

# Xeelee Group LLC Overview

## *Xeelee Group LLC*

- **Xeelee Group (Zēlē) helps companies perform:**
  - Supplement today's slimmed-down executive teams
  - Define and achieve organic and strategic growth
  - Eliminate performance obstacles
  - Integrate silos

## *Services*

- **Strategy and Planning**
  - Product, services, and marketing growth plans
  - Creating solutions from products and services
  - Organizational and operational change management
- **Business Systems and IT Infrastructure**
  - Process agility
  - IT effectiveness
  - Infrastructure strategy
- **Organization and Operations**
  - Interim management
  - Troubleshooting
  - Acquisition integration

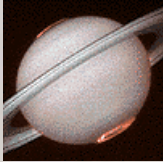
## *Why Xeelee Group*

- **Decades of 'Hands On' Experience:**
  - Improving cost effectiveness
  - Achieving growth and agility
  - Breaking down impediments to performance
  - Aligning products and services to strategy
- **Expertise:** Commercial, government, and non-profit sectors
- **Perspective:** Xeelee Group works within your organization bringing an objective perspective and extensive first-hand experience. We help you to build a consensus and take action.

## *Contact Us*

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**Xeelee Group: Generate revenue, manage costs, reduce risk.**



# Xeelee Group Selected Engagements

- **Interim CTO** – Created and operated an office of the CTO for a mid-sized systems integrator, including Agile development, cyber security, and mobility centers of excellence, to enable them to better manage discriminators and use their commercial business portfolio as an innovation lab.
- **Acquisition Integration/Interim CIO** – Integration of two startups' services and infrastructure including standing up a Technology Council to identify and support integrated security solutions, implementing a new enterprise network, implementing a new enterprise financial system, and managing their CMMI program
- **Enterprise Agility** – Assessment and operations improvement recommendations of a major funds provider's enterprise Agile methodology and multi-divisional adoption initiative from an executive, team, and tools perspective
- **Product Silos Elimination** – Business case for the implementation of an online strategy for a banking and securities industry publisher including reengineering product development processes and replatforming content management and business intelligence systems. Resulting systems enabled new products by eliminating vertical content and systems silos.
- **Solutions Methodology** – Development of multidisciplinary solution for a major systems integrator serving the intelligence community to utilize their existing competencies and service offerings to avoid commoditization, achieve trusted advisor status, and bid on larger projects.
- **Technology Productization/Commercialization Review** – Analysis of several advanced search technologies developed under contract for DARPA to ascertain their capability to be 'hardened' into software products, their applicability to commercial markets, and their potential to offer competitive advantage to the firm
- **Customer Service Reengineering** – Analysis, redesign, and automation of customer service for a major financial news and information publisher including restructuring from being product-focused to data, software, and financial centers of excellence, and linking customer service, sales, field service on a 'knowledge highway'.
- **Security Technology Strategy** – Market size analysis, product positioning, IRAD budgeting, and next generation technology assessment for a major systems integrator trying to coordinate several technology initiatives into a cohesive approach to cyber security
- **Product Development** – Analysis of product development lifecycle, software development lifecycle, and content development lifecycle to create horizontal solutions combining books, online content, assessment tools, and simulations for a major educational publisher.
- **Federal Market Diversification** - Built and executed a strategy to broaden the marketplace for a federal business process outsourcing provider with workflow digitization, transformation, and conversion services for case management.
- **Capture Support** – Part of a team that won a Master Integrator role for a government agency's comprehensive content management/content distribution, and archiving system. Services included win themes, participating in bid/no bid determination, sales strategy, proposal development, and initial project staffing.
- **Knowledge Process Outsourcing (KPO)** – Development and implementation of a methodology to improve the outsourced/overseas indexing and abstracting services for a provider of conversion and business process outsourcing services.
- **Data Strategy** – Strategy development to leverage customer generated and externally available information to build new data and analytics products for a provider of K-20 student, parent, and educator services.
- **OCONUS Deployment** – Feasibility analysis for a physical security firm of building a reference model for their recruiting, clearances, training, and deployment processes which will include utilizing CMMI and workflow automation that could be customized for specific customer needs enabling faster ramp-up.



# Xeelee Group Founder Bio

***Robert A. Friedenberg***

Dr. Robert A. (Bob) Friedenberg has been CEO of Xeelee Group LLC, a consultancy to help companies get practical value out of enabling information management technology, since 2002. His experience spans projects in internal IT management and external IT enabled products and services including Agile adoption, content management, online product development, business intelligence/data warehousing, and IT and cyber-security/information assurance services.

Prior to Xeelee Group, Dr. Friedenberg was CTO of Salient Federal Solutions as well as General Manager of Salient Commercial Solutions, Executive Vice President of Integration and CIO of Secure Mission Solutions, a security services firm serving DoD and intelligence markets, President of Equient, a commercial publishing solutions development unit of Veridian Corporation and General Manager of Thomson Technology Consulting Group.

Dr. Friedenberg has also held a variety of executive positions within systems integrators, software companies, and management consultancies where he has designed operations, developed strategies, and implemented systems to obtain value from advanced knowledge and decision automation technologies. Examples include Coopers & Lybrand and Inference Corporation where he worked with Fortune 500 companies in the financial services, telecom, manufacturing, and retail industries.

Dr. Friedenberg serves on the National Technical Information Services ([www.NTIS.gov](http://www.NTIS.gov)) Board of Advisors and holds a top secret clearance.

He has a Ph.D. in Nuclear Physics from Case Western Reserve University and an M.B.A. in Corporate Strategy & Planning from New York University.