



Planning For Growth?

Let our expertise help you succeed in charting the course.

BUSINESS STRATEGY PLANNING AND EXECUTION FOR ISVs

ABOUT AIM

Based in Seattle, Washington, AIM provides ISVs and SIs with the essential services to realize their business growth potential by utilizing the market knowledge and insights of 25 years experience gained in business development at Microsoft, HP, Intel, Compaq and DEC. AIM services are available throughout North America and Asia.

A strategic business plan can enable your organization to chart the course for its success. Defining a vision and then breaking it down to actionable activities that individuals and groups across your organization as well as partners are responsible for executing can bring a unity of purpose that delivers results.

The AIM Strategic Planning Framework consists of six developmental stages which together make up a complete executable plan. We can help your organization to work through each planning stage to reach agreement and then to oversee its execution.

