



PROACTIVE, REACTIVE & PROCREATIVE (PRP) STRATEGIC MODEL

To add to the competitiveness of your business, Net Matrix introduces the PRP strategic model focused on a flexible IT environment. PRP consolidates Net Matrix' IP assets, solutions and services enabling businesses to unlock the potential of their technology investments.

Technological investments are often accompanied with Informational Technology constrains and challenges. Inflexibility and low response time significantly impact technical investments. This creates an overall vicious circle. IT investments are mandatory for sustaining the overall business and growth, however these add to the rigidity and inflexibility of existing operations. Most companies find themselves trapped in IT investments and desire change. This then leads to further investments in IT that fail to foster change.

To maximize your return on IT investment, the Net Matrix PRP strategic model helps to improve response time. PRP acts as a change stimulator that improves your business's reaction time and facilitates growth through strategic thinking.

The dynamic business environment mandates innovation to maintain competitive edge. Maximization of shareholder's wealth, strengthening product and service leadership and achieving overall performance significantly impact business dynamics. The Net Matrix PRP stimulates performance and improves overall excellence.

THE NET MATRIX APPROACH

The PRP strategic model is composed of three phases Proactive, Reactive and Procreative. We can think effectively by selecting an appropriate thinking pattern, to respond to the problem at hand.

At Net Matrix we isolate thinking from the implementation process. Most businesses consider the implementation processes simultaneously resulting in

an unconscious elimination of lucrative opportunities. By identifying the key problems through a strategic thinking process and then designing an appropriate implementation strategy, we identify the fastest and most efficient solution to your business problems.

Additionally the PRP strategic model focuses on resolving other related issues that may go unnoticed due to over concentration on the core issue. This is where the three fold approach comes into picture.

THE PRP FUNCTION

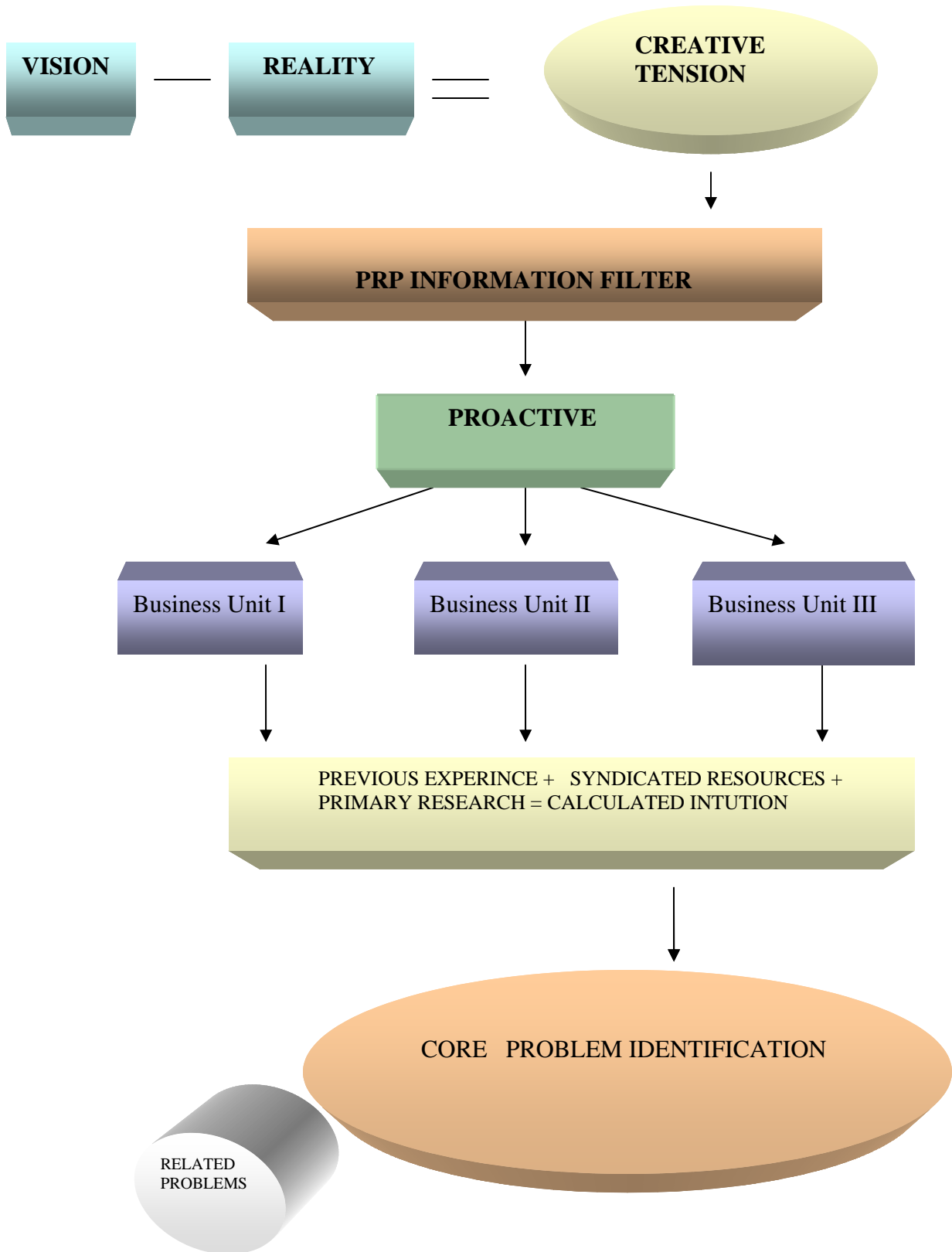
PROACTIVE: Intuitive conception is frequently recognized as Proactive Thinking, but intuition comes from accumulated experiences. At Net Matrix we believe that calculated intuition can eliminate a time-consuming logical causation process but is still based on an empirical mind set. Though most people define problem as the difference between ideal and existing scenario, the PRP model looks beyond this definition identifying the “creative tension”.

