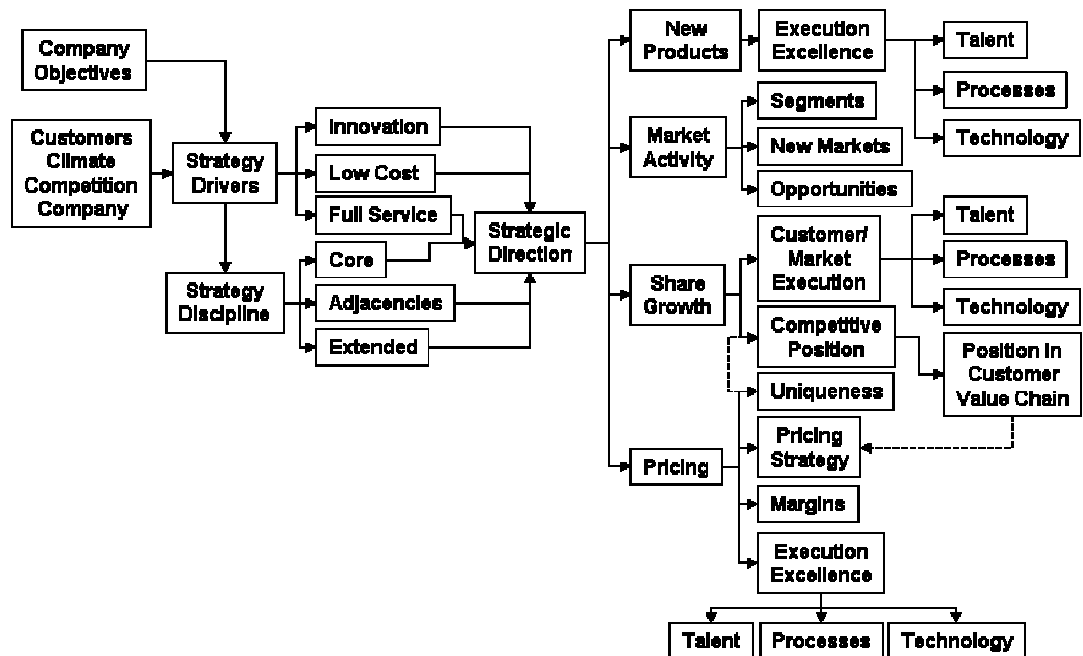
Coach, Evangelist, TV Host!



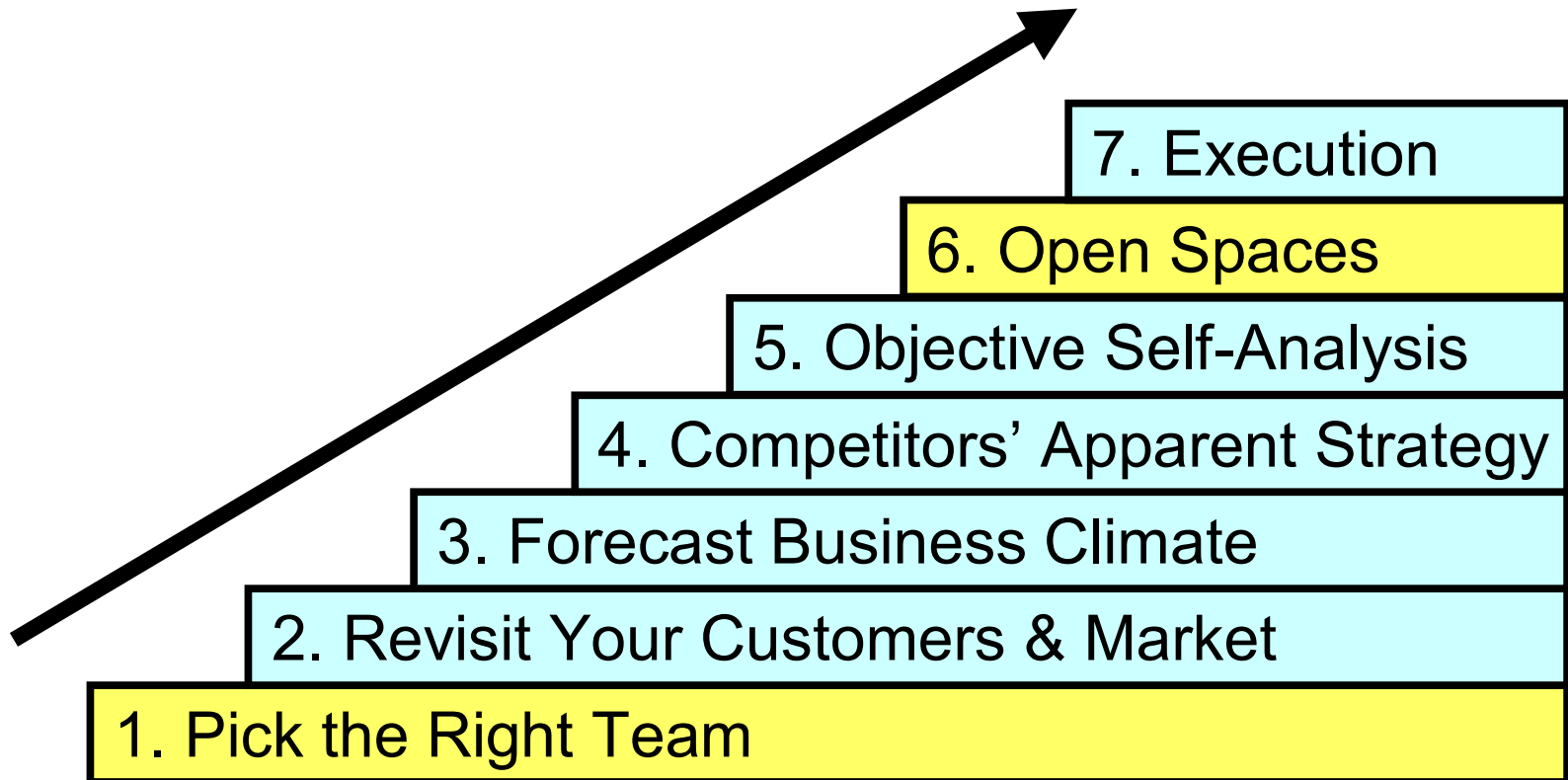
Ingredients for success



- Pick the Right Team
- Revisit Customers & Markets
- Competitors' Apparent Strategies
- Forecast Business Climate
- Objective Self-Analysis
- Open Spaces
- Execution



