



For Immediate Release

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Dendog Strategy Insights® Launches New Business Development Service

New Service Delivers Structured, Agile Process Helping Clients Quickly Exploit New Market Opportunities

Smithtown, New York – October 1, 2019 Dendog Strategy Insights, a management consulting firm focused on strategic planning, new business development, content creation/marketing automation and technology sourcing support today announced the formal introduction of its New Business Development Service.

With dramatic disruption impacting the majority of today's industries, new business development has become of significant importance to companies of all sizes; especially companies with well-established product lines. As an indicator of the importance of new business development, consulting firm Innosight estimates that over 50% of today's S&P 500 will be replaced in the next 10 years if the current churn rate remains consistent.

"Companies can no longer rest on their laurels expecting that current products and services that have achieved success will continue to produce sustainable revenue and profit," said Holly Muscolino, vice president IDC. "Today's technology innovator can easily become tomorrow's where are they now story if they have not acquired the disciplines necessary to make new business development a part of corporate culture."

Dendog Strategy Insight's New Business Development Service is focused on assisting clients in building the disciplines needed to take an agile approach to new business development. Through a defined six step process methodology, the service provides clients with the structure, tools and templates needed to drive activities from new business ideation to business modeling to solution development and go-to-market launch execution. Process checkpoints help customers more quickly move from idea to revenue, minimizing investment risk while capturing a more rapid return on new business development and achieving the competitive advantage associated with time to market.

Customers utilizing the New Business Development Service gain the discipline and structure that make it possible to achieve business outcomes including, more effective management of idea creation, better use of investment dollars, and greater process agility and time to market

"The act of juggling day to day business management responsibilities while also looking for new business opportunities has become exceedingly difficult," said Dennis Amorosano, president and founder, Dendog Strategy Insights LLC. "Our New Business Development Service is ideally suited to helping clients of all sizes to take a different approach to business development positioning our clients to be disruptors instead of being disrupted."

Dendog Strategy Insights' New Business Development Service is available immediately. The service is typically delivered over a 12-16-week timeframe and offered on a per project basis. For customers desiring to further evaluate the service prior to engaging in a full project, telephone consultations and one-day workshops are also available.

Dendog Strategy Insights LLC is a management consulting firm focused on strategic planning, new business development and go to market execution. With nearly 30 years of technology marketing, sales, product planning, software engineering, professional services and technical support experience, the company focuses on providing clients with services in the areas of Strategic Business Planning, New Business Development, Content Creation/Marketing Automation and Technology Sourcing Support.

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