



Presentation of Qualifications

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About Us

For more than twenty-five years, Willis Consulting Group has provided services to a wide variety of clients in Asia, Europe, North America, Central America and South America. Our consultancy was founded on a rich legacy of media industry expertise, with a particular emphasis on production and distribution businesses.

Diverse Services

We differentiate our services by combining several disciplines that are rarely available from a single source. Led by owner / principal consultant, Willis Peligian, our multidisciplinary consulting team considers all aspects of our clients' enterprises; synthesizing business, operational, technological and financial dynamics, to develop holistic strategies tailored to fulfill targeted objectives.

Services we provide include: management consulting, strategic planning, business modeling, requirements analyses, operations workflow planning, personnel organization design, technology systems design and project administration. Our multidisciplinary team also perform due diligence evaluations of companies; including financial, operational, technological and competitive market analyses.

Areas of Practice

Industries we serve include commercial and public media & entertainment, education, scientific research, among others.

Our clients are OTT services, MVPD operators, local TV broadcasters, broadcast groups, TV networks, direct broadcast satellite operators, production companies, universities, oceanographic research organizations, broadcast / production equipment manufacturers, systems integrators and others directly and indirectly associated with media production and distribution.

Multidisciplinary Team

Willis Group's consulting team is a cooperative of several of the most highly regarded professionals in the industry. Together, the consultants in the group offer a broad range of skills, depth of knowledge and real-world experience, which produce insights and perspectives that are highly valued by our clients.

Because the group is comprised exclusively of independent contractors, we have ultimate flexibility to schedule the ideal person's involvement in a project at precisely the time when s/he would be most productive. This organizational structure allows Willis Group to offer the highest quality consulting resources without unnecessarily high overhead costs.

Overview

Willis Consulting Group provides a wide range of consulting services to television broadcasters, cable TV programmers / distributors, universities, scientific research organizations and others that produce and/or distribute high quality video/audio/data.

We also assist businesses that provide goods and services to the industry, including television production / distribution equipment manufacturers as well as systems integrators.

Value Proposition

Our clients say they choose us for several key reasons:

Objective, independent analyses and opinions: Unlike most of our competitors, we are completely independent. We do not sell any products other than our consulting services. We also refuse offers of commissions from service providers and/or manufacturers who ask us to promote their products and solutions. Our clients are our only focus when we provide services.

Industry knowledge and contacts: We are constantly staying abreast of new developments in the business; financial, strategic, technological and operational. We have easy access to the top levels of the many industry sectors we serve.

Multidisciplinary perspective: We pride ourselves on our multidisciplinary approach we bring to all projects. While others typically focus myopically on one facet of a project, Willis Group considers your overall strategic business goals, operational workflow requirements, personnel organization, technology designs and financial planning/budgeting when we perform analyses and make recommendations.

We translate techno-babble into English: Our consultants are well versed in technology, and we will help decipher this often confusing landscape for you. We know the technology, and we are eager to help you learn about it so you can make more informed decisions.

Value: Our fees are more than competitive, and clients tell us that our services are above par. We achieve this by maintaining low overhead and by being exceptionally efficient. Because our consultants are all independent contractors, we know how to keep expenses low. We also know that in addition to maintaining competitive pricing, we have to consistently perform at a high standard to earn and keep your business.

Methodology

Strategic Objectives

Given our broad perspective of media production and distribution businesses, as well as media applications in scientific research, we are frequently called upon to advise senior management and/or boards of directors regarding existing and/or new businesses. Leveraging our consultants' multidisciplinary skills, we will work with you to establish overall business strategies and goals.

Requirements

Having established a clear vision of overall business strategies and goals, we perform requirements analyses to identify how best to achieve those business objectives. We then develop operations workflow plans, personnel organization plans and technology designs based upon those requirements we identify.

Overview (continued)

Operations

We optimize your operations to achieve high quality, while maximizing productivity. With our intimate understanding of technical operations we evaluate / modify existing operations workflows, design new workflows, identify personnel staffing requirements, write job descriptions and create organizational plans.

Technology

Optimizing operations also requires appropriate technology to enable efficient workflow processes. With our reputation for practical, economical solutions, we employ solid engineering \skills to redesign existing facilities and/or design new technical facilities. We will also guide you through the myriad, and often confusing, technology choices to help you make informed decisions.

