



OWNERSHIP
THINKING

DYONYX



CORPORATE OVERVIEW

ABOUT DYONYX

Year Incorporated: 1996
 State of Incorporation: Texas
 Number of Employees: 175

Primary Office Locations:

Houston

1235 North Loop W
 Suite 1220
 Houston, TX 77008
 (713) 485-7000

Bryan

110 North Main St
 Bryan, TX 77803
 (979) 393-9105

Washington DC Metro Area

1110 Wilson Dr
 Arlington, VA 22201
 (202) 452-9001

OUR PARTNERS



PROFESSIONAL SUMMARY

- ❖ IT Consulting and Managed Services consulting firm
- ❖ Support clients in over 65 cities throughout U.S. Canada and Europe
- ❖ Defense Security Service cleared facility (Top Secret)
- ❖ Affiliations include API, FBI InfraGard, ITIL, DRI, ISSA, PMI, BCPI
- ❖ Achieved the prestigious 2010 Cisco Data Center Network Infrastructure (DCNI) Specialization
- ❖ Multiple Certifications and Awards





SITUATION ANALYSIS

- 2010, the company lost \$1.8M bottom line
- Morale at all time low
- Operational processes and procedures were broken
- Little accountability
- No strategic direction
- January 2011, Introduced to Ownership Thinking



OWNERSHIP THINKING IMPLEMENTATION

- Attended OT Conference
- OT Training in Houston, Management Team and Supervisors
- Formed OT Steering Committee
- Created our RIP's, KPI's, Scoreboard & Incentive Plan
- Formalized Corporate Strategic Plan



KEY PERFORMANCE INDICATORS

DYONYX



OWNERSHIP THINKING KEY PERFORMANCE INDICATORS





RIP - LET'S GO BACK IN TIME!



And Find Some Profits!

Result: \$60,000 in back billings over a 4 month period we were able to reclaim.

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RIP - NEW SALES APPOINTMENTS

TRUE UP OF RESOURCES

RESOURCES

REVENUE

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PERK ME UP CONTEST

SALES NEW APPOINTMENTS

APPOINTMENTS

APPOINTMENTS

APPOINTMENTS

RON

BRETT CARLOS

TIM JOSEPH

Result: Increased sales funnel by 22% (11 times annual revenue).





RIP - SOCIAL MEDIA EXPOSURE

SPREAD THE WORD!



POSTS LIKES SHARES
70
60
50
40
30
20
10

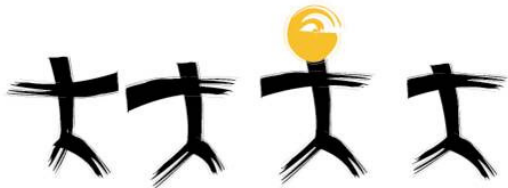
OWNERSHIP THINKING

Result: 4 new web site leads worth approximately \$200K+ in annual revenue.



The Impact of Ownership Thinking

<u>Item/Year</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Revenue	\$20M	\$26M	\$30M
Profit	(\$1.8M)	\$1M	\$2M
Incentive payout	\$0	\$109K	\$225K
Profit	-9%	4%	6.6%



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