

STRATEGIC DIRECTION – LOOKING AHEAD

During 2001/02, CITEC's focus was on restructuring itself according to the Business Renewal Process recommendations. Much of this is now completed, however more changes are needed if CITEC is to remain profitable and achieve continued sales and growth.

The strategic platform which forms the basis for further changes is composed of five planks, each of which leads to corresponding goals, measurable objectives and plans to be operationalised in terms of our product areas, branch, divisional and new business focus. The five strategic planks are:

- *A whole of CITEC **strategic portfolio approach with a corporate services focus;***
- *An overarching CITEC-wide **marketing orientation;***
- *Positioning CITEC's service delivery toward **integrated service solutions;***
- *Building **excellence in the skills of CITEC's people;** and*
- *Critical attention to **financial viability and internal efficiencies.***

NEW BUSINESS FOCUS

CITEC offers a broad range of products and services grouped under the three product portfolios (known as the 'G3') of Application Access, e-Business and Integrated Infrastructure Management.

In response to the growing market demand for end-to-end solutions, it is critical for CITEC to continue to integrate single products as well as providing bundled service solutions.

Along with this integration of products, a focus is needed to give specific insight into the service CITEC is offering clients and the future development of the business. This focus is corporate services. CITEC has a long history of successfully offering a set of corporate ICT services that streamline and support our clients' business-critical systems, such as HR, payroll, financial and IT support services. As a result of this partnership, our clients are able to focus on their core business.

The corporate services focus and the desire to integrate the whole product suite will, over time, have a profound influence on the choice of products CITEC develops and delivers to the market.

