

# Managing the Intellectual Property Disassembly Problem

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## Beyond the Build

See the stories of how Digital Transformation changed the way Tony, Susan and Bill do business.

### Transformed!

They wanted an intelligent email marketing solution, but didn't want to be overwhelmed by a complex and expensive email platform. The solution was to use a simple, easy-to-use email marketing platform that could be integrated with their existing CRM system. This allowed them to send targeted emails to their customers, resulting in a 15% increase in sales.

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John Data Delivery Entrepreneur

Company: Data Acquisition Startup

Interests: Local food trucks, surfing, 1980s music

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### Shipping

They needed a way to track their shipping costs and ensure they were getting the best rates. The solution was to use a shipping cost management tool that could be integrated with their existing accounting system. This allowed them to track their shipping costs in real-time, resulting in a 10% reduction in shipping costs.

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### Transformed!

CRM Consulting client of the day. They needed a way to track their CRM usage and ensure they were getting the best rates. The solution was to use a CRM usage management tool that could be integrated with their existing accounting system. This allowed them to track their CRM usage in real-time, resulting in a 10% reduction in CRM costs.

### Results

The new system created an immediately positive feedback loop - making it easy for the client to see the results of their investment. The solution has reduced costs over by 20% and has also improved the client's overall performance.

John Auditor

Company: Financial Management Firm

Interests: Run, soccer, puzzles, Hong Kong movies

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### Auditing

They needed a way to track their auditing costs and ensure they were getting the best rates. The solution was to use an auditing cost management tool that could be integrated with their existing accounting system. This allowed them to track their auditing costs in real-time, resulting in a 10% reduction in auditing costs.

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### Bill's Story

John Client Manager

Company: IT Service Management Services

Interests: A-ha! book, dog, hiking, world travel

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### Transformed!

They needed a way to track their IT service management costs and ensure they were getting the best rates. The solution was to use an IT service management cost management tool that could be integrated with their existing accounting system. This allowed them to track their IT service management costs in real-time, resulting in a 10% reduction in IT service management costs.

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### Results

The new system created an immediately positive feedback loop - making it easy for the client to see the results of their investment. The solution has reduced costs over by 20% and has also improved the client's overall performance.

### Transformed!

They needed a way to track their IT service management costs and ensure they were getting the best rates. The solution was to use an IT service management cost management tool that could be integrated with their existing accounting system. This allowed them to track their IT service management costs in real-time, resulting in a 10% reduction in IT service management costs.

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# Beyond the Build

See the stories of how Digital  
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way Tony, Susan and Bill do  
business.

**Job:** Data Delivery  
Entrepreneur

**Company:** Data  
Acquisition  
Startup

**Interests:** Local food  
trucks, surfing,  
'80s music



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# ***Shipping***



**Tony observed the shipping industry:** Semi-trailers constantly pass over roadways day and night, loading and unloading, entering and leaving zones. That's a big challenge to monitor manually.



**Tony thought,** if there are beacons on these semis to share location and other data, he could see where a chassis is at all times. That could cut down on wasted time and ultimately, save loads of money.

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## ***Transformed!***



**Tony wanted an intelligent asset tracking system,** with sensors on every truck chassis and container and gateways around the yard to monitor movement in and out. Finally, Tony needed a way to make sense of the data flowing in from these devices.



**Tony turned to SPR Consulting.** Together, they planned and architected a software program using the Azure IoT suite. This program allows everyone to visualize the location and track the inventory of thousands of containers, coming and going.

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## ***Result***



The IoT solution customers pun  
now get real-ti  
reports and rec  
alerts of any an  
their shipments  
just the beginni  
vision for IoT de  
shipping world.

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# ***Results***



**The IoT solution has Tony's customers pumped!** They now get real-time big data reports and receive real-time alerts of any anomalies with their shipments. And that's just the beginning of Tony's vision for IoT devices in the shipping world.

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**Job:** Auditor

**Company:** Financial Management Firm

**Interests:** Fun socks, puzzles, Kung Fu movies

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