

# zirous

VALUE STORY



In today's rapidly shifting IT landscape, failure to differentiate a product or service offering will typically result in a failed effort, brand, or company. It can take years to determine a true differentiation point between yourself and your competitors. At Zirus, we've gone directly to the best source, our customers, to find out what exactly sets us apart from other consulting companies.

Our clients tell us that:

ZIROUS PROVIDES LOCAL AND ACCESSIBLE EXPERTS THAT FIT COMPANY CULTURE.

ZIROUS IS A PARTNER WHO UNDERSTANDS THEIR BUSINESS BETTER THAN THEY DO.

ZIROUS IS STRATEGY-FOCUSED AND NOT AFRAID TO CHALLENGE THE STATUS QUO.

We're proud of these value statements and attribute them to be the reason that 73% of our customers in the last year have renewed or extended their engagements with us. Zirus is thrilled to be able to provide these examples from our valued clients.



# ZIROUS PROVIDES LOCAL AND ACCESSIBLE EXPERTS THAT FIT COMPANY CULTURE.

In one instance at a Fortune 500 Financial Services Company, Zirous was initially passed over as the head consulting firm for a large project. The company's Assistant Director of IT who made the decision talked about why they reconsidered and decided to insert Zirous into the project after realizing the original consulting firm wasn't meeting their needs. She described how even though the 'big four' firm had many resources, they weren't as knowledgeable as Zirous' team. The expertise from Zirous outweighed any of their concerns about depth of resources from a smaller firm.

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At the same Fortune 500 Financial Services Company, the Assistant Vice President of IT told Zirous that what makes us different is the fact that we're local and available to communicate in person. He noted this allows him to build trust and confidence with our resources, which is what his company's culture and values are all about - a close community of people working together to improve the business.

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For a Midwest Energy client, the cross-functional team that Zirous provided, plus the standards-based processes we brought to the table, stood out from other contractors they had engaged with previously. In their experience with larger consulting companies, they were pitched resources as leads, but many were not experienced enough to complete the scope to a high enough standard. This client added that the bait and switch method doesn't occur with Zirous resources.

-Integration Architect, Midwest Energy Corporation

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“**technology partner  
that's similar in culture**”

“Zirous is a solid, Oracle-focused technology partner that's local and similar in culture to us.”

-IT Development Manager, Midwest Window and Door Manufacturer

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The Manager of IT Services at an Environmental Energy and Renewables Company stressed Zirous' local presence and ability to approach conversations and projects from a strategic level. He said that having a consultant that's been consistently present in both their decision making process and in implementation is vital to providing that strategic partnership they are looking for.



# ZIROUS IS A PARTNER WHO UNDERSTANDS THEIR BUSINESS BETTER THAN THEY DO.

One Director of IT from a State Government Agency spoke highly of the Zirus team and repeatedly stated the fact that our Zirus resource probably knows certain aspects of their business and how it functions better than their internal staff.

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“Zirus is a consultant - not a contractor”

“There’s a major difference between hiring a contractor and hiring a consultant. I see Zirus falling into the consultant category.” This client added that Zirus knows better than they do what’s best for their company based on requirements and goals.

-Assistant Director of IT, Fortune 500 Financial Services Company

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Manager of Analytics at a Global Engagement Solution Provider stated that the biggest positive from her perspective was Zirus’ ability to come in and push them to simply get started. Getting Zirus’ technical team in front of their internal leaders showcased our knowledge and ability to set the roadmap to reach their future goals.



# ZIROUS IS STRATEGY-FOCUSED AND NOT AFRAID TO CHALLENGE THE STATUS QUO.

Manager of IT Services from an Environmental Energy and Renewables Company said that he feels Zirus always has his company's best interest in mind. But, our resources aren't afraid to have healthy, respectful debates about topics that will impact their business in order to figure out how to get it right.

“Zirus has the company's best interest in mind”

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After multiple projects with a Midwest Window and Door Manufacturer, the IT Development Manager thinks of us as a trusted advisor who he's able to go to for the truth, not to simply push for more work. He feels we'd recommend the best fit for his company, no matter the situation or how it may affect the amount of work Zirus is contracted for.

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One Bureau Chief at a Public Safety Agency referenced Zirus' flexibility and agility. Especially valuable to him is Zirus' ability to understand instances when he wants our consultants deeply involved in decision making, versus instances when he wants our consultants to step back and let his internal team make decisions.

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“Zirus has a full package offering”

This client stressed Zirus' 'full package offering,' including the high-level strategy, and ability to suggest where they need to go in order to stay abreast of the latest technologies and processes.

-Director of Business Systems, Midwest Energy Corporation



## WHY CHOOSE ZIROUS?

We hear directly from our clients that Zirus is a local, accessible, partnership-driven company who is focused on strategy and seen as a thought leader. Our consultants get to know a business inside and out, and their opinions are valued in the planning phase all the way through implementation. This is value that we strive to provide to each and every client that we meet. We'd be honored to provide your business with the same value if you choose to work with us.