Finance

We prepare cost, revenue and overall business models as well as cost/benefit analyses to help you evaluate your business and make informed operations / technology investment decisions.

Logistics

We are experienced with managing large and small projects. At your request, we will write requests for proposals and assist you with evaluating responses. We will also interface with software and hardware vendors, architects, systems integrators, wiring technicians and other professional tradespeople to ensure your project is completed according to your specifications.

Summary

Willis Group offers many services focused on analyzing existing businesses and/or establishing a new business. Our clients are often looking to develop long-range strategic plans, or seeking recommendations to achieve operational efficiencies, or want a due diligence evaluation to assist with investment decision making, or any number of other services. You are invited to [contact](#) us to see how we might assist you with one or more of these services.

Management Consulting

Senior management and boards of directors frequently call upon us to advise them. We help evaluate existing businesses as well as assist with planning new ventures. With our solid background in business, finance, technical operations, media and telecommunications technology as well as project management, we bring a comprehensive perspective to our projects.

Formulating a vision for one's business can be a difficult task without thoroughly understanding all elements of that business. Senior management and boards of directors recognize the value of our multidisciplinary perspective, and often seek our assistance in helping to guide their decisions.

Clear Vision

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Disciplined Business Objectives

Our team recognizes the importance of establishing a clear set of business goals and objectives before embarking on [strategic planning](#), [workflow planning](#), [personnel organization design](#) and/or [engineering system designs](#). We also appreciate that to formulate those goals and objectives, it helps to have a global perspective of all aspects of an operation, as well as trends in the industry.

Forthright Collaboration

Credentials of our consulting team include serving on corporate boards, holding senior management positions, including CEO, CFO, General Manager, among others. In short, we are comfortable collaborating with senior management and board members at all levels. We provide honest, candid feedback and recommendations, based on thorough analyses that are grounded in extensive real-world experiences.

Strategic Planning

Successful strategic planning requires a complete understanding of all aspects of a business. Our team's multidisciplinary skill sets include corporate management, finance, operations workflow, software technology, hardware technology, personnel organization, marketing, and product research & development.

Perspective

When considering options for a new venture, it is essential to have a global perspective of how choices you are considering will combine together in an overall business strategy. The same is true when considering modifications to an existing enterprise, as one should be cognizant of how changes being considered for one part of your operations might require modifications to other areas of your business.

Planning

Strategic planning also applies to projects, as the first step for any project, whether big or small, is to outline a strategy. Our team has many years of practical, hands-on experience working in broadcast television stations, broadcast television networks, cable television networks, TV production companies, broadcast and production equipment manufacturers, scientific research organizations and universities.

Implementation

We are uniquely qualified to assist you with overall business strategies, marketing plans, restructuring plans, technology roadmaps, operations procedures, as well as project planning and implementation. Our team will apply their critical thinking skills, supported by extensive industry experience, to help you develop a clear strategy to ensure success for your business.

Business Modeling

Clients often request our assistance with evaluating new business opportunities, or with evaluating options for modifying existing businesses. We create financial models designed so that you may easily fine-tune significant business variables and quickly evaluate the resulting overall business impact.

Quantify and Qualify

To make informed decisions, you need objective measures of your existing business, as well as forecasts of quantitative and qualitative impacts from any proposed modifications.

We model your existing business — operations, technology, personnel, finances — allowing you to quantitatively evaluate unlimited scenarios of potential modifications. We also augment our quantitative evaluations with qualitative analyses to characterize operational subtleties to ensure business continuity.

This combination of quantitative and qualitative evaluations provides a comprehensive perspective of your existing operations, as well as proposed modifications to those operations.

Rigorous Process

Business modeling requires an intimate understanding of your business objectives, operations workflow processes, personnel staffing and technology systems. Business modeling, therefore, is typically preceded by [strategic planning](#), [operations workflow](#), [personnel](#) and [technology](#) evaluations / planning, which many clients request our assistance with also.

Whether or not you engage our team to assist with these evaluation / planning efforts, we will work with you to create revenue, expense, capital investment, personnel hiring, cash flow, cost/benefit and other financial and/or operational models needed for you to properly evaluate your business options.

