OTCR CONSULTING

An Introduction to OTCR

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The Two-Fold Mission of OTCR Consulting

First, to help our clients make significant, sustainable business and technology improvements

Second, to prepare our students to be successful leaders now and throughout their careers

Client Service

Founded in 2000, OTCR has completed over 150 successful projects with a wide variety of clients including:

- Fortune 500 corporations
- Non-profit organizations and UIUC units
- Technology entrepreneurs & start-ups

OTCR provides consulting services including business strategy, technology strategy, and technology development.

Student Development

We believe that supplementing rigorous academics with real-world work experience accelerates students' learning and professional development. We provide:

- Extensive training
- Hands on work experience
- Corporate sponsored workshops
- Accelerated leadership opportunities
- Networking with a strong alumni base

By matching the highest performing students with the most challenging real-world problems, OTCR creates unparalleled value for clients and invaluable experience for students.

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Our People

Highly Qualified

- OTCR encompasses 50 members led entirely by a student partner team
- Average GPA: 3.71/4.00
- Rigorous interview process resulting in a 8% acceptance rate

Diverse Backgrounds

- 15 different majors in:
  - 49% engineering
  - 46% business
  - 5% other

Recent Full-Time and Internship Placement

BAIN & COMPANY   Google   Goldman Sachs   McKinsey&Company   Abbott   BCG

Deloitte Consulting   Microsoft   NASA   GALT & COMPANY   bp   UBER

START UPS   KPMG   BOEING   JPMorgan   CAT   pwc

OTCR students are top academic performers, have outstanding professional experience, and are eager to solve your most challenging business problems.

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Our Services

OTCR has completed over 150 successful engagements spanning a variety of industries and functional areas. Below is an overview of some of our common service offerings.

Business Strategy and Operations

- Industry or market trends analysis
- Marketing strategies
- Growth strategies
- Product Validation
- Operations analysis and improvements
- Partnership strategies
- Competitive analysis
- Market Entry

Technology Strategy

- Product development
- Launch strategy
- Technology commercialization
- Digital marketing strategy
- Technology trends analysis
- Tech start-up business plan development
- Social Media Services

Technology Development

- Website development
  - Front-end
  - Back-end
  - Intranets
  - Many different frameworks
- Database design
- Mobile development
- MS SharePoint development

OTCR students are driven, intelligent, and have access to the best resources. We are ready to do the research and develop the capabilities that are necessary to provide value to our clients.

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Client Testimonials

"[OTCR] provided valuable insight on market segments we should target, and implemented a beautiful website design...these aren't college students, they are consummate professionals who know how to execute." –Kyle Cushing V.P. of Operations ClearContract, Former Consultant at Deloitte Consulting

"The consultants were very open to feedback and hungry for success.. smart, hardworking, and single-minded consultants who would definitely bring value to any organization."
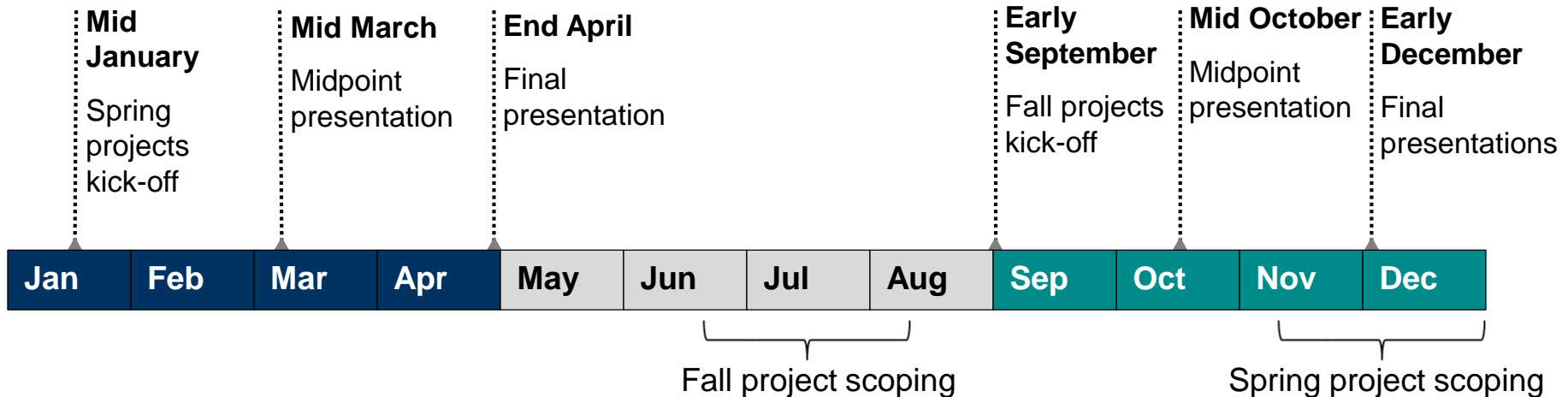- Rana Kundu Big Data Initiative Manager, Yash Technologies