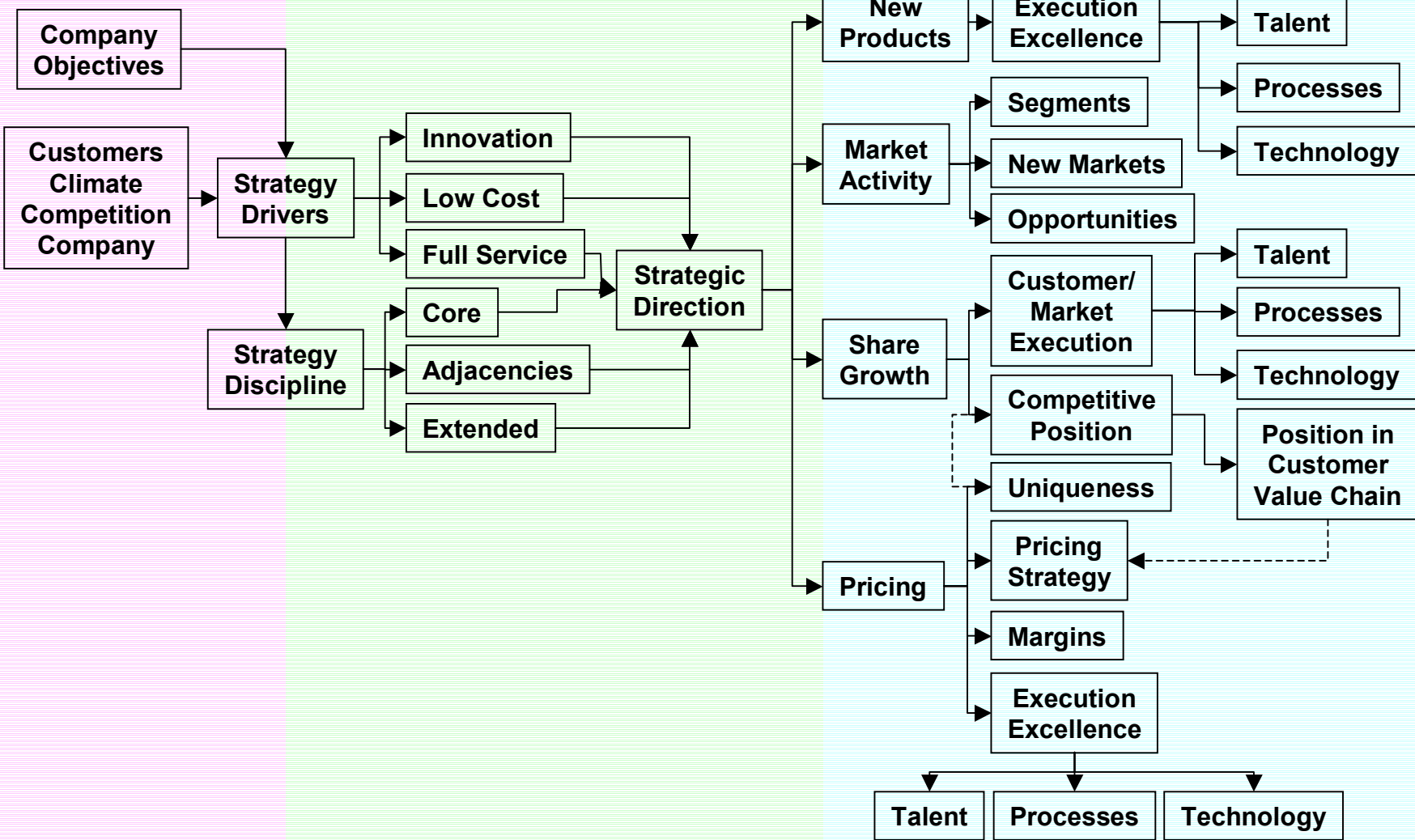
7 Steps



Industry

Strategy

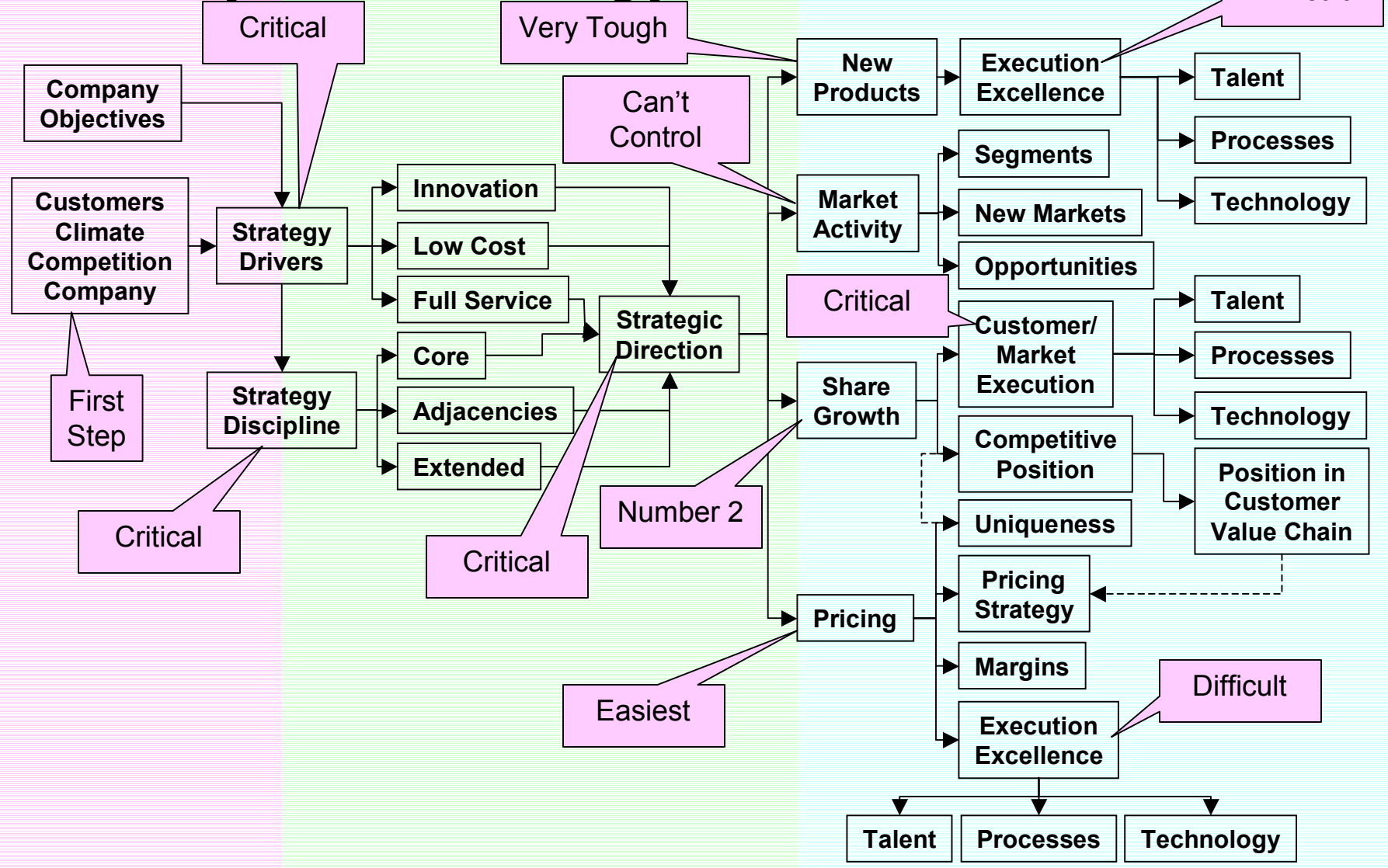
Execution



Industry

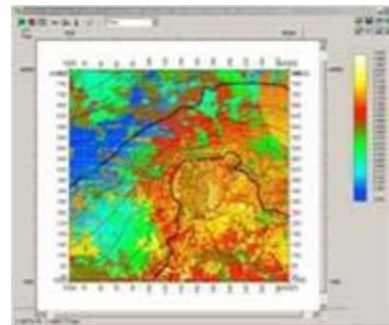
Strategy

Execution

