



Ephor Group Overview

Garry Meier founded the Ephor Group to apply the performance improvement methodologies and shareholder value enhancement processes developed over the past four decades.

Ephor Group is a boutique growth consulting and growth-capital investment advisory firm comprised of seasoned executives with a deep track record of transforming small business into an emerging platform or niche leader.

Ephor Group's team of consultants, executives, and investors combines cross-industry perspective with deep specialist knowledge.

Experienced, highly effective, and results-driven; our team combines over 120 years of domain, functional, and management expertise in our focus areas.

solving the value equation





Ephor Group Vision and Market Approach

While businesses are always growing and shrinking; resource constraints should not hold back emerging enterprises that have domain expert founders, proven and scalable customer acquisition and operational model, and attractive market landscapes.

Overtime, companies that focus on making decisions based upon valuation have more robust sales pipelines with shorter sales cycles, the entire workforce is productive and motivated, and the business model provides higher profits than competitors.

Most businesses over rely on the founders and referrals for new business and as they grow need scale and process efficiencies to avoid preventable growing pains. For example, when businesses expand to multiple locations analytics and a decision management system to guide daily choices are needed so that the system for making choices is not at random or based on gut feelings.

Penetrating the small and mid-market takes superior knowledge of owners' rationale, understanding of the inner workings of small businesses and decision making criteria of SMBs, and also a little voodoo. The voodoo is what Ephor Group calls 'Perform Business Process™'.

Many emerging enterprises have created businesses with raving fans, but need guidance and resource support to transform their small business into an wealth creating enterprises.

Moreover, capital and advisory services are needed to determine the most efficient method for growth: geographic expansion, growth capital, acquisition(s), merger, strategic partnering, and/or strategic alliances.

Ephor Group supports emerging enterprises with capital advisory, management augmentation, fast-growth experience, functional and domain expertise, defined customer acquisition and service delivery models, and economic cost structures that improve industry averages.





About Ephor Group

Ephor Group increases valuation for mid-market technology and service businesses. Our approach is proven, pragmatic, and performance oriented. Our proven methodology, the Perform Business Process™ fills in the gaps where expertise and capital are constraining the business. Ephor Group has a deep track record for creating intense wealth for founders and shareholders.

Our Focus & Value-Add

Ephor Group only works with technology and service based businesses that target the small and mid-market. We have a deep track-record of success in the BPO/Outsourcing, Healthcare, HRO/HCM, IT, FAO, CRM and technology sectors.

Ephor Group creates wealth for business owners, shareholders, and investors through our Perform Business Process™.

Methodology

The Perform Business Process™ was developed specifically for technology and service based businesses. It is a blue print for organizations to guide them to the next stage of their development by improving three business aspects strategy, tactics and operations. This three prong approach includes balancing stakeholders, operational and functional improvements, and formulating long-term vision.

Ephor Group's clients are notorious for above industry average returns, robust distribution and business development capabilities, and scalable processes and measurement systems.

Background

Ephor Group founder, Garry Meier, initiated his consulting practice in 2001 following two successful public company CEO assignments and little beach time. Over his thirty plus year career, Mr. Meier has been an operator, investor, and consultant to numerous successful BPO, HRO, and technology businesses. Mr. Meier founded the Ephor Group to share his proven management methodologies and expertise. Today, Ephor Group is a boutique firm that invests in emerging business focused on the mid-market.

Getting Started: Ephor Group Assessment Process

Ephor Group initiates every engagement with a detailed inventory of the business which we call an Assessment. Ephor Group first identifies the underlying issues fundamentally constraining emerging businesses. An action plan is then developed to provide clear roles within a structure matched to the size and needs of the business (accountability), articulates a compelling vision for the future (direction), and develops an environment that supports the employees (culture). Applied using the Perform Business Process™ dynamic results are realized.

Our research and experience have taught us that our Perform Business Process™ compliments businesses current competitive advantages and helps shore-up non core areas such that the organization outperforms its industry peers and achieves higher than average returns.



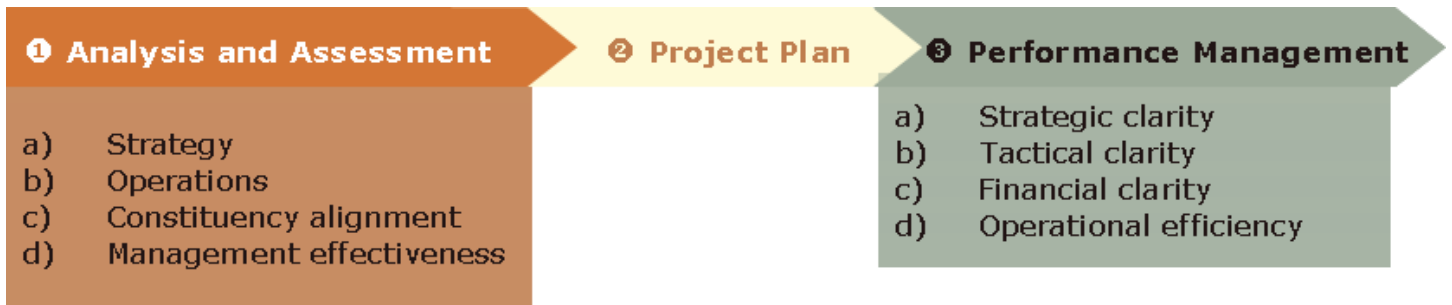


Perform Business Process™

The goal is sustainable strategic and operational improvement. The Perform Business Process™ was developed specifically for private technology and service based businesses to increase shareholder value. It is a blue print for organizations to lead them to the next stage of their development by improving three business aspects, strategy, tactics and operations, that are often out-of-alignment.

