

Strategic Consulting and Due Diligence

**Valuation Assistance
Due Diligence Backgrounds
Market and Business Analysis**
Gain an Unfair, Sustainable Competitive Advantage
Competitive Analysis, Marketing, Research, Editorial Mindshare Efforts

When you Need More Than Just Advice

ECL's insights, backed by solid technical skills and extensive marketing research, experience provides a fresh, unique perspective to your company or product strategy and statistics. Our background in benchmarking, certification, and ECL Impressions Testing™ gives us both broad and deep experiences in the embedded industry and specific target markets.

Consulting is more than simply offering advice. ECL strategic Consulting starts with listening to your vision, your mission, your goals, and your needs. But we do more than just play back what you want to hear. We ask questions, we research, we test, we analyze, we verify, we interview, and we dig deep for the Key Factors that will make or break the situation. Our methodology often yields astonishing connections that you may have never realized. Our approach does not rely on stale marketing research data alone - we have unique ways of surfacing the right information for a decision. Then we bring it all together for you.

Whether you wish to:

- Validate a decision already reached
- Explore a new product idea or service
- Investigate the potential upside of expanding into a new market segment
- Discuss a new architecture; plot a course for dominating in software tools
- Spread the word about your powerful new products

ECL can get the job done on time, under budget, satisfaction guaranteed. That is why select companies in the embedded industry (vendors, customers, and investors) choose ECL's completely confidential Strategic Consulting service.

If you are a Venture Capitalist, Investment Banker, Investor, or Merger and Acquisitions Specialist, you cannot afford *not* to contact ECL and arrange for a no-obligation consultation about our Due Diligence service. We are extremely cost-effective, typical investment community analysis reports.

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