



Managing Director  
Finn Henrik Hansen

**Business Focus!**

Since 1985, BUSINESSWARE A/S has focused on the classical management disciplines of strategic development and implementation. In more than 600 customer projects the focus has been on improved business performance.

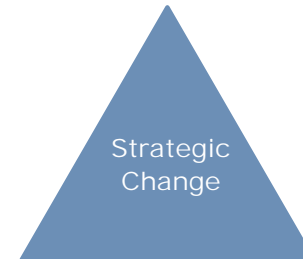
We believe the business environment will become increasingly turbulent, global and complex. The ability to spot the right opportunities, gain backing for the chosen strategy and create lasting business results will lead to improved business performance.

In 1996, the desire to advise our customers on how to achieve strategic profitability, during turbulent market conditions, led us to the development of our knowledge management tool BusinessMap®.

Today BUSINESSWARE can be divided into three business areas; BusinessMap®, BusinessConsulting and BusinessAcademy.

Finn Henrik Hansen

BusinessMap®



BusinessConsulting      BusinessAcademy

**BusinessMap®**

BusinessMap® has been developed in conjunction with our customers. It is a knowledge management tool that facilitates and documents the strategic process, while helping management to achieve strategic profitability.

**BusinessConsulting**

Our teams of consultants assist clients with analysing and segmenting business opportunities. As a conclusion to the strategic analysis we develop, design and implement the right business plans.

**BusinessAcademy**

People are the key to a successful strategy! Achieving successful implementation requires the right people, competencies and management abilities. Through management development, and by building sales and business competencies we improve the capabilities of employees and develop internal ambassadors for the strategy.

*BusinessMap® is a comprehensive framework for planning that promotes discussion of business drivers and development of scenarios. A repository for information, and a tool for follow-up strategic plans and subsequent activities.*

*/Zinta Krumins, Head of Human Pharma Division  
Boehringer Ingelheim Danmark A/S  
September 2001*

*Since 2000, CSC has used BusinessMap® for business and customer planning. We have seen a number of advantages. Most importantly we have united our organisation behind our strategy and introduced a uniform strategic foundation and methodology.*

*/David Seifried, Marketing Director, CSC  
August 2001*

*BUSINESSWARE's consultants are professional business partners, and the results we have achieved have been very satisfactory. Results have greatly exceeded our time and expenses.*

*/John S. Dueholm, COO, Group4 Falck  
October 2001*

*Tele2 Academy was established in the Spring of 2001. We are already now reaping the benefits of the process with BUSINESSWARE. The evaluation indicates that seminar leaders are competent in combining theory into the business we are aiming for in Denmark.*

*/Niclas Palmstierna, CEO, Tele2 Denmark  
October 2001*



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