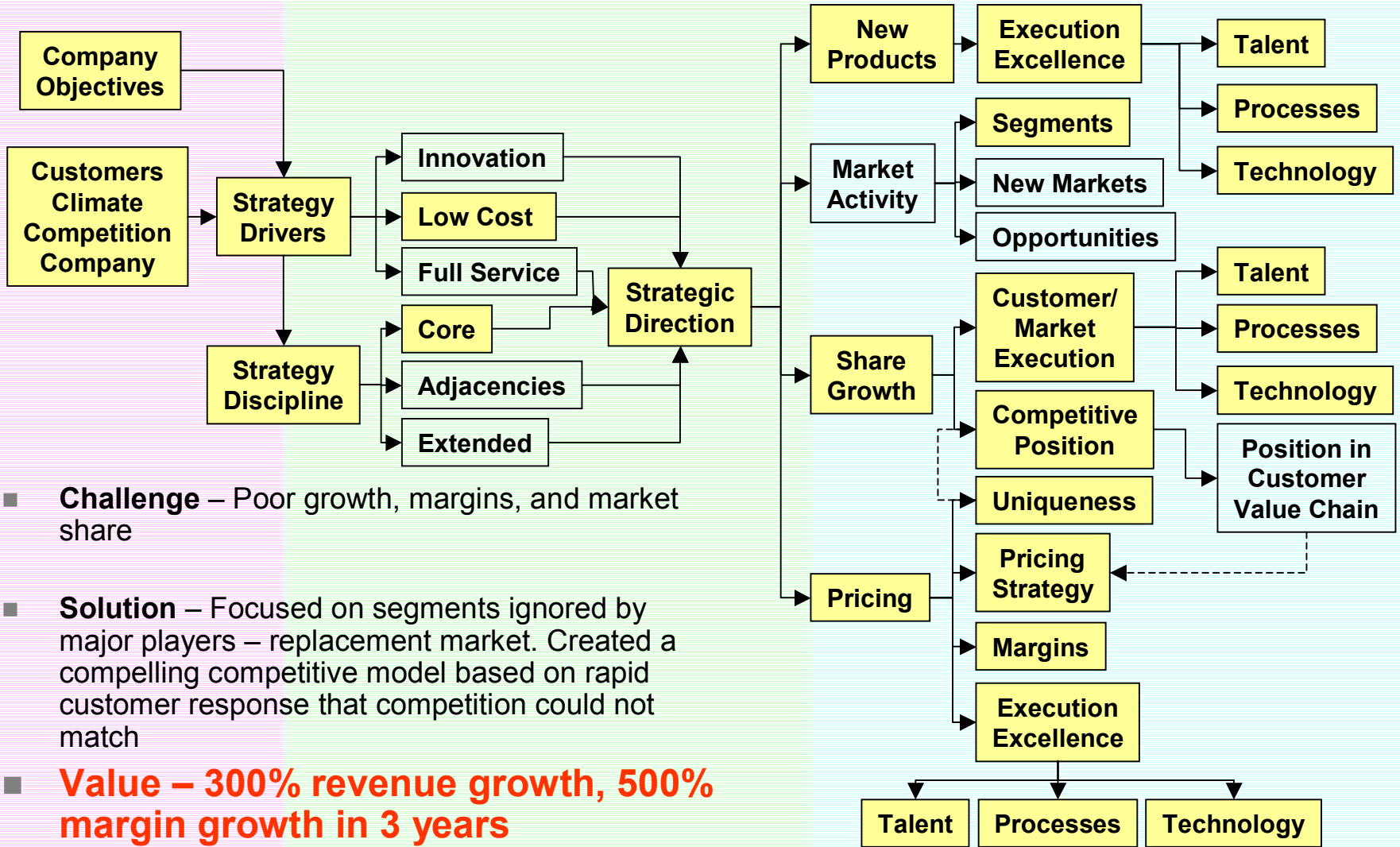


Case Studies

- Petrochemical equipment manufacturer
- Pharmaceutical equipment manufacturer
- Oilfield service company
- Software company
- Metal alloy manufacturer
- Engineered products company

