

OPERATIONS MANAGEMENT / LONG TERM VISION

Fact-based management

Wealth creation stems from an acute understanding of the needs of consumers and the company's ability to respond to the market. The customer must be placed at the center of your thoughts and actions. By doing so, decision-making becomes easier and more relevant initiatives are taken.

To meet your revenue and profit objectives, you need reliable and effective processes. Axone promotes the search for new knowledge, the identification of profit drivers and the use of performance metrics.

Companies that stand out in daily operations are characterized by fast and consistent decisions. Because they listen to consumers, they can seize opportunities. This involves a widespread use of data marts to create differentiated products or services and to successfully engage in database marketing and CRM. Database marketing and Customer Relationship Management help you increase profitable interactions with target customers.

Vision and innovation

Holding a large share of existing markets is no guarantee of remaining successful in future markets. It is important to devote financial and intellectual resources to position the company in future markets. To excel at this vital task, the CEO should develop his/her own perspective on the future of the industry, cultivate a will to innovate, allocate resources and create a culture of teamwork and action. The organization must take advantage of breakthroughs in other areas related to its own industry. The CEO must exercise leadership and ensure the cohesion within the company. The top management team should promote the diversity of thoughts, 'decisive dialogues' and fact-based decision-making. The atmosphere that presides at your strategic meetings is closely correlated with the success of your major projects and with the growth rate of your company.

The quality of your strategic decisions determines your share of future markets. Drivers include vision, value creation, the capacity to conduct simulations and the ability to inspire staff. To design business development strategies requires that people share information and ideas. Successful implementation requires to get everyone involved creatively in the execution of the approved plan.

Axone helps companies innovate and achieve their strategic goals through data mining, predictions and simulations. Our methods are based on the engineering of knowledge. They take into account recent discoveries in cognitive sciences.

We call upon our technological expertise and our 'soft' competencies, particularly the explanation of metaphors, to jointly:

- Develop business development plans
- Devise branding strategies
- Implement competitive positioning strategies
- Foster innovation in order to create relevant products and services

Leveraging the vision and know-how of our customers with our proven methods helps sustain growth.

For additional information, please visit our web site www.axoneintelligence.com or contact us.

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