



Blue Point Data & Digital (D&D)

Our team will partner with management to help tailor a D&D strategy. Below are a few characteristics to consider and determine if our D&D expertise and resources will help accelerate improvements and maximize the value of your business.

	Characteristic	Yes	No
General	Management and team want to further invest in data and technology but lack a supportive capital partner or want to better utilize data and technology but lacks an internal team to drive the effort?	<input type="radio"/>	<input type="radio"/>
	Pricing is managed manually and sporadically or with an ERP system but could use additional capabilities or upgrades?	<input type="radio"/>	<input type="radio"/>
	Finance and accounting need to automate and deepen core financial and operational reporting or are managed through QuickBooks or customized and/or antiquated software?	<input type="radio"/>	<input type="radio"/>
	Company has a CRM but there are opportunities to better utilize it or management knows current systems are overly complicated or too manual but don't know where to start?	<input type="radio"/>	<input type="radio"/>
	Sales team needs dashboards and a CRM system?	<input type="radio"/>	<input type="radio"/>
	Systems and processes could be further refined with automation?	<input type="radio"/>	<input type="radio"/>
Business Model	Is a B2B company that increasingly needs to interact with longtail customers digitally via automation?	<input type="radio"/>	<input type="radio"/>
	Online customer acquisition is an important part of the business, and the Company needs a partner who speaks that language?	<input type="radio"/>	<input type="radio"/>
	Has a distributed labor force that is difficult to manage via paper, phone and email?	<input type="radio"/>	<input type="radio"/>
	Is a distribution business that only does manual, ad hoc analysis on its large product and customer data sets?	<input type="radio"/>	<input type="radio"/>
	Is a manufacturing facility that needs better measurement and metrics?	<input type="radio"/>	<input type="radio"/>
E-Commerce is a 0-20% channel for the Company today but needs to grow significantly, or e-commerce is a 20%+ channel for the company today but needs to grow significantly?	<input type="radio"/>	<input type="radio"/>	
	Amazon is a new, potential disruptive channel for the industry and the Company needs to figure out the right strategy & tactics, or the Company has been selling on Amazon but needs more robust capabilities around management, optimization and expansion to other marketplaces?	<input type="radio"/>	<input type="radio"/>