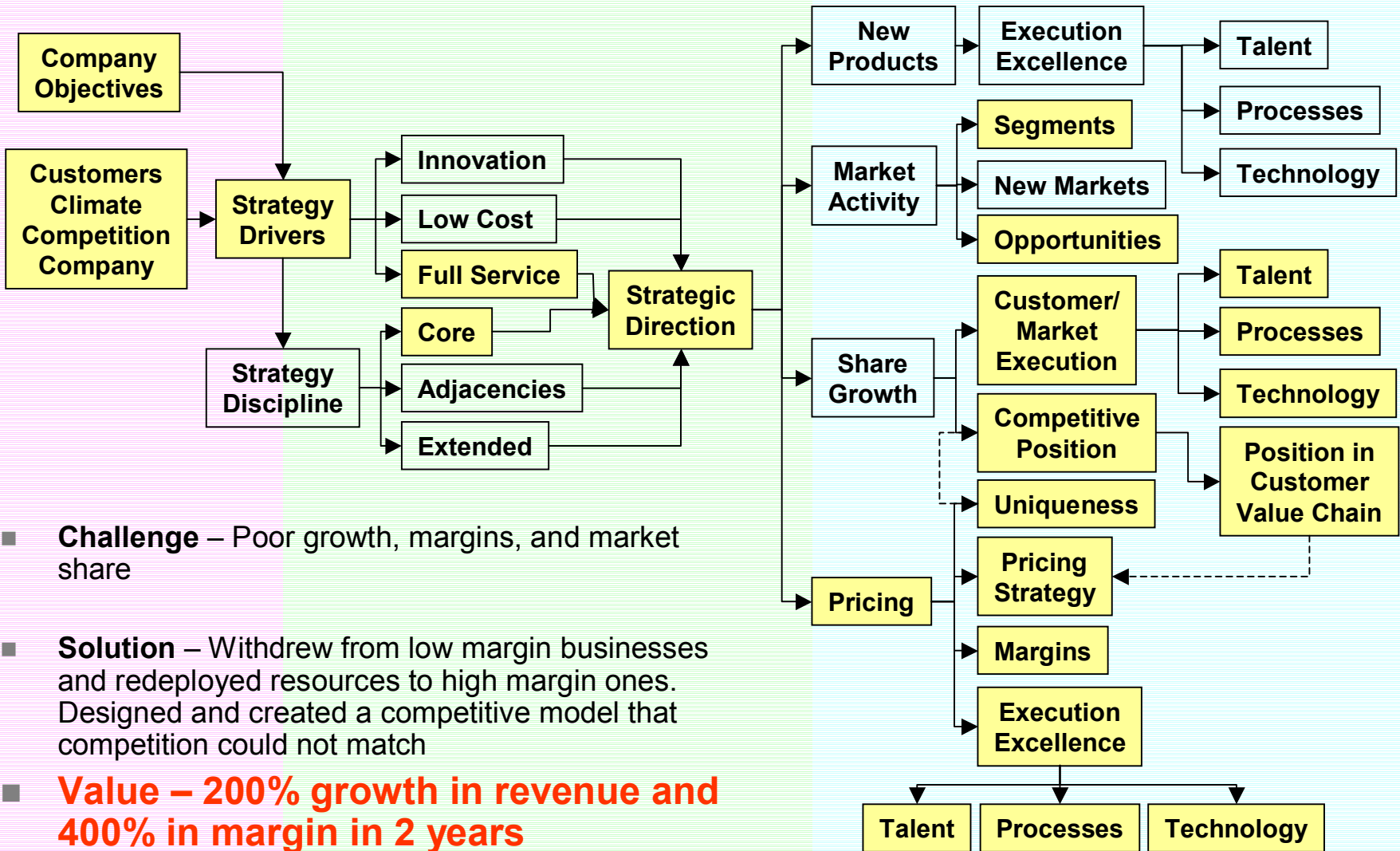


Petrochemical Equipment Manufacturer



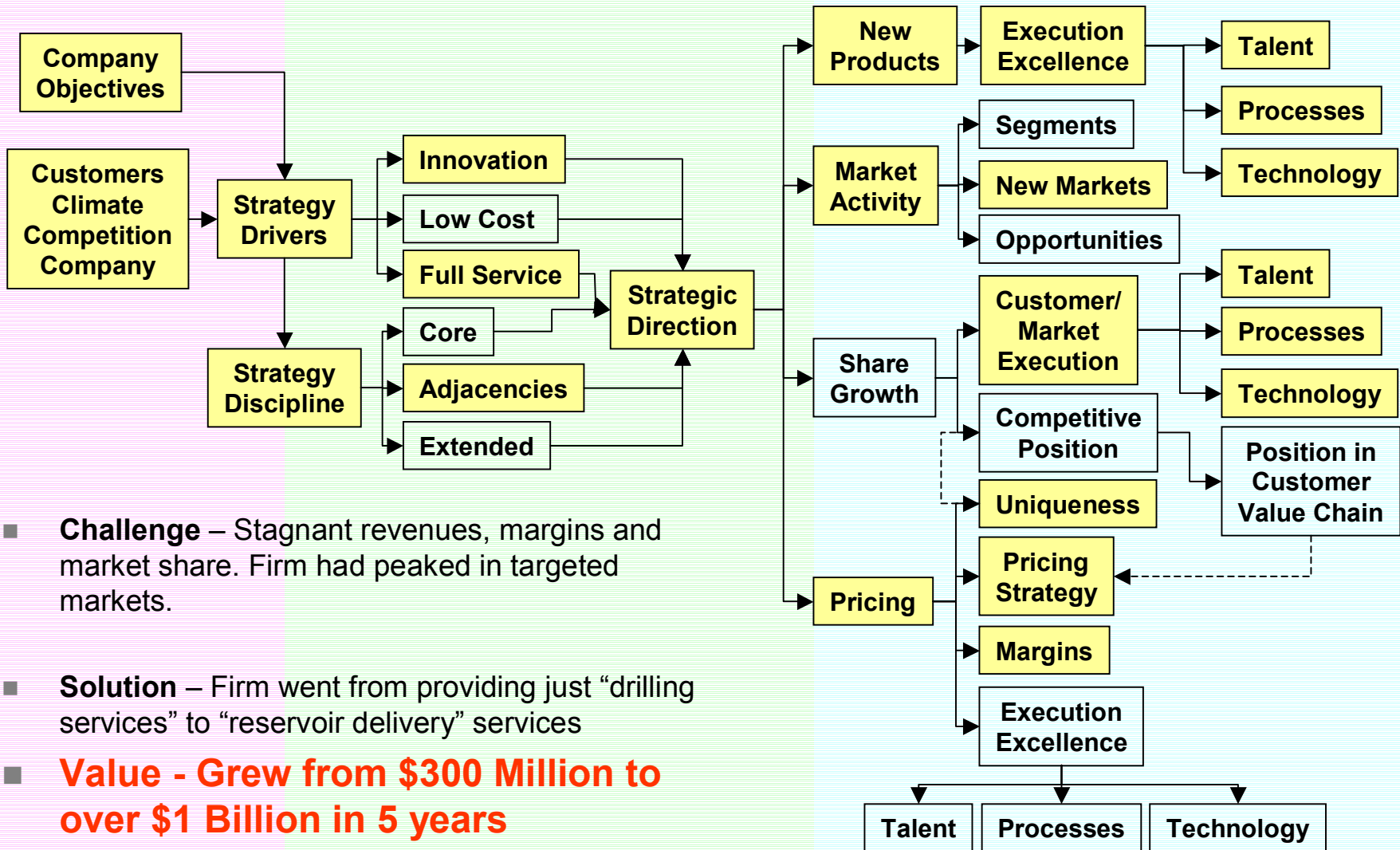
- **Challenge** – Poor growth, margins, and market share
- **Solution** – Focused on segments ignored by major players – replacement market. Created a compelling competitive model based on rapid customer response that competition could not match
- **Value** – 300% revenue growth, 500% margin growth in 3 years

