

CLIENT RHK Research

PROJECT Welcome brochure

OBJECTIVE

Welcome high-level executives to membership in exclusive strategic consulting service

BACKGROUND

As a consulting firm, RHK Research advises clients on strategic and regulatory issues facing telecommunications firms.

The RHK Executive Strategic Partnership program is the company's premier advisory services designed to offer Fortune 1000 CEOs access to RHK's most senior analysts.

PROJECT OVERVIEW

Because this program was created to connect RHK's analysts directly to client CEOs, this welcome brochure positions the ESP program as one that offers an exclusive level of benefits.

Designed to brief CEOs on what they can expect from the program, this brochure uses a variety of quotations that convey exclusivity and the benefits of advice from experienced analysts and consultants.



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See below to view all the pages in this brochure.


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Cover



Pages 2 & 3

 <p style="text-align: right;"> <i>A</i> businessman's judgment is no better than his information. [Robert P. Lamont] </p>	<p>Personalized guidance from trusted advisors. A premier level of access.</p> <p>The global telecommunications industry has become the center of a vast technology transformation. But competitive pressures and regulatory dynamics requires significant due diligence in creating a solid decision-making foundation.</p> <p>Who can you consult for vision, guidance, and a fresh perspective on your strategic opportunities?</p> <p>Welcome to the RHK Executive Strategic Partnership (ESP), a custom advisory service for a select group of senior telecommunications executives.</p> <p>As a member, you can benefit from a unique level of one-to-one access to RHK's most experienced advisors, all of whom provide expertise and insight far beyond what's available in the public domain.</p> <p>Your ESP membership will provide individualized guidance and counsel to help you meet your most critical strategic goals — today and well into the future.</p> <p style="text-align: right;"><i>A fully customized program to for meeting core strategic challenges</i></p>
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Page above enlarged

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[Robert P. Lamont]

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Who can you consult for vision, guidance, and a fresh perspective on your strategic opportunities?


Welcome to the RHK Executive Strategic Partnership (ESP), a custom advisory service for a select group of senior telecommunications executives.

As a member, you can benefit from a unique level of one-to-one access to RHK's most experienced advisors, all of whom provide expertise and insight far beyond what's available in the public domain.

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A fully customized program to for meeting core strategic challenges

Pages 4 & 5

 <p><i>If</i> I have seen farther than others, it is because I have stood on the shoulders of giants. [Sir Isaac Newton]</p>	<p>A unique view of your opportunities.</p> <p>The ESP program provides answers to critical questions on the best ways to leverage future opportunities. Drawing on decades of operational and technical expertise, our senior advisors go “beyond the numbers” to help you interpret the market dynamics and trends that could fundamentally change your business.</p> <p>Through one-on-one dialogue, we’ll give you an expanded view of the industry, your competition, and your customers. And armed with information we gather from our proprietary research, we can help you and your team:</p> <ul style="list-style-type: none"> • Look into windows of early-stage technologies to see hidden potential • Explore network transformation strategies • Understand “over-the-horizon” drivers that will influence your business • Examine liquidity trends that are driving the industry • Identify disruptive technologies that may change planning and direction • Acquire insights into demand drivers and their influence on traffic patterns <p><i>A 360-degree view of your business and its potential</i></p>
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[Sir Isaac Newton]

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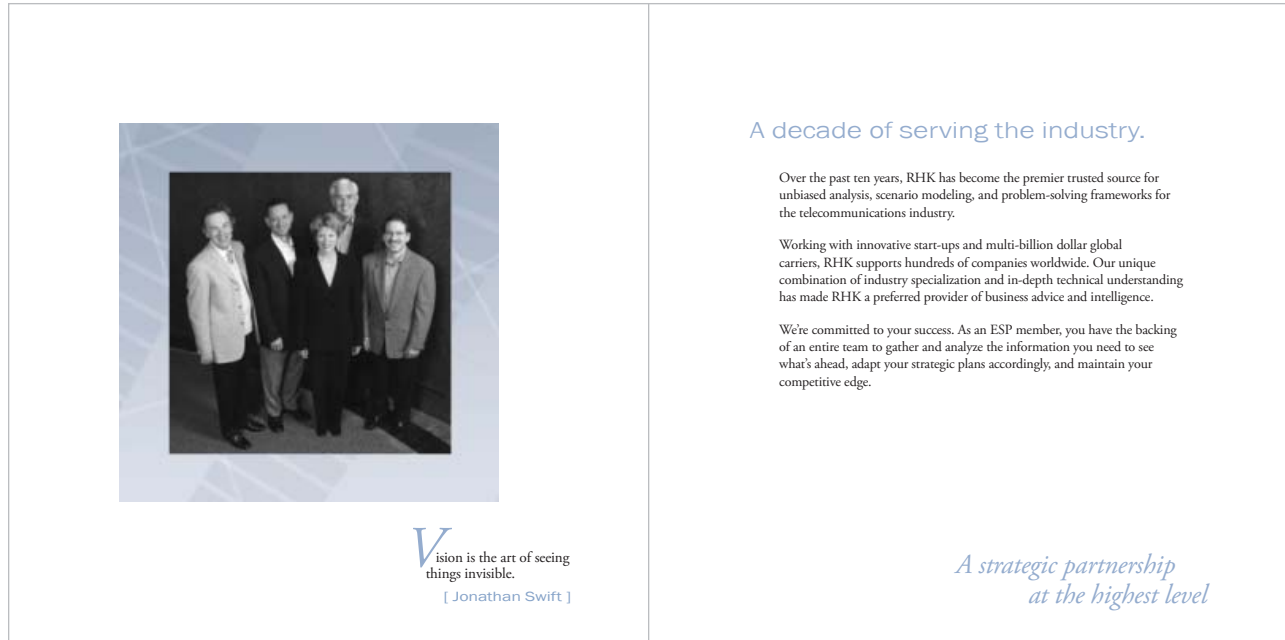
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- Explore network transformation strategies
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A 360-degree view of your business and its potential

Pages 6 & 7



Vision is the art of seeing things invisible.
[Jonathan Swift]

A decade of serving the industry.

Over the past ten years, RHK has become the premier trusted source for unbiased analysis, scenario modeling, and problem-solving frameworks for the telecommunications industry.

Working with innovative start-ups and multi-billion dollar global carriers, RHK supports hundreds of companies worldwide. Our unique combination of industry specialization and in-depth technical understanding has made RHK a preferred provider of business advice and intelligence.

We're committed to your success. As an ESP member, you have the backing of an entire team to gather and analyze the information you need to see what's ahead, adapt your strategic plans accordingly, and maintain your competitive edge.

*A strategic partnership
at the highest level*

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Pages 8 & 9



*O*n the clarity of your ideas depends the scope of your success.
[James Robertson]

Signature benefits of ESP membership

As a member of this unique CEO-only forum, ESP offers opportunities for consulting with RHK's senior analysts to benefit from:

- **Privileged access the RHK Knowledge Network**
Industry leaders and executives worldwide rely on this network for providing extensive depth of research and strategic analysis.
- **Rapid response**
As an ESP member, your senior advisor is only a phone call or email away.
- **A strategic partnership**
By integrating RHK's expertise into your enterprise, you can link our team directly into your strategic initiatives.

The ESP program is offered only to a limited number of CEOs — by invitation only — and provides an exclusive forum for connecting with other leaders and executives through a variety of special ESP events and activities.

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Pages 10 & 11



Pocket for additional inserts

Back cover

Quote reads:

"I do not believe that you can do today's job with yesterday's methods and still be in business tomorrow."

[Nelson Jackson]

