



Blue Strat Advisors

Digital Transformation | Technology | Strategy



Today, the alignment of technology and business strategy is critical but can be difficult to achieve

What's Driving The Need To Align?

- Need to digitally transform to stay competitive and grow revenues
- Need to scrutinize every step of the corporate value-chain to identify cost-savings
- Need to maximize operational efficiency and raise productivity – clean up the “mess” to increase effectiveness of existing resources

What Prevents Success?

- Neglected, aging systems that haven't kept pace with change
- Lack of integration between systems and across subsidiaries
- Little-to-no experience with digital
- Non-strategic approach to prioritization
- Technology staff that can't communicate effectively with the business

This Is Where Blue Strat Advisors Can Help

Blue Strat Advisors leverages broad strategic, technical and operational experience to quickly align all parties toward a common goal



Ownership: Board of Directors, Private Equity

- Looking for growth and profit
- Cautious about capital investments



Executive Leadership

- Charged with growth/profit targets
- Faced with the operational realities of the business

Blue Strat Advisors Value Proposition

- Skilled at navigating among constituents: Ownership, Executive Leadership and Technology across a broad array of industries
- Business & technology minded
- Results/solutions-driven
- Deeply experienced with front-end, back-end and digital technologies.
- More nimble and cost-effective than larger competitors

CIO, CTO, Chief Digital Officer

- Clean up the "mess", achieve operational excellence
- Increase efficiency, eliminate cost
- Digitally transform: Social, Mobile, Digital

What Can Blue Strat Advisors Do For You?

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1

CIO/CTO/CDO Advisory Expert Guidance

Blue Strat Advisors works with CIO's, CTO's, CDO's and your executive leadership to help drive a technology agenda that aligns with your company's business strategy.

Sample Projects Include:

- IT Effectiveness, Organization Structure & Design
- Insourcing vs. Outsourcing; Build vs. Buy; Cloud v. On-prem
- IT Strategy
- Budget Preparation/Review

2

Communication Present Technology Through A Business Lens

Blue Strat Advisors has years of experience crafting and presenting complex and often costly technical initiatives (e.g., cybersecurity, technical build-outs, capital investments) to executive leadership teams.

Blue Strat Advisors will work with your team to help frame the problem and help you gain the support and resources you need to make your initiatives a success.

3

Extensive Network Access To Experts

Blue Strat Advisors has cultivated a wide network of experts who can be brought to bear to solve your problems:

- Brand, web and graphic designers
- Social media strategy; influencer marketing and measurement
- Data and analytics
- Application development
- Systems integrators
- IT infrastructure

Our Perspective And Years Of Experience Can Help Put Your Technology Agenda On The Right Path

Blue Strat Advisors Has Done Work Across A Number Of Verticals

Verticals

- Consumer Products
- Industrial Products
- Consumer Services
- Financial Services
- Media & Entertainment
- Sports



Recent Clients



Work Is Impactful And Consistently Adds Value

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Recent Client Work...

- RFI for the launch of a new digital product including: concept creation, UX and multi-platform design and development.
- RFI for a social media measurement and analytics capability for the CMO of a client.
- IT assessment and effectiveness study for a large manufacturer of consumer products.
- Due diligence work on behalf of a PE firm pre-acquisition.
- New IT organization structure for a client looking to better align IT with its strategic vision.
- Board budget presentation on behalf of a new CIO to more effectively convey alignment with company goals.
- Strategic plan and pitch statement for a Media Industry software firm for the purpose of raising capital.
- Growth strategy for a startup in advance of funding.

...And Notable Previous Work

- Built ground-breaking, fan-facing, interactive products such as nba.com/ stats and NBA League Pass Broadband International.
- Created the largest network infrastructure in all of sports to power all content creation and distribution activities.
- Engaged in numerous insourcing and outsourcing projects in order to take advantage of economies of scale while increasing service performance and user-satisfaction.
- Moved numerous legacy systems to the cloud.
- Built the League's first cyber-security program.
- Increased the level of transparency and built a greater level of trust between IT and NBA business areas via the creation of business-area steering committees, consistent reporting and increased communications.



Company Background



Michael S. Gliedman
Managing Director
Blue Strat Advisors

- Michael S. Gliedman is a senior business leader with over 25 years of experience in technology, operations and management consulting.
- Prior to forming Blue Strat Advisors, he spent 18 years with the National Basketball Association where he was responsible for identifying and applying technologies to enhance the fan experience, technology strategy formulation, systems design and implementation and cyber-security for the league. He has built and managed multiple technology groups and developed strategies to obtain the highest value from technology investments.
- He has consistently pursued operational excellence and efficiency. He has partnered with business development teams on the sale and ensuing management of multimillion-dollar deals. He is recognized for strong team-building, coaching and mentoring skills along with excellent analytical, written and verbal communication skills.
- Prior to the NBA, he worked at Viacom and Booz, Allen & Hamilton.

Call Us When...

- 1 You want to change the way you do business and you need to understand your technology options.
- 2 You have a tough technology problem that you need to understand better (e.g., spending, project status, priorities, best path forward).
- 3 You need more insight into your existing technology portfolio.
- 4 Your technology team needs to better articulate a strategy or issue to management or ownership.
- 5 Your CIO/CTO/CDO needs an experienced advisor to provide additional perspective.
- 6 Your CIO/CTO/CDO needs access to proven third parties who can help drive a strategic project to a successful outcome.



THANK YOU

Drop Us A Line -- Getting Started Is Easy

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