Pharmaceutical Equipment Manufacturer



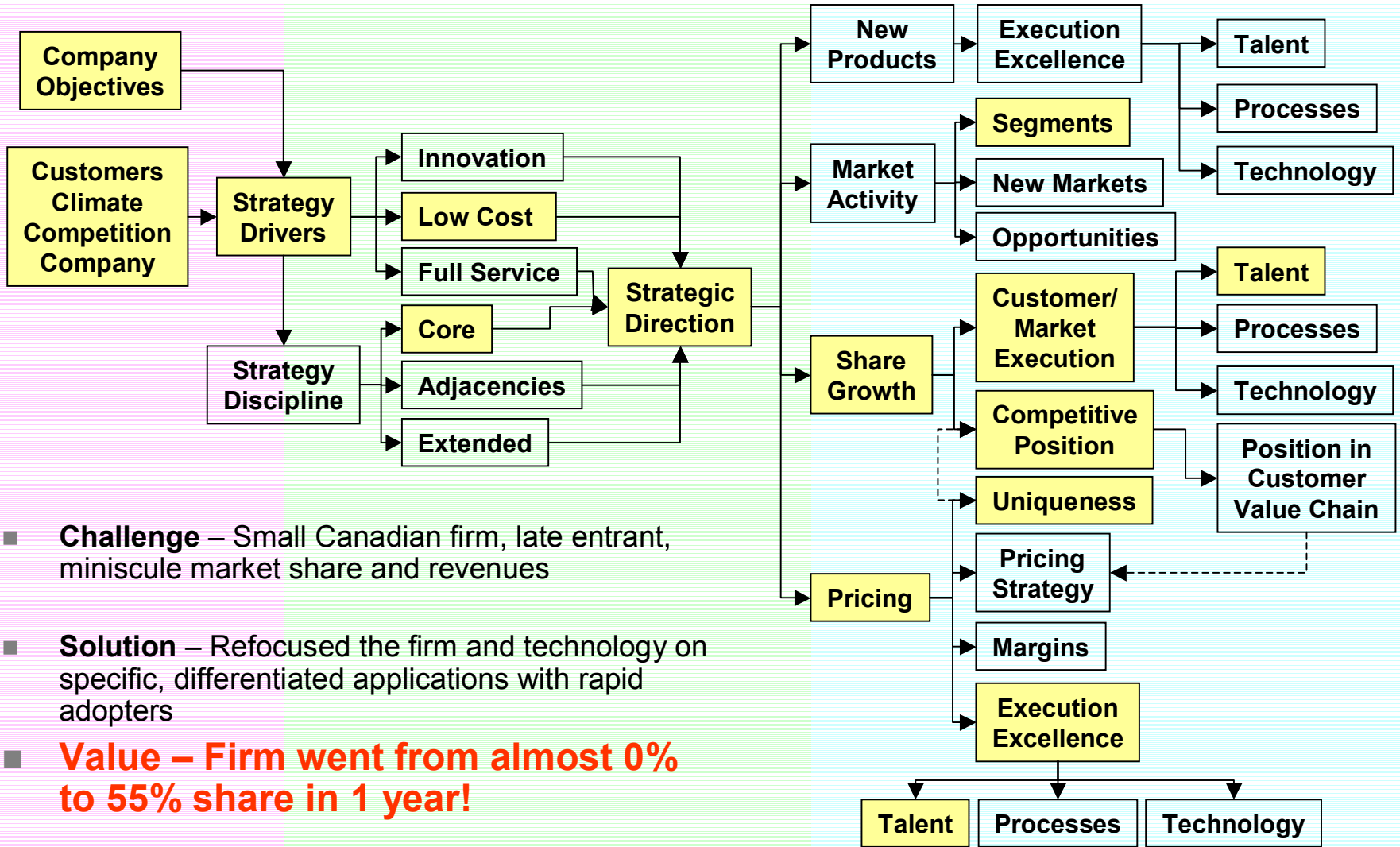
- **Challenge** – Poor growth, margins, and market share
- **Solution** – Withdrew from low margin businesses and redeployed resources to high margin ones. Designed and created a competitive model that competition could not match
- **Value** – 200% growth in revenue and 400% in margin in 2 years

