



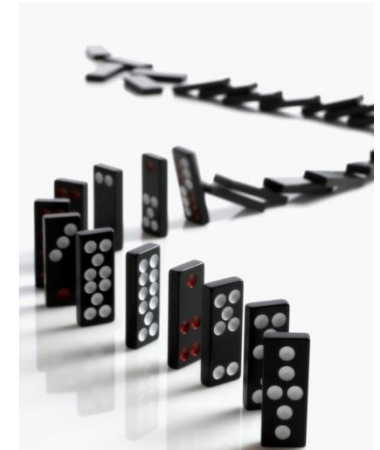
Company Overview

Background

Individuals, enterprises and governments are increasingly connected. That necessitates an integrated strategy for the definition, design, and implementation of ICT assets and resources.

ICT intuition is the product of a need to transform the ICT analyst role to better serve customers and industries as we create a connected global economy. ICT intuition provides access to ICT analysts with decades of experience defining, managing, and delivering the business, operational, and marketing strategies critical to communication service providers, utilities, government, and the vendors that serve them.

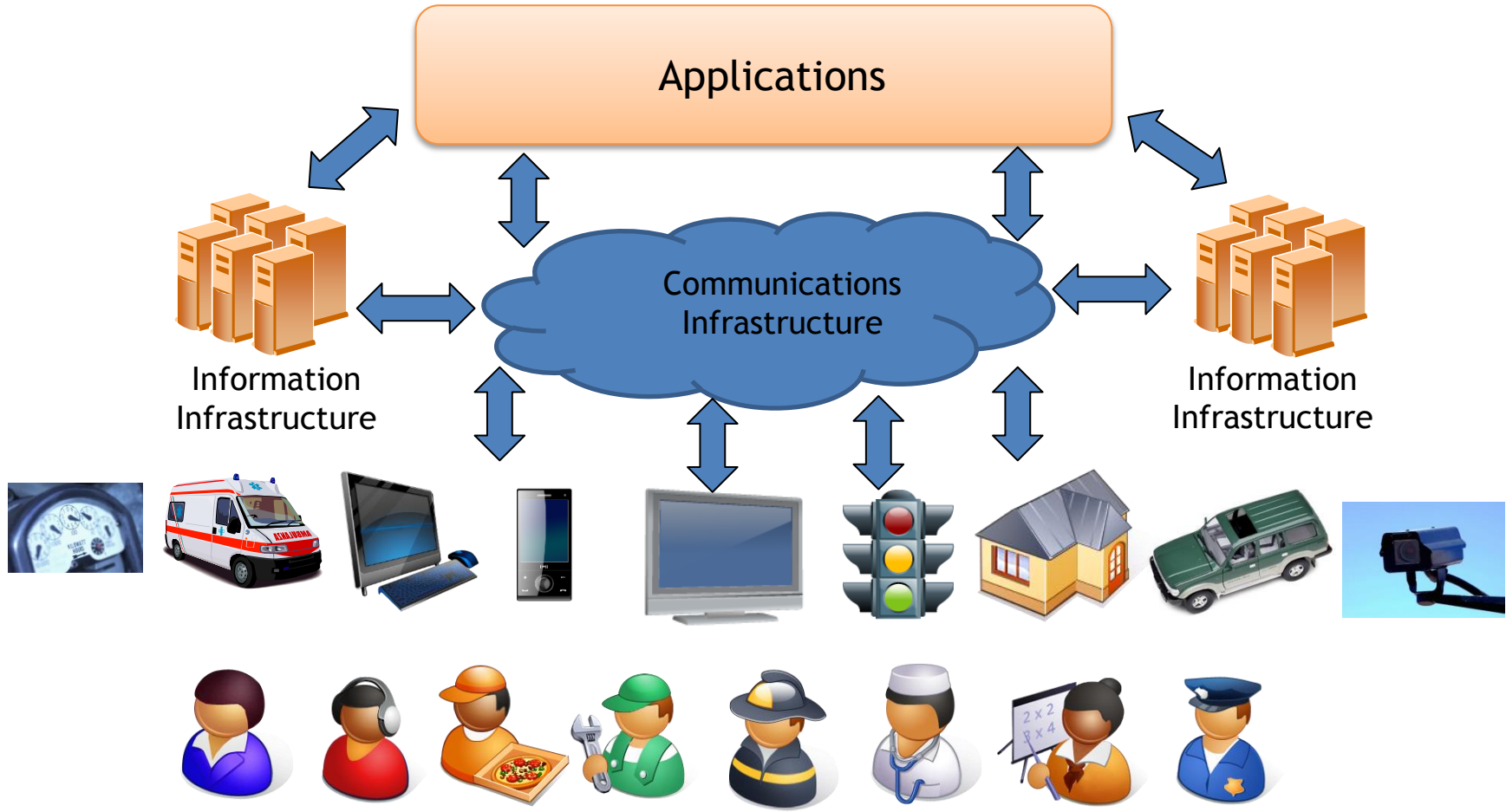
ICT intuition counts Software Market Insight and SmartEnergy IP among its partners in delivering unique customized strategy, consulting, and thought leadership to ICT hardware, software, and solution providers worldwide.



all.connected.



