

*FOR IMMEDIATE RELEASE*

## **Point North Consulting Offers Business Solutions in Challenging Global Economy**

*-New Management Consultant Firm Helps Companies Streamline, Do More with Less-*

**Orlando, FL - (June 4, 2008)** – Today’s shrinking economy presents daunting challenges for business owners and executive teams. Companies everywhere are seeking solutions – trying to maximize efficiency, do more with less, and better manage their systems and data. More than ever, they need expert advice to make smart decisions in a challenging business climate. They need consultants like the team at **Point North**.

Point North Consulting ([www.pointnorthconsulting.com](http://www.pointnorthconsulting.com)) possesses extensive expertise in integrating business processes and technology, streamlining the two to help companies improve their bottom line. Point North helps companies improve their value, reach their full potential and make more educated decisions, a necessity during the current economic downturn. With clients across the United States, as well as in Europe and the United Kingdom, Point North’s team of consultants has more than a decade of experience in business optimization and information management. The company has expertise in a broad spectrum of fields, from medical and hospital groups, to retail chains, financial institutions, government entities, and more. Point North also has a unique depth of experience in companies undergoing a merger or acquisition.

“What Point North Consulting offers is a way for businesses to ‘*get there*,” says president and CEO Mark Crandall. “There’s a reason the compass arrow is the logo of our firm. We help companies chart a course to their ultimate destination, which we define as greater efficiency, greater productivity, and of course, greater profitability. If your firm spent a bundle on technology but didn’t get the results that were expected, or if paper shuffling is wasting valuable time, we can help you get back on track.”

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Mark Crandall is available as a management consultant expert for media interviews to discuss the best solutions for businesses dealing with shrinking budgets, smaller staffs, data management challenges, and more.

**About Point North Consulting**

Point North Consulting, formerly C3 Holding Company, is an Orlando-based firm focused on helping clients improve their bottom line through proven business process optimization and information management techniques. Point North provides expertise in mergers and acquisitions, and consults for healthcare, government, retail, transportation, and other industries. For more information visit [www.pointnorthconsulting.com](http://www.pointnorthconsulting.com).

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