Oilfield Services Company



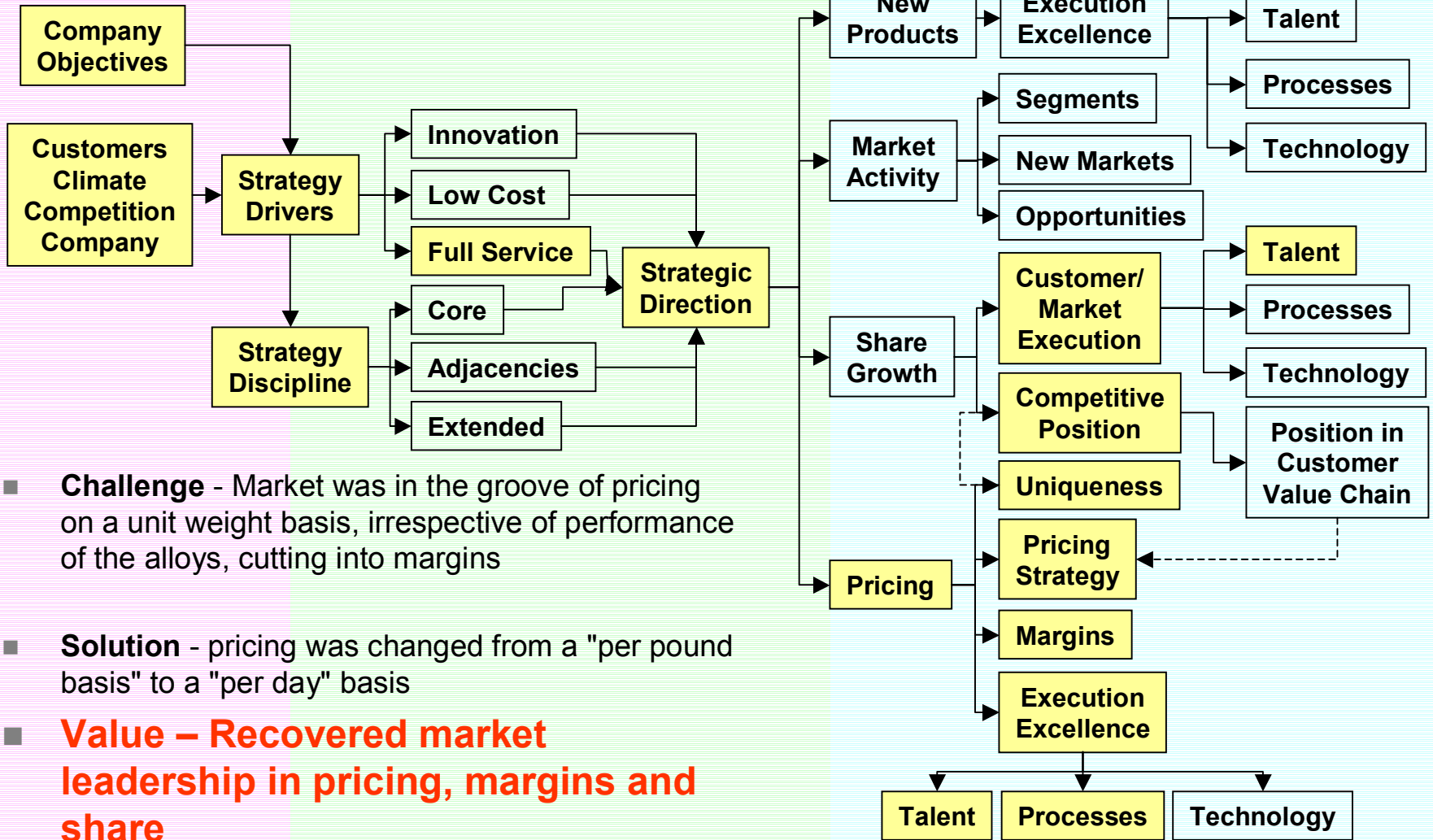
- **Challenge** – Stagnant revenues, margins and market share. Firm had peaked in targeted markets.
- **Solution** – Firm went from providing just “drilling services” to “reservoir delivery” services
- **Value - Grew from \$300 Million to over \$1 Billion in 5 years**