"The presentation and model the team created was no different than what I would see from McKinsey or Bain. OTCR quantified the opportunity of entering a new service line, outlined competitive dynamics and statistically modeled the best leads to pursue."
-Hunter Davis CEO PromptMed Urgent Care, Former Investment Banking Analyst at Goldman Sachs

Project Logistics

Project Timelines

Spring Semester Project

Fall Semester Project

Mid January

Spring projects kick-off

Mid March

Midpoint presentation

End April

Final presentation

Early September

Fall projects kick-off

Mid October

Midpoint presentation

Early December

Final presentations

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Fall project scoping

Spring project scoping

Project Teams

- 1 Engagement partner
- 1 Project manager
- 4-6 Consultants
  - Interests and capabilities aligned with project
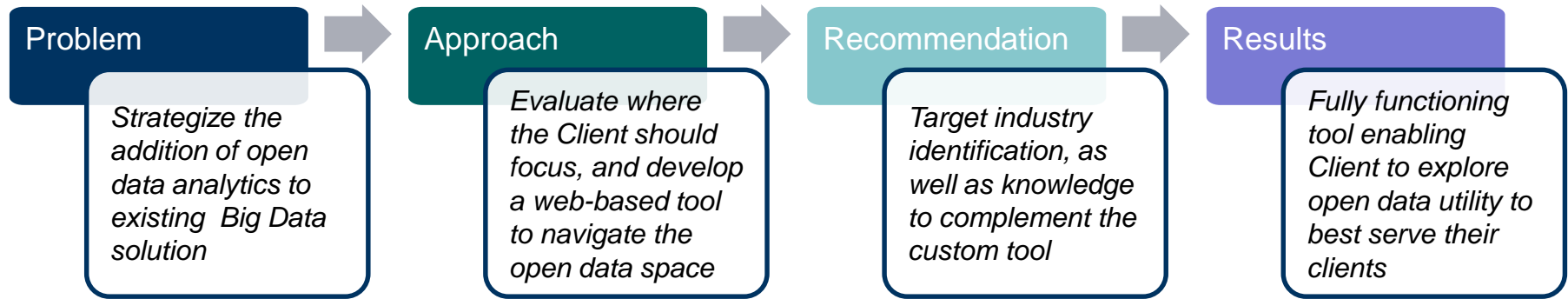- Approximately 350-500 man hours per semester

Client Engagement

- 1-3 hours / week time commitment
- Client Calls
- Data Collection
- Presentations
  - Kick-off call
  - Midpoint update
  - Final presentation

Donation

- No charges or fees
- Target donation is agreed upon before project begins
- Not obligatory, only **based on project team performance**

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Technology Co.
Leveraging Open Data to enhance client's Big Data Analytics solution

Problem	Approach	Recommendation	Results

Strategize the addition of open data analytics to existing Big Data solution

Evaluate where the Client should focus, and develop a web-based tool to navigate the open data space

Target industry identification, as well as knowledge to complement the custom tool

Fully functioning tool enabling Client to explore open data utility to best serve their clients