Intuitive Design

Our modeling is detailed, yet easy to understand. All variables, along with a brief description, will be listed at the top of your "live" spreadsheet models. This allows you to easily change one or more assumptions, and quickly see its impact on the bottom line. We will also provide a detailed written explanation of your models in a separate text document.

Most of our clients appreciate the attention to detail as well as the intuitive design of our models, allowing them to evaluate alternative business scenarios with no additional assistance from us. Others value our assistance in helping to not only "run the numbers", but to also take a more holistic view of their business.

We would be pleased to provide whatever level of services you desire.

Budget Planning

Our interactive business models are typically used to prepare budgets as well as perform reliable cost/benefit analyses. These are designed to help you accurately evaluate short-term as well as long-range investment choices.

At your request, our financial analyses will be designed to conform with your internal reporting formats.

Requirements Analyses

Businesses considering changes to existing operations or beginning new operations frequently seek our assistance. Our team will work with you to understand your overall [business goals and strategies](#), and then convert those business goals into practical operational requirements. A requirements analysis is typically a prerequisite to planning new [workflow processes](#), [personnel organizational structures](#) and/or [engineering systems designs](#).

Correlated with Business Objectives

Performing a requirements analysis, also often referred to as a 'needs analysis', can be highly targeted to a small part of your business, such as post-production editing, on-air operations or field gathering. Alternatively, requirements analyses can be extremely broad in nature, potentially impacting all aspects of your business. In either case, our consultants will work with you and your team to define your requirements, while maintaining a clear perspective of your overall business goals.

Even when we are focusing on a small subset of your total operations, we believe it is important to keep your overall business objectives in focus. For this reason, we typically begin our requirements analyses by first understanding your [business objectives and strategies](#).

Modifying Existing Businesses

For clients looking to make changes to their existing operations, we will typically interview key personnel, observe current operations, review engineering system documentation and generally immerse ourselves into your existing operations in an effort to understand how your business functions today. To ensure that we glean a global perspective of your operations, key personnel we are interested in interviewing extend beyond those associated with the operational area we are focusing on.

We approach existing businesses with respect for the fact that they are currently performing with a certain level of success. In our requirements analyses, we first work with you to understand and carefully document how current processes are succeeding. Only then can we begin to make recommendations for modifying your operations.

New Business Entities

For new ventures and for businesses looking to add new services to their existing operations, our consultants offer a wealth of experience for you to draw upon. We will begin our analysis by interviewing key personnel, typically those who can express the strategic business goals of the new operations. We would then look to understand how the new initiative fits into existing operations and/or how it interfaces with external third-party businesses.

Evaluating New Technologies

Some of our clients are satisfied with their existing operations, but want to take advantage of new technologies that have come to market. In these cases, we will work with you to identify how these technologies would integrate with your existing systems, and how these changes might impact existing operations. We can also perform cost-benefit analyses to help you ascertain the financial advantages or disadvantages of making an investment in those technologies.

Building Block

A requirements analysis is not an end to a process, but it is typically used as the foundation for [workflow planning](#), [personnel organization design](#) and/or [engineering systems design](#). We offer all of these additional services, and would be pleased to prepare a proposal for a package of services tailored to you specific interests.

Workflow Planning

We help people interface with technology more effectively. Our intimate understanding of acquisition, production and distribution operations allows us to evaluate existing workflows or design systems for new operations that are consistent with your business goals.

Clear Vision

A prerequisite for successful workflow planning is a clearly defined set of business goals and objectives. These are typically defined through a [requirements analysis](#) or needs analysis. Many of our clients ask us for help in performing a requirements or needs analysis. Other clients already have a clear set of goals and objectives that we can use to form the foundation of our workflow analyses and planning.

Holistic Perspective

Our techniques for performing workflow analyses vary according to the operation being examined. Often, for existing businesses, we start with interviews and observations of current operations. For new businesses, we work with those who have a vision of their goals, and help bring that vision into clear focus for media acquisition, production and distribution operations.

In either case, we will take into account business goals, strategic plans, budget limitations and other variables while working with you and your team to identify workflow plans and designs tailored to your unique operation. Tools we use include process maps, petri nets, mesh and node analyses, among other techniques.

In the end, you will receive a detailed written description along with flow charts of our recommended workflows for each operational area. In addition, you will receive an overall workflow chart that shows how each operational area relates to the others in your organization.

