



Business and Technology Strategy

SAGENTIA

Clear, unambiguous and achievable strategy is a powerful factor for business success. It is the framework that enables a business to achieve its primary objective – maximising value for stakeholders. Many factors drive a business strategy; but where technology is key to the business, it is always necessary to ensure that strategy has a strong grasp of the technology dimension.



Technology has a powerful role to play in the creation of value for a business. For example, it can:

- create differentiated products and services which increase margins or enhance market share by better satisfying user needs
- increase long term profitability by generating Intellectual Property which secures a degree of legal monopoly
- reduce the cost of manufacture or service delivery
- create new business opportunities by changing the 'rules of the game'

The first few years of the new millennium have provided dramatic demonstrations of the potential impact technology can have on many businesses. At Sagentia we have also recognised that, as markets globalise, so the sources and development centres for valuable technologies have become more numerous and widespread.

New strategic factors are now emerging and are already influencing the work we do for our clients. For example, winning

business strategies must now address sourcing, development and the application of technology:

- the sources of technology have multiplied. It is now unusual for all technology sources to be internally based. Sometimes sourcing is linked in some way to market access, or it involves strategic partnering or M&A activity. Many businesses have been slow to adapt their strategic thinking and operational capabilities to match this reality, and become increasingly disadvantaged
- the ability to source or develop technology is important, but it is insufficient to ensure success. It needs to be backed with an understanding of where the value lies in a business opportunity, and how technology can be sourced, developed and applied to control and maximise that value. Application of technology to create new markets, often using completely new business models, has the potential to create significant stakeholder value

Established expertise and a practical approach to business strategy is a core capability at Sagentia. In addition, we bring a detailed grasp of technologies and their impact on business, linked to experience of industry sectors in which technology is a key factor. We use robust methodologies to work collaboratively with our clients to develop and, if appropriate, implement winning strategies which create substantial value for their business.

For further information email:
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Sagentia

Many minds make bright work

We create value from technology by developing richer solutions with our clients that enable them to realise better business opportunities.

We operate in six market sectors developing new technologies, products and services that change the basis of competition. We assist business leaders and policy makers to create strategies for technology, innovation and growth.

Our *Collective Technology Wisdom*[®] – the unique characteristic of our company – guides how we work. We form highly creative teams that draw on individuality and collective experience. And we take a multi-dimensional approach to opportunity discovery and problem solving, drawing on our combined technical expertise, business acumen and industry experience.

We can work with you wherever you are in the world. Our teams are situated in state-of-the-art facilities in Europe, the USA and China.

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