Client:
Technology Co. is a global technology services company providing enterprise solutions and services, proprietary best practice offerings, strategic application and maintenance outsourcing, as well as consulting and integration services to clients across five continents.
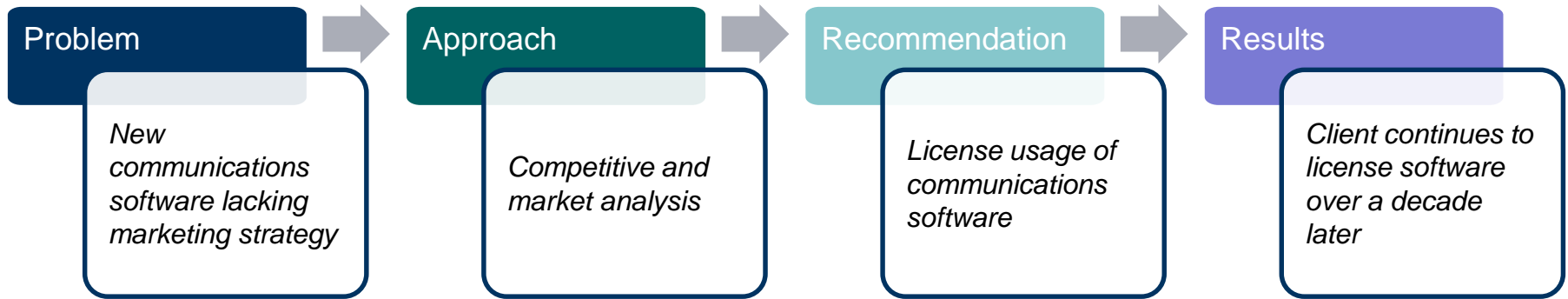
Problem:
The client engaged **OTCR** in order to better understand open data analytics and its nuances over a wide array of target industries and to create a plan of action in appending open data analytics to its existing Big Data Analytics service offering.

Solution:
OTCR worked with the Client to comprehensively evaluate open data analytics' applicability within all the industries in which the Client operates, tailoring the final solution to industries with the highest returns. **OTCR** also equipped the Client with a custom web-based tool to monitor the Open Data space, enriching the discussion between the Client and their existing and potential clients.

OTCR's expertise enabled the project team to deliver a fully functional tool to the Client, as well as recommendations on industries to focus on. **Technology Co.** has effectively used the tool and strategies provided on their existing engagements and to prepare for meetings with prospective clients.

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Defense Co.
Emerging technology: marketing and product placement strategy

Problem	Approach	Recommendation	Results
New communications software lacking marketing strategy	*Competitive and market analysis*	*License usage of communications software*	*Client continues to license software over a decade later*

Client:
Defense Co. is US-based, Fortune 500 research entity with significant operations as a contractor for the US government. Its science and technology research also has significant application in the energy, environment, infrastructure, and health segments.

Problem:
The client had recently developed a new software capable of mapping radio wave propagation and sought the most competitive application of the technology and sales method.
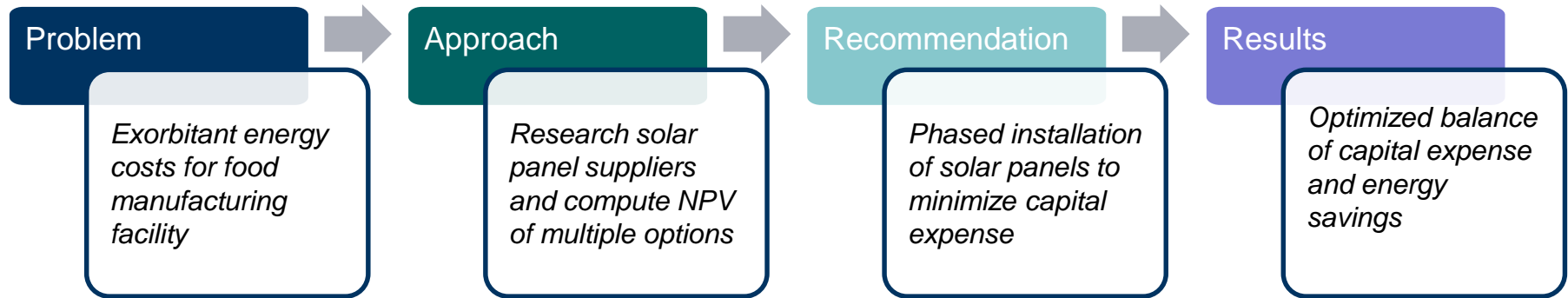
Solution:
With input from the client regarding technology capabilities and organizational goals, **OTCR** quickly identified the most realistic application of the software in the cell phone infrastructure market.

