

ArchPoint: Built for Growth

San Antonio, July, 2008 – When a company, large or small, is looking for growth strategies, they often struggle with different challenges as they build their plan. For many organizations, the possibilities of how to grow can be overwhelming because there are so many different directions they can take. For others, the biggest obstacle is time and resources – stopping some projects to focus on other priorities. Still others seek advice from consultants who build the strategy, but usually lack the ability to help the company execute. “Launching a growth strategy without the competencies to execute is a waste of time,” says Richard Spoon, Chief Executive Officer of ArchPoint. Regardless of the reason, many companies fail to meet growth expectations and that is one of the primary reasons that ArchPoint was founded. The company has assembled a diverse, seasoned team of industry professionals with an innovative approach to helping companies grow.

An innovative approach

ArchPoint is built around the belief that growth and productivity improvements are realized by focusing on three value chain areas. “A simple value chain for most companies would include setting strategy, producing or sourcing products and materials, and driving execution,” explains Richard Spoon, ArchPoint’s CEO.

Spoon says the focus on strategy must include setting direction, defining priorities, and allocating resources. Sourcing focuses on working with suppliers and finding the best sourcing value. When it comes to execution, Spoon says it is all about delivering results through customers. “We are so convinced that this value chain approach should be the foundation for any growth initiative that we have built our company around it,” says Spoon.

ArchPoint’s three divisions provide professional management consulting, global sourcing and sales agency services – all focused on their clients’ success in the market. Its unique, family of companies allows clients to select one or all of their services to best suit specific needs:

- **ArchPoint Consulting** utilizes experienced, industry practitioners to solve their clients’ challenges with strategy, change management, sales, marketing, and operations.
- **ArchPoint Sourcing** focuses on global solutions to find the right suppliers to produce, ship, store and distribute a product in the most cost-effective manner without compromising quality or service.

- **ArchPoint Sales** brings a fresh approach to the traditional sales agency with emphasis on brand building. They offer an experienced team of consumer goods executives and have built a national network to drive executional excellence anywhere in the United States.

“The ArchPoint divisions are designed to work seamlessly or independently to drive our clients’ growth. For example, our Consulting team can develop your growth strategy, our Sourcing team can find you the best global supplier, and our Sales Agency can drive your retail execution,” explains Spoon.

Experience makes the difference

The firm’s reach extends far beyond its San Antonio, Texas headquarters through a partner network of industry experts across the United States, all with Fortune 100 executive-level leadership experience. “ArchPoint’s real strength is its people, who have a strong history of delivering results around the world, leading organizations and knowing the difference between ideas that can be executed and those that can’t,” says Jesse Edelman, Chief Operating Officer. Edelman adds, “On any given day, any one of our partners is involved in some aspect of each business – from participating in a consulting engagement to sourcing a new global supplier to negotiating global freight to selling a product into a prospective customer. This gives us real-time perspective, across all the divisions, that few companies can replicate – that is what makes us unique.”

When the ArchPoint team approaches an assignment, they collaborate with clients in a disciplined fashion rather than imperiously making a grand recommendation. Their industry experience – which covers aerospace and aviation, automotive, consumer goods, financial services, government, healthcare, retail, technology, telecommunications and a host of others – literally offers an extensive human library of best practices. “ArchPoint was designed to create synergies across each partner’s respective competencies in strategy, sourcing, and execution ultimately delivering growth and improved productivity for our clients,” says Spoon. “The ultimate measuring stick is improved results for our clients. That is how we measure our performance and that is why our clients continue to engage our team.”

About ArchPoint

ArchPoint is a professional services firm dedicated to finding growth and productivity solutions for their clients through strategy, sourcing and execution. All three divisions are designed to link together for seamless execution, or work independently on specific targeted projects.

ArchPoint is headquartered in San Antonio with offices in Boston, Cincinnati, Cleveland, Dallas, Milwaukee, Miami, New Orleans, New York, and Philadelphia.