



# GLOBAL VISION INC.:

## Business project to globalize a services company

CASE  
STUDY



### Opportunity

After adding ISO certification, GLOBAL VISION INC. positioned itself to be a stronger and very credible supplier to the Canadian pharmaceutical industry. The company's main product line was hardware-based detection equipment that can read and report errors in printed labels, before they go into mass production. Considering the potential liabilities of a misprint on pharmaceutical packaging, Global Vision provided a valuable service.

However, hardware-based products can constrain a small company's growth because of the need to ship, service and maintain the equipment. Although Global Vision was well positioned in the Montreal-based pharmaceutical hub, its CEO had aspirations to serve a global market. To seize this opportunity the company would have to either invest in a complex global supply chain solution or transition to a software-based product strategy.

### Solution

BDC Consulting has a continuing relationship with Global Vision, through a series of projects that played a key role in transforming the product line and created new opportunities:

- > ISO 9000 certification, to establish credentials and a stronger infrastructure.
- > Going Global training and consulting program, to align the Global Vision team with international opportunities.
- > eStrat program, to develop a software strategy that would generate growth.
- > Sales force restructuring and internal training.
- > Global growth strategies.

### Result

BDC Consulting has been working with Global Vision for over 10 years and has been instrumental in supporting its growth. During this period:

- > Annual sales have grown steadily over a ten-year period.
- > The customer base is diversifying into consumer products and financial services.
- > New software products have dramatically reduced customer support costs.
- > The company's products are serviced by support offices around the globe.

## BDC Consulting Globalization Solutions

RESOURCES • KNOW-HOW • GLOBAL NETWORK • FINANCING

BDC Consulting has developed a portfolio of globalization solutions tailored to the needs of Canadian businesses. Entrepreneurs can turn to BDC's specialized management consultants to take full advantage of global opportunities.

Services include global readiness assessment, potential market identification, market research, development and implementation of an international business plan and global sourcing strategy.