



**ANAGHA GROUP**

**Consulting Services**

**MAY 2006**

## About Us

**We take Care of Your Customers**

**Your Strategic Marketing Partner**

**B2C and B2B Markets Addressed**

**Multi Channel Program Support**

**Database Management**

**Consulting - Quality Initiatives,  
Program Management Services**

## Consulting Service Areas

- Project / Portfolio Management
- Organizational Project Management Maturity Model (OPM3)
- Quality Initiatives (Six Sigma, Lean, etc.)
- Standards Implementation (RosattaNet, CIDX, GDSN, etc.)
- Marketing Programs
- Customer Data Integration



**OPM3**



## Consulting Services

- **Training, Workshops**
- **Assessment**
- **Certification**
- **Continuous Improvement**
- **Tools and Products**
- **Best Practices**

## Consulting Services

- **Data Exchange Standards**
  - Conceptualization, Design
  - Data Modeling
  - Interface Development
  - Pilot Programs
  - Compliance Validation

## Consulting Services

- **Marketing Programs**
  - Conceptualization, Design
  - Pilot and Execution
  - Measurement and Analysis
  - Metrics and Reporting
  - Improvement

## Value Proposition

- Certified Professionals
- Service as your extended Team
- Subject Matter / Domain Expertise
- Best Practices, Standards Implementation
- Association with world class certifiers and sponsor organizations

# Questions?

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**Web Site: [www.AnaghaGroup.Com](http://www.AnaghaGroup.Com)**