Existing Operations

For clients with existing operations looking to analyze and possibly redesign workflow, we will work with you and your team to ensure that your goals are achieved with minimum disruption to your operations. We approach your existing operations with great respect, following the equivalent of the Hippocratic Oath; first do no harm.

Change Management

In many cases, we are able to achieve significant improvements in quality or efficiency with minor adjustments to existing operations. In other cases, more radical changes are appropriate. In either case, we can also assist with the change management process by offering strategies for implementing any operational modifications we recommend.

Operations Inform Organization and Technology Options

We understand and are well informed about the latest technologies. That said, we first focus on workflow requirements, and then recommend technology tools and [system designs](#) that enable people to efficiently perform the tasks we identify.

We pride ourselves on solutions that are based on sound business process and workflow analyses. We are unimpressed with "cool" technologies unless they fulfill a legitimate business goal.

Often, our workflow designs engender recommendations for changes in [personnel organization plans](#), technology and/or [system designs](#). Many clients ask for our assistance with these issues. At your request, we will work with you and your team to propose

personnel organization structural modifications, recommend specific technologies and/or develop conceptual designs for how these technologies will integrate into your facilities.

Respectful Interactions

We are accustomed to working in both union and nonunion environments. Our consultants demonstrate respect towards all employees we encounter in the course of our work on-site. We are equally comfortable in the board room, edit room, classroom, laboratory, aboard ship, the office cubicle, master control room, a data center or any other venue in your operation.

Personnel Organization

Our personnel organization planning and design builds upon, and will integrate with your [workflow plan](#). From our perspective, workflow planning and personnel organization planning go hand-in-glove. This is especially true when workflow plans indicate a change in operational processes.

Implementing any change in workflow will be much more effective if accompanied by organizational changes that reflect the new operational processes. At your request, we will provide a comprehensive personnel plan to support your operations workflow.

We typically divide personnel organization planning and design into three components; Organizational Designs, Job Descriptions and Hiring Plans.

Organizational Design

Our organizational plans carefully consider interactions among personnel, both within their own department as well as across all departments. We also consider potential interactions with personnel outside of your organization; such as with business partners or clients.

The goal is to create a holistic plan that weaves together the various functions of all personnel into a common team effort.

Job Descriptions

We will provide organizational charts as well as text to clearly explain all personnel interrelationships. We will also write individual job descriptions for all personnel identified in the organizational plan.

Job descriptions define responsibilities, all relevant job functions, relationships with other personnel, supervisory relationships, performance criteria, minimum required qualifications, among other details.

Hiring Plans

Some of our clients, especially those either starting a new venture or that are significantly modifying an existing business, ask us to provide hiring plans based upon our organizational recommendations. These plans include phased hiring strategies, where appropriate.

We also typically provide financial analysis of the hiring plan we recommend. This is especially helpful for strategic planning, where long-term hiring plans allow one to better structure cash flow and capital requirements.

Recruiting

Personnel recruiting is a logical next step after completing organization design and individual job descriptions. Apart from a few rare exceptions, we do not typically provide recruiting services, but would be pleased to assist you in working with one of our partners that does.

Technology

With a thorough understanding of your operational requirements, along with our reputation for economical solutions, we employ solid engineering skills to redesign existing facilities and/or design new technical facilities.

- Looking to move from SD to HD, or HD to UHD?
- Curious about how HDR, WCG or HFR might impact your operations?
- Evaluating what codecs to use for acquisition / production / distribution?
- Considering producing / distributing 4K and/or 8K content?
- Trying to navigate the alphabet soup of distribution options -- OTT, OTA, SVOD, AVOD, FVOD, NVOD, IVOD, TVOD, QVOD, IPTV?
- Wondering about live IP media production / distribution, or upgrading your media technology infrastructure to IP?
- Considering streaming media options, and would like assistance with:
 - reducing latency?
 - selecting codecs?
 - choosing a player, customizing a player, or developing an app?
 - evaluating cloud services, on-premise hosting, or a hybrid?

Our team can help navigate business, operations and technology choices associated with all of these, and more.

Based on Operational Requirements

Many clients seek our assistance with [workflow planning](#) and [personnel organization designs](#) prior to beginning engineering system designs.

