



FOR IMMEDIATE RELEASE:

Formation of a New Business Solutions Company – Definitive Business Solutions, Inc.

Reston, Virginia (PRWEB) September 1, 2004 – John Sammarco announces the formation of a new business solutions company that “optimizes project portfolios™”, Definitive Business Solutions, Inc. effective September 1st, 2004.

The founding partners of the firm recognize that a business strategy becomes real when the first project investment is made, and that more business executives are now embracing the need to manage their project investments as an integral part of their business strategy. In response to this growing demand, Definitive Business Solutions offers an integrated set of processes, methods, and tools for helping enterprises select and manage project portfolios to improve performance, called Integrated Portfolio Management (IPM). Clients of Definitive Business Solutions can expect to achieve a broad range of enterprise-level objectives, to include:

- Promoting teamwork across business functions and levels of management
- Providing visibility and insight for rapid and binding decision-making
- Following consistent steps for evaluating and selecting project investments
- Making better and more justifiable project investment decisions
- Enabling business agility, for faster response to changing market demands
- Defining key roles and responsibilities to establish clear accountability
- Setting specific objectives and metrics for measuring performance
- Ensuring project investments stay sponsored and healthy
- Establishing innovative technology platforms to drive operational efficiencies
- Optimizing project investment resources to fuel business growth

Managing Partner John Sammarco states: “Whether a business strategy is focused on growing top-line revenues through the introduction of new products or services, or reducing costs of shared services and infrastructure, an enterprise-level project portfolio management capability is critical to improving the bottom-line and succeeding in today’s competitive environment. It’s not uncommon that dynamic and fast-growing businesses outgrow their ability to manage project investments instinctively or informally, and as a result, no longer optimize the performance of their project portfolio.”

Regarding the company’s business strategy, Sammarco added: “We believe that if we put the objectives and needs of our customers first, our success will follow. So, our growth strategy is to help clients grow their business by tailoring and adopting our proven IPM solution. Our experience is that a project portfolio management capability not only needs to integrate processes and support tools, but also needs to integrate various business and technology functions within an enterprise, and most importantly, become integrated into how businesses do business when it comes to managing project investments. Our IPM solution can meet all of these integration challenges.”

About Definitive Business Solutions, Inc.

Definitive Business Solutions (DBS) helps clients drive performance and compliance by delivering proven and integrated solutions for selecting and managing project investments. DBS is a privately held company headquartered in Reston, Virginia.

“Definitive”, “Definitive Business Solutions”, “Optimizing Project Portfolios”, and “Driving Performance and Compliance” are trademarks of Definitive Business Solutions, Inc.

Media Contact:

John R. Sammarco

JSammarco@DefinitiveInc.com

(703) 626-0221

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