




2016 Pyramid Plan



Catapult Systems

S.W.O.T. Analysis

Strengths	Weaknesses	Opportunities to Exceed Plan	Threats to Making Plan
Microsoft expertise	Haven't fully embraced One Catapult	Project Connect - the Catapult version	Low unemployment/hot market
Managed Services	Playbook execution	AWS and Nintex partnerships	Oil and gas industry weakness
Solution as a Service vision	Some markets not at critical mass yet	Grow monthly recurring revenue streams	Microsoft not winning against their competition
Tenure in our markets/financial strength	Our website (will be revamped in '16)	Cloud leadership	Economy/election year
Catapult culture	Leadership and management development	More/better digital marketing	Inability to adapt to Microsoft changes

Core Values Forever	Core Purpose (Why) 10-30 Years	Mission (Where) 5 years	Strategies (What) 1 year	Tactics (How) Quarter	Scripting our Critical Moves Year	Theme Year																																																																																																											
<div>ACCOUNTABILITY Accept responsibility and ownership. Do what you say you're going to do.</div> <div>PASSION Love what you do. Show enthusiasm in relation to work.</div> <div>INITIATIVE Be proactive. Make it happen. Innovate.</div> <div>TEAMWORK Work together. Assist others. Share information.</div> <div>AGILITY Adapt and respond quickly. Embrace change.</div> <div>FUN Maintain a positive attitude. Contribute to a fun work environment.</div> <div></div>	<div>Core Purpose</div> <div>To build a great company, to create a desirable place to work, and to have a positive impact on our clients through the innovative use of technology.</div> <div>Envisioned Future</div> <div>Will be a global leader in providing "connected" technology solutions offering our clients both consulting services and consumption based solutions</div> <div>Actions To Live Values, Purpose, BHAG</div> <table><tr><td>1</td><td>Continued development and growth of our people</td><td>LC SH</td></tr><tr><td>2</td><td>Attract the right talent and reinforce Top Grading across all of Catapult</td><td>LC GM's</td></tr><tr><td>3</td><td>Keep the Catapult culture alive and well</td><td>DF LC</td></tr><tr><td>4</td><td>World-class, connected partnership development and channel management</td><td>MR AR TB</td></tr><tr><td>5</td><td>Build a robust recurring revenue stream as a foundation for the business</td><td>DF MR 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We build business-critical IT systems for large and mid-size organizations in the private and public sector.</div>	Revenues	\$12,107,727	Profit \$	\$189,991	Net Margin	2%					Revenues	\$13,156,153	Profit \$	\$504,931	Net Margin	4%					1	Financial Rocks	GM's Terri	2	Thought leadership and community initiative (evangelists)	Syed Mark	3	Get Launch complete (built, sales, mktg, etc) and our first customer	Apollo Cameron	4	Prepare new messaging & marketing approach for MGS	Mindy Greg S.	5	Get Nintex relationship productive	Mindy Terri	Net income	Backlog & Sales Pipeline	Non-Bill Hours	<div>Delivery Readiness across all BUs for Azure and AWS</div> <div>SOW and RFP reviews on all deals over \$150K</div> <div>Implement new Performance Management Program</div> <div>Execute Project Connect goals set for 2016</div> <div>New Catapult public website with new branding messages</div> <div>Each BU get to “Breakeven” before first day of each month</div> <div>Strive for "perfect 10" - being impressive in our execution</div>	<div>Annual Theme</div> <div>Connectedness</div> <div>Theme Design</div> <div></div> <div>PERFORM WHILE WE TRANSFORM!!</div> <div>Planning Pyramid</div> <div></div>
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