

Deep Industry Knowledge

While equipped with a history of providing value-creation services to a multitude of companies, across a variety of industries, Sylvan is focused on serving organizations that reside in a synergistic set of business functions to include Media, High-Tech, and Business Services. In these specific areas, Sylvan monitors and tracks the competitive landscape, along with industry trends.

Media

The media industry continues its migration to its ultimate electronic forms, while struggling to maintain current revenue streams, and insure copyright protection for its most valued assets. With continued downward pressure on revenues and upward pressure on costs, the Media industry is enduring unparalleled cost cutting and consolidation. Many Media companies have reconciled themselves to the fact that they are now in the business of creating content, as opposed to printing and distributing media.

The Media industry is rife with consolidations, bankruptcy filings, and entrepreneurial investors looking to take advantage of a depressed, but necessary industry.

With its numerous Media clients, and a history of providing complete end-to-end restructuring and outsourcing services to a variety of Media companies, Sylvan Advisory is positioned as the top Media Advisory firm.

Sylvan's Media practice is made up of industry experts who are equipped with deep strategic and operational knowledge in the fields of: **Audio, Book, Internet, Magazine, Newspaper, and Video.**

Have you fully optimized your Media business, or is someone else about to do it for you?

High-Tech

The high-tech space historically doubles its knowledgebase every 7-years. With the introduction of Voice-over-IP (VoIP), smart-phones, cloud-computing, and Software as a Service (SaaS), the playing field has dramatically changed. The end-users are different, and demanding different methods for receiving service and support. If you are running your business the same way you were 3-years ago, then there is a good chance that you are currently losing ground to a more progressive competitor.

The nature of provisioning Business-to-Consumer (B2C) high-tech products and services has changed dramatically with the introduction of pad-based computing, in direct alignment with the astounding adoption rate for smart-phone apps. The Business-to-Business (B2B) market has also exploded with strategic investments in using advanced technology to gain market share during a turgid market.

Sylvan's High-Tech practice is made up industry experts how have come from long careers at a variety of high-tech companies, with extensive practical knowledge in the fields of: **Aerospace, Firmware, Hardware, Robotics, Software, and Telecommunications.**

How has the Cloud, SaaS, Smart-phones, and Pad-based computing changed your approach to doing business?

Business Services

With the need for businesses to transform their current cost structures to align more directly with their ability to produce revenues, Business Service providers have been presented with an unprecedented growth opportunity. But only the progressive providers have been able to capitalize on this market need, by offering their services on a cost per transaction basis, while traditional service providers continue to plod down the old worn out paths as they continue to loss clients to their competitors.

Sylvan's Business Services practice is made up industry leaders who have held senior-level positions within the following services fields: **Advertising, Consulting, Facilities Management, Financial, Human resources, Leasing, Legal, Logistics, Marketing, and Security.**

What percentage of your Services revenues are derived from variablized pricing?

Contact Information

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About Sylvan Advisory

Formed in 2007, with its founding Partners coming from Big-5 consultancies, Sylvan Advisory represents a unique mix of buy-side and sell-side experiences, that is supported by deep industry, financial, and technical knowledge. With its headquarters in New York City, and satellite offices in Los Angeles, Atlanta, London, Amsterdam, and Singapore, coupled with a history of having conducted business in 43 countries, Sylvan is well-positioned as the premier global provider of value-creation services.