We Live in a Connected World



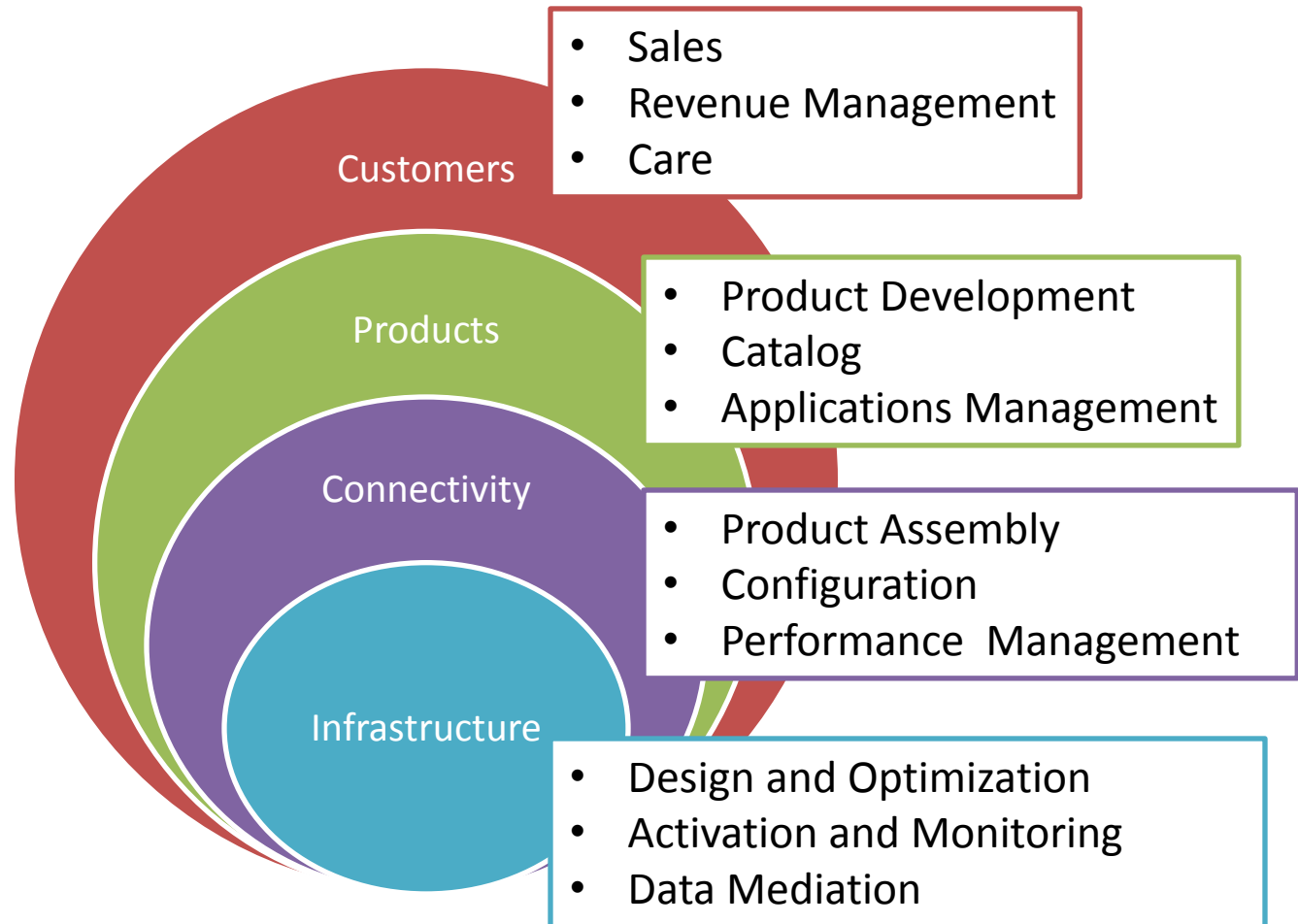
Creating a Connected Ecosystem

- Businesses of all sizes in all industries want to monetize connectivity
- Communication Service Providers (CSPs) are best suited to assemble a trusted ecosystem and deliver connected products to consumers and businesses worldwide
- Industry-specific applications create differentiation, not unique interfaces and protocols
- Visibility from the application to the device to the core of the network is the only way to ensure quality and reliability



- Gathering, correlating, and distributing data from the infrastructure enables everything from billing and customer care to performance management and security

ICT intuition Focuses on Connected Products



ICT intuition Partners With Customers



Strategy



Innovation



Execution



ICT intuition Delivers

Innovation Scouting

Thought Leadership

- Operational case studies
- Customer case studies
- Innovation strategies
- Lessons learned

Consulting

Strategy

- Go-to-market strategy
- Product strategy
- Program management
- Training
- Marketing tools

Tactical Intuition

Actionable Insight

- Taxonomy studies
- Trend spotting
- Process analysis
- Market analysis

ICT intuition



Nancee Ruzicka is President & Chief Strategist at ICT intuition. With 25+ years of experience in ICT engineering and operations, Ms. Ruzicka is a trusted advisor to executives in the areas of ICT strategy and planning, market research, product development, communications, and ICT solution integration. She has delivered strategic and tactical planning, technical and operational due diligence, process optimization, technology evaluation, and operational transformation to communication service providers, utilities, and the vendors that support them.

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