At this juncture, the team was able to assess the competitive landscape of the technology in the cellular communications market. After exploring market demand for the technology and existing, competing solutions, the team recommended to **Defense Co.** that the product be offered as a licensed software suite. The software suite continues to be sold as a license, now years later.

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BigFoods Co.
Solar technology reduces energy costs with minimal capital

Problem	Approach	Recommendation	Results

Exorbitant energy costs for food manufacturing facility

Research solar panel suppliers and compute NPV of multiple options

Phased installation of solar panels to minimize capital expense

Optimized balance of capital expense and energy savings

Client:
BigFoods Co. is a leading foods manufacturer and distributor with a large packaging plant in the Central Illinois region. This massive operation handles a significant amount of the firm's national manufacturing volume.
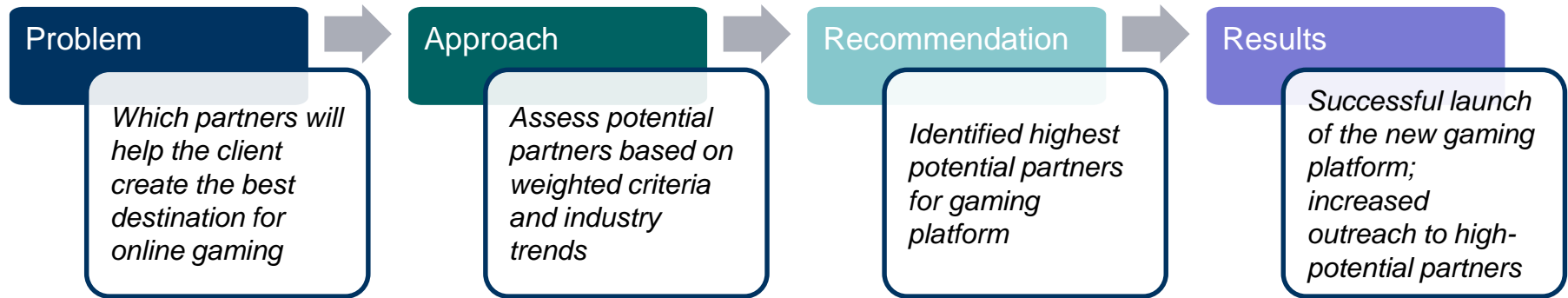
Problem:
Due to their volume of production and expansive facility, **BigFoods Co.** purchases over 80 million kilowatt-hours of electricity to operate and cool their Central Illinois plant. The client hoped to utilize "green" technologies to lower these substantial utility costs.

Solution:
OTCR determined that **BigFoods Co.** had vastly underutilized roof space and identified solar panel technologies as the most economical option for this space. After researching various solar panel suppliers, **OTCR** found the most cost effective supplier for **BigFoods Co.**

To install the solar panels, **OTCR** modeled the capital expenditures against the solar power production benefits for various configurations. To minimize capital costs while maximizing the utility savings, **OTCR** designed a three phrase installation process that would match **BigFoods Co.'s** desired rate of return for the project over a several year period.

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Internet Co.
Comprehensive Market Scan for Online Gaming Partners

Problem → *Which partners will help the client create the best destination for online gaming*

Approach → *Assess potential partners based on weighted criteria and industry trends*

Recommendation → *Identified highest potential partners for gaming platform*

Results → *Successful launch of the new gaming platform; increased outreach to high-potential partners*

Client:
Internet Co. is an internet service provider and internet content company. Over the past five years it has become heavily dependent on advertising revenue. To aid in the growth of advertising revenue, the client acquired an online gaming company.

Problem:
In order to increase the advertising revenue on the gaming website, the client made an effort to modernize the website's development platform. The client came to **OTCR** to help build interest in the new development platform, specifically to identify potential partners for the website and development platform.

Solution:
The **OTCR** team identified over 100 potential partners in social gaming, distribution, development and monetization. The team developed detailed evaluation criteria and conducted industry trends research to rank each of the potential partners.

After a discussion with client leadership, the team created a short list of potential partners and recommended a suite of partners to the client. The recommendations were supported by data collected by the team and professional research, and they were largely implemented by the client.

Please contact Ronen Volchek at Ronen.Volchek@gmail.com for project inquiries.