NORMAL PROBLEM IDENTIFICATION PROCESS



Creative tension is the difference between organizational vision and reality. Simply put creative tension results due to the difference between overambitious targets and the current scenario. Creative tension hampers the overall functioning of an organization leading to frustration and low moral.

PRP – PROBLEM IDENTIFICATION PROCESS - STAGE I



REACTIVE:

Causation is perhaps the analysis part of the Reactive approach. This is the most efficient business thinking method under a predictable condition. Once all facts and figures have been collected in the PROACTIVE stage, it is easier to make logical deductions and establish cause and effect relationships between problematic variables.

Usually the core problem has several related problems, the correction of which results in an overall error free business scenario. Net Matrix believes in the holistic approach rather than a piece meal system addressing only the problem in sight. A Whole view Logic Design helps to break the core and related problems into information cubes.

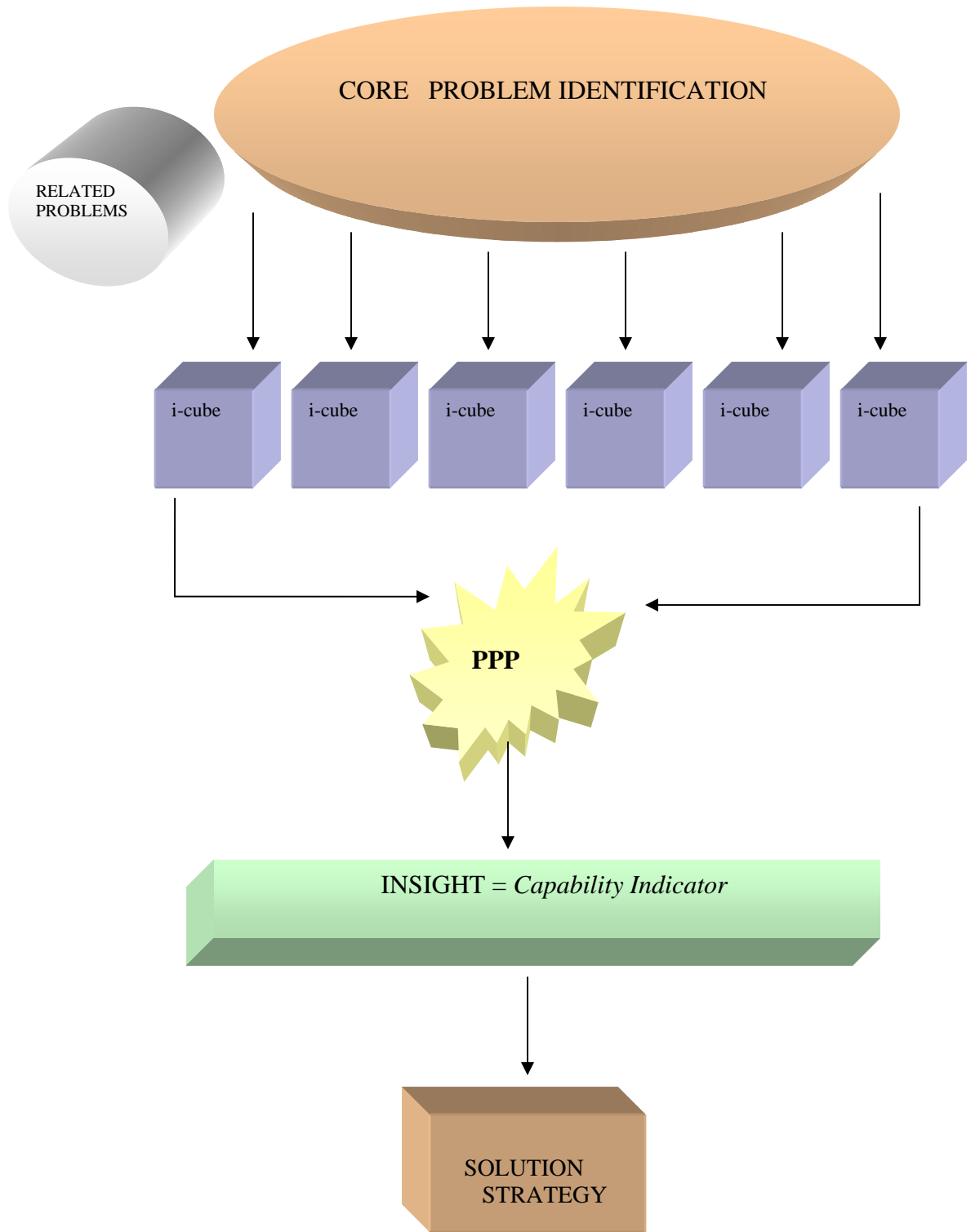
Each information cube is assigned to a specialist in that field to identify the scope of the problem. The scope of the problem helps to identify the most appropriate strategy in the light of three issues. Each specialist applies the PPP approach (Past, Present and Possible) to convert the information cubes into insights.

Insights are a clear indicator of capabilities i.e. they help to identify what can be done to resolve the problem, whether it has been done before and what aspects of the problem are beyond the scope of Net Matrix expertise.