This three prong approach includes balancing stakeholders, multidisciplinary and functional improvements, and formulating long-term vision.

Perform Business Process™



Characteristics of businesses that Perform Business Process™ was designed for include:

- ☑ Change is not easily accepted by the organization
- ☑ Customer acquisition costs are excessive
- ☑ External factors and macro-economics drive the competitive environment
- ☑ Long-term value can be impacted by strong desire for immediate results
- ☑ Profitability is generally driven by mass and density inside geographic markets
- ☑ Sales process is based on availability of resources and labor market
- ☑ The cottage nature requires “high touch management”

The objective of implementing best practices for technology and service based business performance are to:

1. **Increase near term earnings** and the EBITDA generating capacity of the business within current economic conditions;
2. **Develop long-term operating infrastructure** to ensure performance is maximized, and scalable; plus
3. Position the company to attract an array of strategic alternatives for **value realization** i.e. wealth creation for owners and equity shareholders.





About the Founder: Garry Meier

Garry Meier founded the Ephor Group to apply the performance improvement methodologies and shareholder value enhancement processes he and his associates developed over his thirty-three year career to a diverse group of technology and service companies.

Mr. Meier is highly recognized as an industry thought leader in the business and technology services arena as well as the outsourcing sectors. He is a noted speaker on strategic effectiveness, value creation, industry trends, capital appreciation, performance improvement, outsourcing, and customer satisfaction. Additionally, he is an advisor to private equity and venture firms on their investment strategies and portfolio companies.

Garry currently focuses on providing board, institutional investment, and C-level guidance to maximize strategic, operational, and equity effectiveness for mid-cap technology and service companies.

“Service organizations maximize shareholder value when strategic clarity, tactical clarity, management and financial engineering are all in alignment.”

- Garry Meier, HRO Strategic Issues Forum May 2005.

Garry Meier Background

Thirty-plus years of strategic management, P&L management, investment banking, institutional investments, and operating company experience with broad depth of knowledge, and expertise in technology & service companies including:

Operational & Executive Assignments

- SmartTime Inc., Interim CEO
- Outsource International Inc, CEO
- Med Physician Services, COO
- Global Integrity Outsourcing, President/CEO
- Technology Service Solutions, COO
- Automated Information, President/CEO
- FFMC, Corporate Development, M&A
- Edward Jones & Company, Partner
- IBM Corporation, Corporate Development

Board of Director & Advisory Assignments

- Certus Corporation, Director
- CentriconHRA, Chairman/Director
- Latin American Card Services, Chairman/Director
- Baird Capital Partners, Advisory Board
- Baird Venture Partners, Advisory Board
- Global Integrity Outsourcing, Director
- Outsource International, Chairman
- Personalogy, Chairman
- Workplace Solutions, Chairman
- TalentTree, Chairman
- SmartTime Inc., Chairman
- The Capstreet Group, Advisor
- Economic Development Authority Board, State of Missouri, Director





About Charles Bedard

Charles Bedard heads Ephor's SMB Outsourcing and Revenue Practices. Charles also shepherds client's growth strategies and leads corporate development initiatives.

He has served as the VP of Marketing and Sales for multiple HRO, HR Technology, IT, CRM and Marketing Service, Workforce Management, and BPO companies. For the past five years, he has released quarterly survey findings and reports focused on improving small and medium businesses. These reports have been downloaded by thousands of small businesses every year.

Charles Bedard is a driven business leader with proven ability to facilitate profitable strategies for B2B companies. Experienced in developing markets and businesses, Charles has extensive knowledge in management consulting and business development. His primary fields include market research and planning, Internet marketing, and sales and channel management.

Prior to Ephor Group, Charles led the services division for a marketing consulting firm. Responsibilities included staffing, training, and performance management as well as lead consultant and project manager.

Previously, Mr. Bedard held numerous positions ranging from marketing to operations to business development with emerging companies. He has earned his Bachelor of Arts from Southwestern University and his Masters of Business Administration from Texas Christian University.

Charles Bedard Background

- Led corporate development including new product, service and geographic expansion efforts for outsourcing firm
- Doubled sales at HR firm in less than 9 months while implementing repeatable and scalable business development system with less than 20 percent cost-of-sales
- Researched, identified, and created product roadmap, message and business plan for assessment firm that transformed market unknown with zero sales to market thought-leader with 800 member community of active prospects in six months
- Developed lead nurturing program resulting in creating 30,000 member active prospect community which led to \$7.7M in new sales in twelve month timeframe
- Consulted on technology systems and implemented best-in-class marketing and sales processes and infrastructure for over forty companies
- Analyzed, consulted, implemented and managed marketing and sales infrastructure and programs leading to 400% return on investment for HR firm
- Led executive and sales retreat to facilitate business goal alignment and developed communication pathways resulting in a 52% increase in sales the resulting quarter
- Implemented retention and up sell campaigns for outsourcer leading to double digit sales growth
- Grew B2B marketing and sales consulting firm from two to thirty FTEs and four times revenue growth





About Ephor Group

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Looking for a speaker or have a question about one of our team members? Contact us at [ephor\[at\]ephorgroup.com](mailto:ephor@ephorgroup.com).

