

# PROJEKTSTUDIEN PROJECT STUDIES

**UNTERNEHMENSNAME** Name des Unternehmens und Einsatzort

**COMPANY NAME** Company name and location

AMX Consulting

**PROJEKTVORSCHLAG** Titel

**PROJECT PROPOSAL** Title

## Strategic Growth Challenge with AMX Consulting

**HINTERGRUND** Erläutern Sie kurz den Hintergrund bzw. den Kontext der geplanten Projektstudie.

**BACKGROUND** What is the overall background of the project study?

AMX is a leading firm specializing in the implementation and training of SaaS software, serving global clients such as Roche, Delivery Hero, and Hugo Boss. As part of its growth strategy, AMX is keen on diversifying its services and products by exploring potential partnerships with new software companies.

**PROBLEMSTELLUNG** Worum geht es? Aufgabe und Ziel der Projektstudie?

**OUR OBJECTIVE** What is the issue? Task and aim of the project study?

AMX invites participants to: •Gain insights into AMX's operational framework and our successful alliance with Smartsheet. •Undertake a comprehensive analysis of the SaaS market to pinpoint potential collaborators. •Assess leading contenders in the SaaS sector to determine their compatibility with AMX's mission and values. •Compile and present a detailed report, emphasizing prospective partnerships that can enhance AMX's value proposition.

**VORAUSSETZUNGEN** Werden besondere Fähigkeiten für die Projektstudie benötigt?

**REQUIRED SKILLS** Are there any special skills needed for the project study?

•Solid research and analytical capabilities. •Familiarity with the SaaS market and its key participants. •Ability to evaluate prospective partnerships based on AMX's criteria. •Ability in developing structured reports and presentations. •Effective communication skills.

**ERFORDERLICHE SPRACHKENNTNISSE** Bitte Deutsch nur ankreuzen, wenn unbedingt notwendig

**REQUIRED LANGUAGE SKILLS** Only check German if it is absolutely necessary

Deutsch/German  Englisch/English

**GRUPPENGROSSE** Alle zutreffenden Angaben ankreuzen

**GROUP SIZE** Check all that apply

1 Studierende/1Student  2 Studierende/2 Students  Studentisches Team/Student team

**ANSPRECHPERSON** Name, Position, Kontaktinformationen

**SUPERVISOR** Name, Position, Contact info

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Position

Telefon/Phone

**ALLGEMEINE INFORMATIONEN ZUM UNTERNEHMEN** Youtube, Webseite, Video etc.

**GENERAL INFORMATION ABOUT THE COMPANY** Youtube, website, video etc.

www.amxconsulting.com