Software Firm



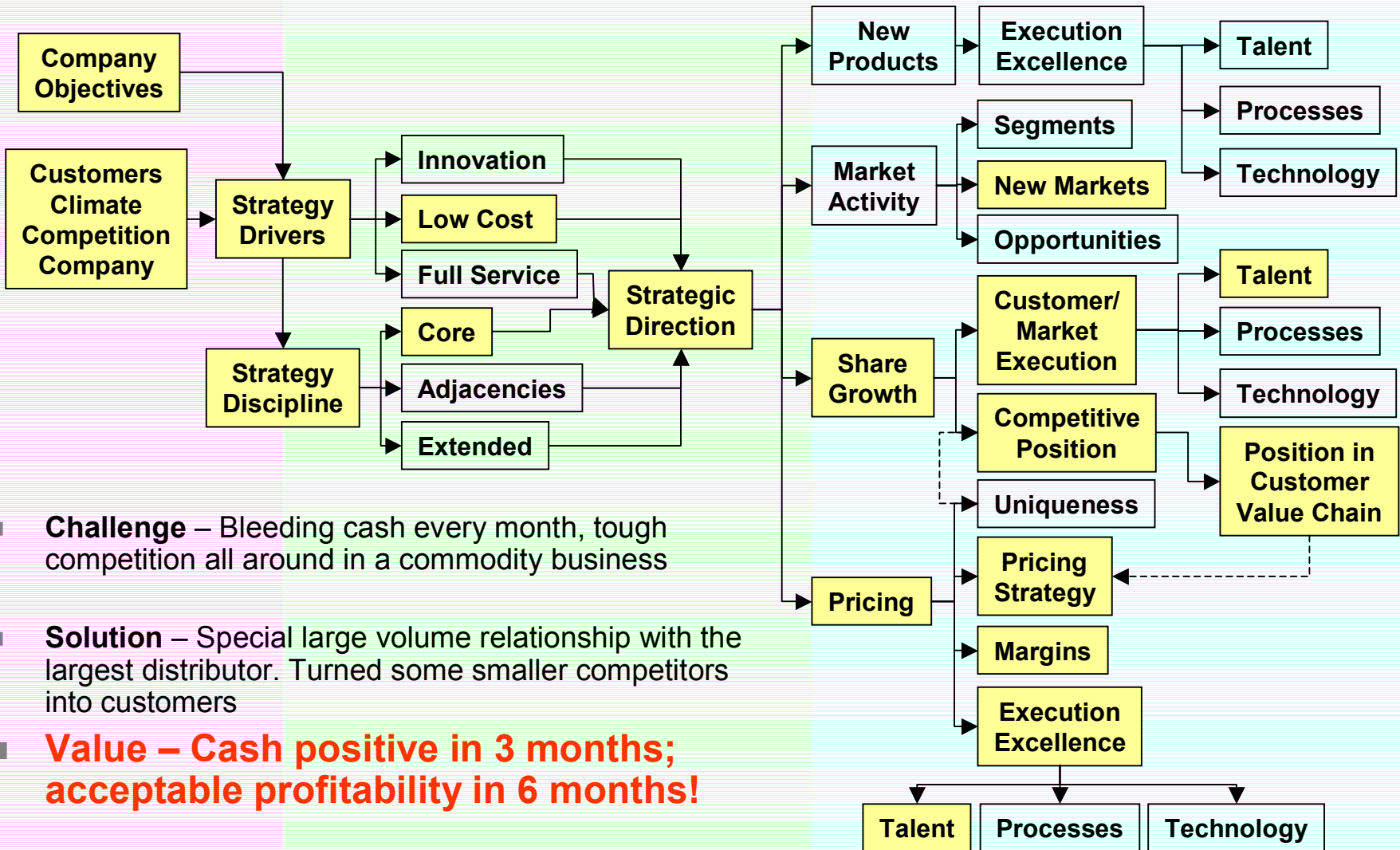
- **Challenge** – Small Canadian firm, late entrant, miniscule market share and revenues
- **Solution** – Refocused the firm and technology on specific, differentiated applications with rapid adopters
- **Value** – Firm went from almost 0% to 55% share in 1 year!