We advise all clients that technology and system designs should be considered only when [operational requirements](#) are well defined, and workflow planning as well as personnel organization designs are optimized.

Conceptual Designs

Based upon your unique operational requirements, we will recommend specific technologies and develop conceptual designs for how these technologies will integrate into your facilities.

Our system designs are detailed block diagrams that are typically used by a systems integrator as a blueprint from which they develop detailed engineering drawings.

RFP — Request for Proposals

Our conceptual designs are also used in requests for proposals (RFPs) to equipment vendors and systems integrators. At your request, we can prepare RFPs for equipment purchases and/or integration services.

Coordination with Trades

Often during this conceptual design phase, clients ask us to provide information to architects, electrical engineers, mechanical engineers and/or others involved in designing and constructing a new building or renovating existing spaces.

We are skilled at interfacing with these professional trades, and welcome the opportunity to guide them as they design and build / install infrastructure for your new or renovated facility.

System Integration

Following on the systems design process, our clients often seek assistance in selecting an integrator to implement those conceptual designs.

Whether or not we assist in the selection process, clients often ask us to work with the systems integrator to ensure that our conceptual designs are successfully implemented through the detailed engineering design process.

Detailed Designs

Upon request, we will provide detailed engineering designs, however it is our experience that systems integrators provide detailed engineering in a cost-effective package with their service offerings. In addition to being cost effective, this packaging of services is also synergistic, as the systems integrator will develop wiring diagrams and equipment layouts along with detailed engineering designs.

For those clients that will be utilizing a systems integrator, therefore, we typically recommend that detailed engineering design be included in the integrator's package.

Objective Review

It should be noted, however, that while there is wisdom in an integrator packaging detailed engineering with their service offerings, one must exercise caution to ensure there is no conflict of interest, and that the integrator is truly working in your best interest.

Systems integrators are often resellers of equipment that they recommend in their designs. They also often receive sales commissions from equipment manufacturers.

While this arrangement is often cost-effective, in some cases, it can result in a situation that does not serve your best interests. For this reason, many clients ask us to review equipment choices and other details to ensure there is an objective audit of the integrator's work.

We do not sell any products other than our consulting services. We also refuse offers of commissions from manufacturers who ask us to promote their products and solutions. Your needs are our only focus.

Project Administration

We have extensive experience managing large and small projects. At your request, we will interface with equipment providers, architects, mechanical engineers, wiring technicians, electricians, carpenters and other professional tradespeople to ensure your project is completed according to your specifications.

Our clients frequently ask us to provide project administration services as a follow-on from [requirements analyses](#), [operations workflow planning](#), [personnel organization design](#) and/or [conceptual engineering system design](#). In these cases, we have a comprehensive understanding of the project scope of work.

We also provide project administration services where we have not been involved in the strategic planning and design work leading up to the project. In these cases, we will first work with you to gain a thorough understanding of your project's scope of work.

Vendor Role Coordination

With a firm understanding of the scope of work, we would begin our project administration effort with a critical review of each service provider's role in the project. This is done to identify potential gaps or overlaps in responsibilities that we will help resolve at this early stage.

Progress Monitoring and Reporting

We would monitor your project from start to finish, ensuring that each subcontractor provides all deliverables they have committed to, within the timelines specified in the scope of work. You can think of us as your eyes and ears that are focused exclusively on your project. We will alert you to any deviations from the scope of work, including design changes, schedule delays, budget overruns and other similar details.

Change Order Management

It is our experience that as implementation progresses, projects are often modified from the original scope of work. We will monitor change order proposals from subcontractors and advise you about their potential impact on schedules and budgets.

Interface Control Documentation

At your request, we will manage interface control documentation (ICD) among/between service providers. Despite promises from equipment and software vendors about standards and protocols that make interfacing among different systems seamless, our experience is that integration can often be troublesome. Carefully defining each vendor's interfacing responsibilities makes it easier to resolve any integration challenges that may present themselves.

Document Management

Document coordination and distribution is another role we fulfill as part of project administration. We will maintain a complete record of all documents created and distributed in support of your project. In addition to maintaining this complete set of documentation, we will distribute documents to those who require them for review or meeting preparation.

Meeting Coordination

Meetings are often a necessary means of coordinating among the various subcontractors as well as for communications between you and the subcontractors. We will act as the single point of contact to coordinate these project meetings.