This forms the basis for a planned strategy based on strategic thinking. Through this systematic approach, Net Matrix conducts a 180 degree inspection of your business thereby yielding smooth functioning of business functions. This not only helps improve the yield of your IT investments but also establishes the difference between good and bad investments.

PRP – PROBLEM IDENTIFICATION PROCESS - STAGE II

REACTIVE STAGE



PROCREATIVE-

Most Businesses indulge in large scale transformations without a strategic approach. Usually the core of most businesses is in the transformational approach. Transformations take inordinate time and are accompanied with long gestation periods. Results are usually not progressive thus making incremental investments harder thereby creating other issues. The Net Matrix PRP strategic model fixes the problem at its core and cleans up the mess caused in this process. Our detailed problem blueprinting procedure results in identifying the most appropriate strategy for the concerned problem.

The final fold of the PRP approach is the PROACTIVE phase or the project implementation phase. Each implementation is unique and tailor-made to fix the problem in a speedy fashion. This novel approach helps you establish measurable matrix for your ROI for each initiative. This not only creates cost utilities but also results increased savings that strengthen your future investment capacity. This innovative approach is a one stop solution to all your problems. Adoption our PRP strategic model also helps you increase your total revenues simultaneously reducing total costs, thereby improving Total profit. We guarantee improved profitability and an error free business.

PRP STRATEGIC MODEL - STAGE III – PROCREATIVE (Implementation)

