



Advisory Services Overview

Founding partners Frank Albi and Scott Goemmel have a combined 65+ years' experience in the IT Channel. We have owned, grown and profitably exited businesses in this industry – driving best in class results and valuations. In that time, we have interacted with thousands of business partners and served and chaired numerous industry boards. A&G is now a niche group of experienced IT Channel executives who have chosen to invest their time in helping our peers in the industry. The team is comprised of past CEOs, Officers, Senior Sales and Service Executives, as well as CFO resources who provide expertise and experienced advice to clients in all areas of the business.

A&G was established to help partners learn “*The How*” in effectively building and growing sustainable business value. Frank, Scott, and all other team members share common values and a passion for our client’s success. Through our proven methodology and suite of proprietary tools, we accomplish driving revenue, increasing profitability, and ultimately increasing business valuation. All of our programs are designed *to teach and hold our clients accountable to results*.

Today, the impact of subscription and annuity models represents a significant change in the underlying economic drivers in the industry. Drivers that most have relied upon since their inception. A&G is in the unique position of working with 100’s of Channel Partners each year, while also reviewing several hundred financials on behalf of investment bankers and private equity investors. Our observations remain constant – the majority of the channel has not optimized their business model and are now faced with a need to both optimize and *Pivot* to an increasing annuity model. The A&G methodology and tools are designed to quickly identify and teach partners **how** to address the critical areas of their business required to achieve the success each owner desires.

A&G Methodology

We teach our clients to achieve sustainable and profitable growth by helping them gain clarity as to the ownership’s required outcome and then define the focus and execution plan needed to achieve their goals. When engaged with clients 1-on-1, we work together to analyze and address every facet of their business, helping them with the discipline and accountability needed to *Pivot* with these critical industry changes.





The approach always begins by establishing a clear ownership outcome, defined in both financial and timeline terms. Once complete, our tools define a realistic *Pivot* for each client that includes financial modeling, the services strategy, and the sales strategy. By following our proven methodology, clients achieve profitable transformation.



Services Overview

A&G is a unique niche advisory firm, with services specific to IT Channel Partners. Across all offerings we analyze and make recommendations in all areas of the business, including our best practices for financial modeling, people alignment, compensation, critical performance indicators, industry benchmarks, among many other areas. Then we turn to **The How**, enabling our clients to get the impact they require. The services are organized into the following offerings:

- Business Workshops
- 1-on-1 Coaching
 - *CEO, Sales, and Finance*
- Leadership Development Groups
 - CEO, Sales, Service, Finance*
- Board of Directors
- Business Assessments
- Business Valuations
- Merger & Acquisition Readiness

Common Client Results

A&G chooses our clients based on our assessment of the owner's ability and desire to transform the business. When clients embrace the methodology and lead with discipline and focus, they experience at least 25-50% margin growth, 100%+ earning growth, and 100%+ valuation growth within 9-24 months. A typical mid-sized client often realizes at least \$1M in earnings improvement, resulting in a minimum \$5M in additional company valuation.

For more information, please visit our website at www.agadvising.com or contact either frank@agadvising.com or scott@agadvising.com.