Metal Alloy Manufacturer



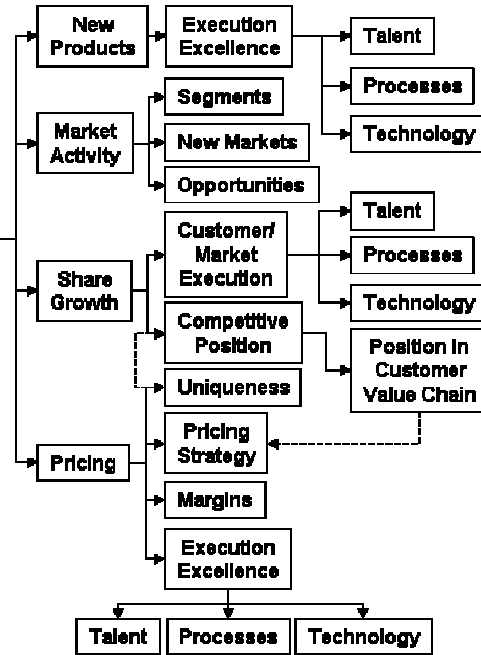
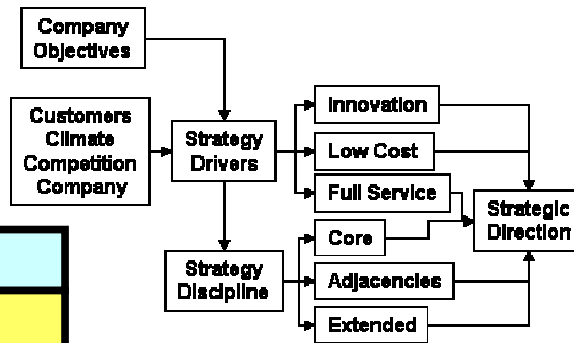
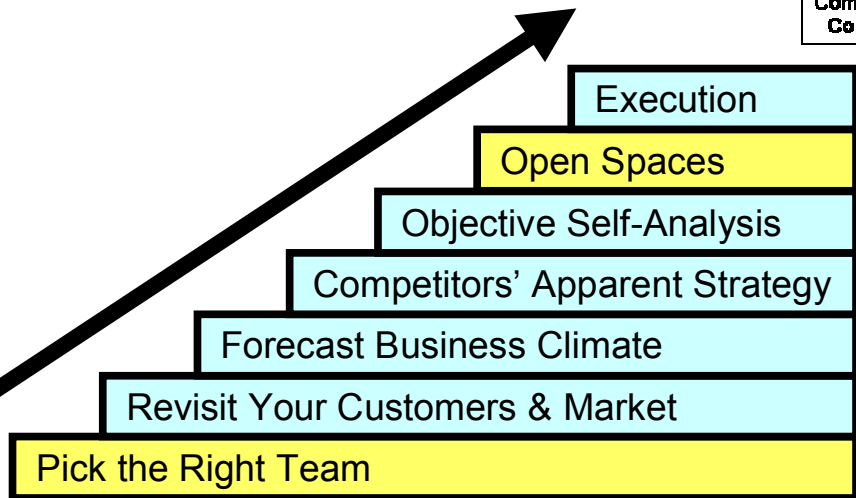
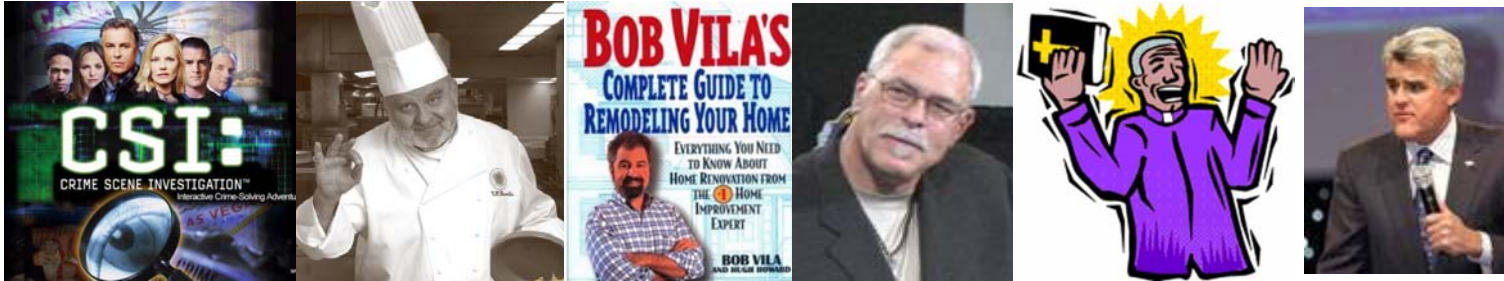
- **Challenge** - Market was in the groove of pricing on a unit weight basis, irrespective of performance of the alloys, cutting into margins
- **Solution** - pricing was changed from a "per pound basis" to a "per day" basis
- **Value – Recovered market leadership in pricing, margins and share**

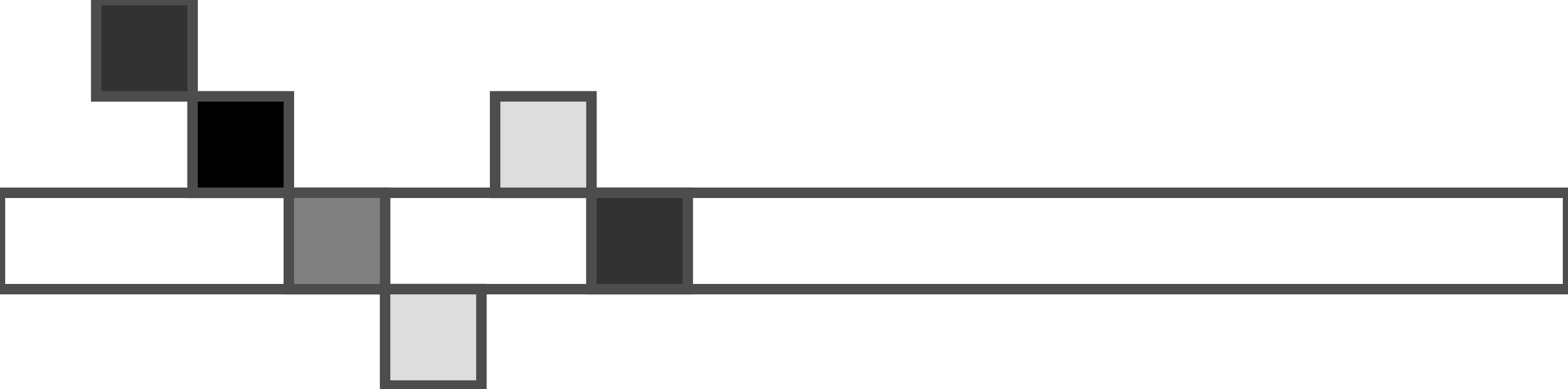
Engineered Products Company



- **Challenge** – Bleeding cash every month, tough competition all around in a commodity business
- **Solution** – Special large volume relationship with the largest distributor. Turned some smaller competitors into customers
- **Value** – Cash positive in 3 months; acceptable profitability in 6 months!

Questions?





THANK YOU!



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