Master Project Schedule

It is often difficult to track scheduling interdependencies among various subcontractors. At your request, we will maintain a master project schedule that lists deliverables from all subcontractors, and tracks the dependencies and relationships among them.

Action Items

In any project, it is important to keep track of action items that have been assigned. We maintain a cumulative action item list that tracks all items, both resolved and unresolved. This provides an audit trail that is often useful as a project progresses.

Completion Tracking

Ultimately, you will be asked by various subcontractors to sign-off on accepting their work as completed. We will assist you with proof-of-performance evaluations and advise you about the status of a given subcontractor's fulfillment of their scope of work.

Pro Bono Practice

Willis Group offers pro bono publico services to qualified public media and other non-profit organizations.

Public Media

Owner and principal consultant Willis Peligian got his start in the media & entertainment business at a small public television station. And, upon founding this consultancy, he made a commitment to provide discounted services to public media organizations.

As the consultancy grew, Willis Group began to offer a combination of pro bono and discounted services. We also extended the offer beyond just public media, to include other non-profit organizations.

Non-Profit Organizations

In addition to public media organizations, we accept pro bono projects to assist research institutions, educational organizations, non-profit media companies serving special needs communities, among others.

Disciplined Business Terms

Our pro bono publico and discounted services receive the same attention to detail we employ on all our projects. We will collaborate with you to develop a detailed Scope of Work, define all deliverables, establish a project timeline with milestones, among other details.

We will execute a formal contract based on our agreed upon scope of work, deliverables and timetable. In short, the only difference in a pro bono contract is the fee, which will include a 'pro bono credit' that results in a \$0.00 total.

Annual Commitment

Willis Group allocates a minimum of 10% of our annual business activity to providing pro bono publico services. Project proposals are considered on a rolling basis throughout the year.

Proposals are evaluated based on suitability and our availability — [contact](#) us early for the best opportunity. We will work with you to determine if your proposed project is eligible for consideration. We will then collaborate to define a scope of work, deliverables and timeline.

Even when our 10% annual allocation has been exceeded, we have been known to accept a compelling pro bono project. We are, however, ultimately able to accept only a finite number of pro bono projects in a given year.

In cases where a worthy project does not fit into our schedule, we will work with you to see if there is flexibility in the timing of your project. In other cases, we offer discounted services.

Partial Client List

American Public Television, Boston, MA
Avid Technology Incorporated, Tewksbury, MA
Boston University, Boston, MA
Briggs-Knowles Architects, New York, NY
Brigham Young University, Provo, UT
CBS Television Network, New York, NY
China Central Television (CCTV), Beijing, People's Republic of China
Columbia College, Chicago, IL
Communications Service for the Deaf (CSD), Sioux Falls, SD
Connecticut Public Broadcasting, Inc., Hartford, CT
Corporation for Public Broadcasting, Washington, DC
Dalet Digital Media, Paris, France
Detroit Public Television, Detroit, MI
EMC Corporation, Hopkinton, MA
General Electric Corporation, Princeton, NJ
Harvard Medical School, Brookline, MA
Hispanic Information and Telecommunications Network, New York, NY
International Data Group (IDG), Boston, MA
INTEC Incorporated, Beijing, People's Republic of China
MGE UPS Systems, Costa Mesa, CA
Mirror Group Ltd., London, United Kingdom
NBC Universal, New York, NY
Paradigm Media Incorporated, San Antonio, TX
Philips Digital Video Systems, Salt Lake City, UT
Public Broadcasting Service (PBS), Alexandria, VA
Qualcomm, Inc., San Diego, CA
Radio Television Luxembourg, Luxembourg
Sea Research Foundation / Institute for Exploration, Mystic, CT
SeaChange International, Maynard, MA
Sony Broadcast and Professional Products Group, San Jose, CA
Tektronix Incorporated, Beaverton, OR
Tribune Broadcasting Incorporated, Burbank, CA
TV Azteca, Mexico City, Mexico
Woods Hole Oceanographic Institution, Woods Hole, MA
World Wrestling Entertainment, Inc., Stamford, CT

various local television stations, too numerous to list

Contact Us

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- to discuss how we might be of assistance to you
- to request a proposal
- or if you need to communicate with us for any other reason

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