



Technology Due Diligence
Technology Strategy
Product Development
Technology Acquisition and Integration
Computer Forensics and Analysis

Connecting IT to Business Value



Gaining Business Value through IT

UNDERSTANDING THE VALUE OF TECHNOLOGY

TechNova Consulting provides Information Technology expertise and experience that unifies the business needs with technology, increasing stakeholder and shareholder value.

TechNova Consulting has more than thirty years of experience advising business leaders to technologies that yield profitability. We provide insight and consultation on technology mergers and acquisitions through manufacturing and development. Our extensive experience, proprietary methodologies, and understanding of the financial impacts of technology, have served business of all sizes across many industries.

We are viewed as providing insight to CEOs and CFOs by marrying Information Technologies to business value.

Our Services

Technical / Technology Due Diligence

A “360 degree” view of the business and its technology is assessed; strengths and weaknesses of the technology and team are uncovered, market evaluation and differentiators determination are valued. We critically review and assess the strategy, technology, products, quality, process, operations, service, support, management and technical team. A written evaluation is distributed and presented to key stakeholders.

The methodology for this service was developed by our founder, Dr. Karl Schubert, and has been successfully applied to a wide range of technologies over the past 15 years and has been used by many venture capitalists.

Computer Forensics Technology Analysis

Information technology is now the home of evidence that can be used for or against an organization and consequently is its biggest liability. Computer Forensics Technology Analysis is a service that pro-actively, or re-actively, assesses the “correctness” of a technology solution in a legal sense. That is, does it do what it is supposed to do? Additionally, we can provide litigation support and electronic evidence discovery and bring the best forensic analysis approaches to leverage.

Over the past forty years, Dr. Schubert has been involved in Computer Forensics Technology Analysis including identifying and detecting electronic intrusion, architecting and designing DoD-classified security support in computer systems, and evaluating embedded systems devices for correctness.

Our Specialties

- Due diligence for venture investors
- Technology & business evaluations for mergers & acquisitions
- Investment & acquisition due diligence
- Technology futures
- New technology evaluation
- Systems architecture, design and development
- Software & Hardware design and development
- Storage systems architecture
- Tablet computing systems development
- Photography systems technology
- Domestic and International Outsourcing of IT design and manufacturing
- Technology development process and efficiency
- Prioritization and resource management

**Connecting IT
to Business Value**

Our Customers are...

- CEOs, CFOs, CIOs, CTOs
- Venture Capitalists
- Software and Hardware Manufacturers
- Legal – Computer Forensics
- IT Departments

Some Clients

- Dell
- IBM
- Department of Defense
- Computer Forensics Services
- US Navy
- Panasas
- Motion Computing
- Valere Power
- New Enterprise Associates
- Austin Ventures
- Daticon
- Universities

Flexible & Discrete Expertise

TechNova Consulting will customize solutions to your needs. We are discrete and understand your needs are often sensitive and highly confidential.

Contact us to determine how we can increase your profitability.

**Connecting IT
to Business Value**

Technology Strategy Creation, Analysis, and Review

Technology strategy is the template by which a company, its executive leadership, and the teams responsible for providing services and support can anchor where they are to where they need to be. It is a basis for testing all key decisions: “does this fit into our strategy and does it move us in the right direction?” A properly created technology strategy fully supports the company’s business strategy and financial strategy. Independent review and “course correcting” and/or “fine tuning” the technology strategy to adapt to changing business conditions can provide a significant competitive edge.

Dr. Schubert has led, assisted, and consulted on the creation of hundreds of strategic plans for corporations, divisions, start-ups, Venture Capital-funded start-ups, industry associations, and non-profit corporations.

Product Development Strategy & Implementation

This service provides a methodology for product development and delivery; how it is architected, designed, created, tested, released, serviced, and supported. The methodologies used, and checks and balances put in place have major impacts on ensuring that products and services needed by customers match business plans and are delivered on time, on budget, and with the agreed-upon quality. Best methodologies are implemented for ensuring that objectives are met. The approach considers creating new development processes and adapting existing processes to the needs of the business instituting diagnostics, auditing, and validating, and iteratively improving existing strategies and implementations.

Dr. Schubert has been directly involved in developing and leading Product Development Strategy & Implementations in a wide variety of industries including: chemical, electronics manufacturing, information technology, software applications and services, consumer products, electronic evidence discovery (EED), professional photography, and Department of Defense (DoD).

Technology Acquisition and Integration

Oftentimes the quickest gains can occur through Technology Acquisition and Integration. This can enable faster-time-to-market and entry into adjacencies ***if done with proper evaluation, planning, and execution*** of the technology acquisition and the integration.

Key to success is having the experience to recognize the state in which the technology of interest is, and the requirements for integration. Evaluating the parties involved for technology and business alignment is a critical step in ensuring profitability and success.

Over the past more than thirty years, Dr. Schubert has led teams and been involved in the identification and evaluation of thousands of technologies and has been involved in hundreds of successful Technology Acquisition and Integration projects.

About TechNova Consulting, LLC

Founder and director, Dr. Karl D. Schubert, has a 30+ year record of developing leading-edge hardware, software and combined product families and delivering them to existing and new market areas and providing innovative ideas for technology and management development.

Dr. Schubert has held VP/SVP and/or CTO positions for the past 13+ years at technology companies such as Dell, Lifetouch, Xiotech, Zambeel, and several start-ups and was a researcher, developer, and product executive at IBM for almost 15 years prior. His extensive Information Technology experiences and expertise are diverse and deep. His ability to unify business with information technology and thus connect IT to business value has yielded measurable revenues and profits for these companies.

Dr. Schubert has delivered results for small, mid-sized and large companies.

- As Senior Vice President of Engineering, Dr. Schubert was responsible for driving technology, engineering and operations teams to produce the first Enterprise-class 4D-scalable Network Attached Storage (NAS) subsystem.
- At Dell, Dr. Schubert served as Vice President and CTO where he was responsible for defining technology and product directions for the enterprise server and storage systems groups, enabling them to enter the storage business and grow it from zero to billions of dollars in revenue and profits.
- Dr. Schubert spent nearly 15 years at IBM Corp., eventually serving as the Program Director responsible for creating the OEM storage subsystems business unit.

Karl has been awarded a number of patents in the areas of hardware, software, and embedded systems and is a published author of technology books, numerous papers, and keynote presentations.

His most recent book is "CIO Best Practices", 2nd edition which follows his first book "The CIO Survival Guide", both published by John Wiley.

Dr. Schubert obtained a Ph.D., in Engineering from the University of Arkansas, an MS in Engineering from the University of Kentucky, and a BS in Chemical Engineering from the University of Arkansas.



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