

A photograph of three business professionals in a meeting, overlaid with large blue abstract shapes. The text is centered on the right side of the image.

Introducing Glomark-Governan and the Enterprise Value Creation™ Methodology



Glomark-Governan

Leveraging an *EVC PRACTICE* to assess the enterprise value of your projects and initiatives



“An Enterprise Value Creation (EVC) approach should be incorporated into the buying process as early and often as possible. This approach allows your organization to develop and adopt a process to objectively assess and evaluate any potential investment. Glomark-Governan combines the training, tools, and consulting support necessary to jumpstart and establish your EVC Practice.”

Todd Whittier, Director, Client Relationships, U.S. & Canada

Glomark-Governan is committed to helping end-users of technology and services around the world by partnering with you to provide the methodology, training, services, benchmarking research, and software tools necessary to assess, compare, measure, and **consistently communicate the enterprise value of projects and initiatives** to your executive management.

Glomark-Governan has enhanced and refined its Enterprise Value Creation™ (EVC™) Methodology for more than eighteen years, bringing to market **a proven, pragmatic solution** that allows your organization to effectively and consistently assess investments’ economic and enterprise value, define operational and economic benefits, assess the economic risk of not investing, and quickly create objective business cases for review with executive management. Glomark-Governan’s **three-pronged approach to assessing enterprise value**—expert training, robust tools, and consultative support—is unmatched in today’s marketplace.

Founded in 1992, and headquartered in Dublin, Ohio, Glomark-Governan has a global client reach that includes over 300 corporations around the world. Glomark-Governan’s global presence—with local consultants and experts in the United States, England, Spain, Italy, and Mexico—provides our customers with the highest level of support and commitment to assessing the enterprise value of their investments.

Our Value:

- Developing consistent and objective business cases by leveraging key elements of the EVC Methodology
- Using comprehensive training and techniques such as role playing and real-time instructor feedback
- Providing the flexibility to coordinate remote or on-site (customer or Glomark-Governan facilities) training
- Sharing best practices to adopt and manage an EVC Practice

EXPERTISE to refine your value assessment practice

“Internal investment decisions are only as good as the process in place for assessing and evaluating the enterprise value of a potential investment. With an EVC Practice from Glomark-Governan, organizations can develop a consistent and objective project value assessment, comparison, and measurement practice that links business, technology, and strategic area goals.”

Ruben Portilla, Director, Glomark-Governan Mexico

To effectively assess the enterprise value and return-on-investment of your projects and initiatives, it is critical that you properly equip your organization with the knowledge and expertise to **objectively and consistently assess the economic and enterprise value of all investments**. Comprehensive training around the concepts, tactical objectives, and strategic approach of assessing the enterprise value of new and/or existing investments will position your staff as a strategic partner in your organization.

Clients rely on Glomark-Governan to conduct comprehensive training sessions and prepare their organization to go beyond simple business- or technology-only project assessments. Our expert EVC trainers provide class participants with a full understanding of how assessing enterprise value “plugs-in” to your existing valuation process. Our EVC Practice training combines tactical and strategic enterprise value assessment learning, real-time instructor feedback and suggestions, and live role playing between managers and executive decision makers to **improve the objectivity of how new projects or existing assets deliver value for the enterprise**. Our expert trainers teach “non-financial” business professionals how to navigate through our proprietary toolset, and verse them in the EVC Methodology.

Glomark-Governan has expanded its EVC Practice training offerings to include **dedicated resources for both remote and on-site training**. This training provides you with the flexibility to arrange training for your organization in one, central location, or for individuals participating remotely. With in-depth expertise, our training team equips class participants with the necessary knowledge to go beyond assessing basic costs and benefits and **consistently examine the economic and operational impact of projects on the enterprise**.



INNOVATIVE TOOLS

for assessing enterprise value

“Companies must be able to consistently assess which projects or initiatives have the greatest impact to, and alignment with, their business, strategic, and technology goals. Clients rely on Glomark-Governan’s unique, robust suite of Genius® tools to facilitate this EVC Practice.”

*Javier Bardon, Director,
Glomark-Governan Iberia*

Our Value:

- Offering robust technical capabilities and features
- Providing easy-to-use tools to assess the enterprise value of new and/or existing solutions and services
- Standardizing the process of building project-specific templates, or boilerplate business cases, for use in your valuation practice
- Using the tools to collaboratively build an objective business case with your peers
- Reducing time to make “go/no-go” decisions by adhering to a standardized valuation practice

Partners increasingly turn to Glomark-Governan for the breadth and robust development of our continuously enhanced Genius® suite of ROI and business case assessment tools—ranging from simple business case tools that generate high-level business case reports using **pre-configured business case templates**, to comprehensive business case tools used to conduct ROI and financial tracking and measurement analyses. The Genius suite of tools enables our clients to **easily establish a practice for evaluating the economic and enterprise value of their projects or initiatives** .

Collaboratively building a high-level or complete business case justifying investment in a solution or project, positions your staff as an objective, strategic partner in the organization. Glomark-Governan has worked with end-users of technology and services throughout the world, and has licensed over 7,000 users of Genius tools. We partner with our clients to **improve their value assessment practice** by clearly communicating the benefits, operational impacts, and enterprise value of projects and initiatives.

Glomark-Governan continues to **meet increasing client demand** by enhancing the technical capabilities of the Genius suite. Genius tools users receive regular updates of their particular tool’s enhancements, as well as any upgrades to newly released versions of their tool.



CONSULTATIVE SUPPORT at every stage of your valuation process

“Clients draw on the vast experience and capabilities of Glomark-Governan’s global team of expert consultants to identify their Enterprise Value Creation objectives, and obtain proven, innovative, and pragmatic solutions to optimize the enterprise value communication with their executive management.”

*Ruben Melendez,
Founder, President & CEO,
Glomark-Governan*

Our Value:

- Availability of expert consultants in five countries around the world
- Conducting due diligence and gap analyses around your current valuation practice(s)
- Developing strategy and implementation plans to launch an objective EVC Practice
- Maximizing return on investment through periodic reviews of defined process
- Ensuring the enterprise value of your investments are communicated with your executive management
- Delivering third-party expert support in the most challenging project valuations

In an increasingly complex economic environment, evaluating the economic and operational impacts of new and/or existing projects on the enterprise is crucial to growing your business. Our expert EVC consultants know what it takes to help your organization establish and implement an Enterprise Value Creation approach throughout each stage of your existing buying process, **maximizing your return on investment.**

Establishing an enterprise value approach is critical to making sound, objective decisions. Focusing on the value solutions or services deliver to your organization will expedite the project approval process, as well as clearly **map technical features and capabilities to both business and technology area operational benefits.**

Clients rely on Glomark-Governan EVC Services to bridge the divide between their existing processes and a complete EVC Practice. Our expert consultants meet with your cross-functional organization leaders to perform a wide range of EVC Services , including **conducting process and strategy workshops to align an EVC Practice with your current valuation practice.**



For more information about Glomark-Governan, or to reach a Glomark-Governan Client Relationship Director near you, please visit www.glomark-governan.com



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