

THE ANKJA
CONSULTANTS'
FORUM
2008

**Creating
Business Value**

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2008

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THE CLIENT'S NEED FOR A RELIABLE, INDEPENDENT STANDARD

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Director

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What is ICT Consultancy

- “A comprehensive range of services for the provision of ICT knowledge based advice” – OGC
- “Everything to do with the support and transformation of organisations using technology” – Socitm
- The Accredited UK Segmentation Model

Hardware consultancy	IT Consultancy	IT Training
RDBMS Consultancy	Systems Consultancy	Security Consultancy
Software Consultancy	Telecommunications Consultancy	

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What is the Prize?

- Management consultancy market in 2007 valued at between £8.5 billion and £10 billion.
- ICT consultancy market in 2008 probably worth £4.7 - 5.5 billion.
- The major purchasers
 - Financial Services (not good news at the moment!)
 - Central and Local Government
 - Communications/telecoms
 - Manufacturing
 - NHS
 - Energy, utilities and mining
 - SMEs – driven by outsourcing growth

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...for small consultancies

- ICT consultancy is a fairly consolidated market, but still much scope for smaller consultancies.
- Many small to medium players have disappeared in the last 2-3 years, bought up by larger concerns,
- Anecdotally, we hear that many very small players are finding work hard to get and in some cases are seeking alliances with larger firms in their sector.

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Client Perceptions

- Common feedback
 - “You’re alright, but I wouldn’t trust most other consultants”
 - “There are too many cowboys”
 - “One man bands are high risk, how can we trust them?”
 - The big consultancies are too expensive but
 - They are more consistent in terms of quality
 - They develop, use and police toolkits, standard procedures etc
 - They can be bench-marked against each other
 - “No one ever got sacked for choosing IBM”

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Moving forward

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- Professionalism
- Regulation
- Benchmarking
- In short – the industry needs a reliable standard

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Luckily...

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What is Accredited UK?

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- A certification scheme
- A mark of quality
- A benchmark for all ICT suppliers
- A best practice guide for purchasers
- Scalable
- An accreditation scheme for assessors/consultants
- A tool for SMEs
- A standard

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How Has It Been Developed?

- Engagement
 - Suppliers and Purchasers
 - SME's
 - Corporates
 - Public Sector
 - Industry experts
 - Panels – Supplier & Purchaser
 - National Advisory Board
 - British Standards Institution – supporter/advisor/trusted friend
- Research
- Prototyping
- Pilot
- Review

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Some Facts and Figures

- Engagement
 - Over 300 separate engagements with stakeholders
 - 25 dedicated workshops
 - Over 350 expressions of interest from within AWM region
- Research
 - Version 18 of general elements document
 - Version 7 of segment specific elements document
 - 14 prototype companies spending approximately 3 days each with us
- Review
 - Major consultation exercises at 2 (segment) and 4 (general) phases

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How Is It Different?

- SME-friendly
 - Language
 - Requirements
 - Approach
- Bipartite
 - Recognises responsibility of purchaser and supplier
 - Requires commitment from both
 - Has trust and partnership building at its core
- Development
 - No “dusty-corridor” syndrome
 - Your Standard – your voice counts
 - Major re-works following engagement

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What Does It Look Like?

- Not just a long technical document
- Various parts
- Support and advice tools
- Interesting
- Professional
- Accessible
- Audience-targeted
- Fun (?)

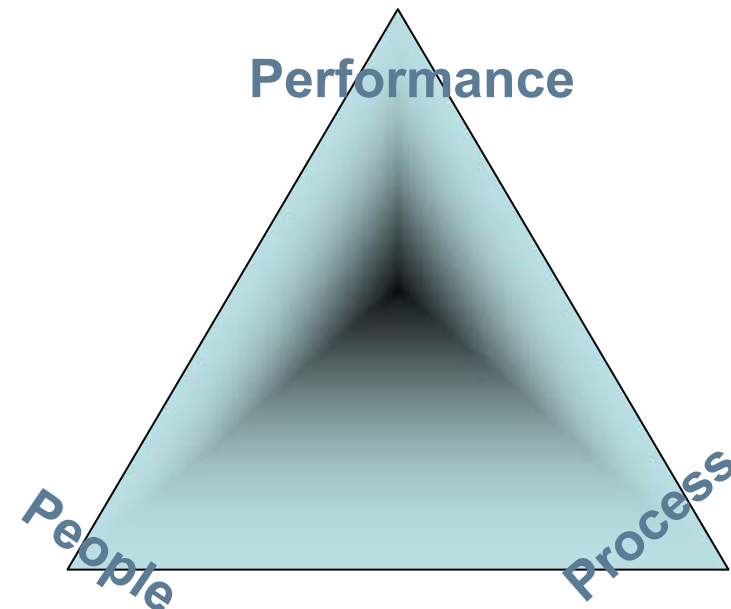
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How Does It Work?

- General & Segment Elements
 - Segmentation model
- Three dimensions
 - Performance
 - People
 - Processes
- Demonstrate best practice
- Continual Improvement
 - Plan
 - Do
 - Check
 - Act

In the context of...



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Segmentation Model

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- ICT Consultancy
- Software Product Design & Development
- Solutions Design & Development
- Communications
- ICT Goods Manufacturing & Repair
- Wholesale, Trade & Distribution
- New Media & e-Commerce
- Information Assurance
- Information & Broadcast Services

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Certification

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- 4 stages
 - Pre-certification
 - Preparation
 - Certification Visit
 - Post Assessment
- Independent panel
- Appeals process
- Working towards

Impact on the Applicant

- Named assessor – accessible
- 6 months to prepare
- 5 to 10 days lapsed
- Annual review
 - Direction of travel right
 - Tackling action plan

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Certification Process

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Business
Direction

Business
Generation

Delivery/
Operations

Customer
Relationship

Business Management

Assessor's Recommendation based on

- Evidence of Compliance with:
 - Lines of Enquiry – formal/informal
 - Key Lines of Enquiry - formal
- Assessment of Direction of Travel

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Making it Real

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Business Direction

- Business Planning
- Reviews/ Adaptability
- Agility/ Resilience

Business Generation

- Prospecting/ Forecasting/ Sales
- Requirements Analysis
- Proposal & Contract

Delivery/ Operations

- Project Management
 - Planning
 - Resources
 - Skills and Competences
 - Risk
 - Change
- Installation
- Health & Safety
- Acceptance/ Handover
- Supplier & Sub Contractor Management

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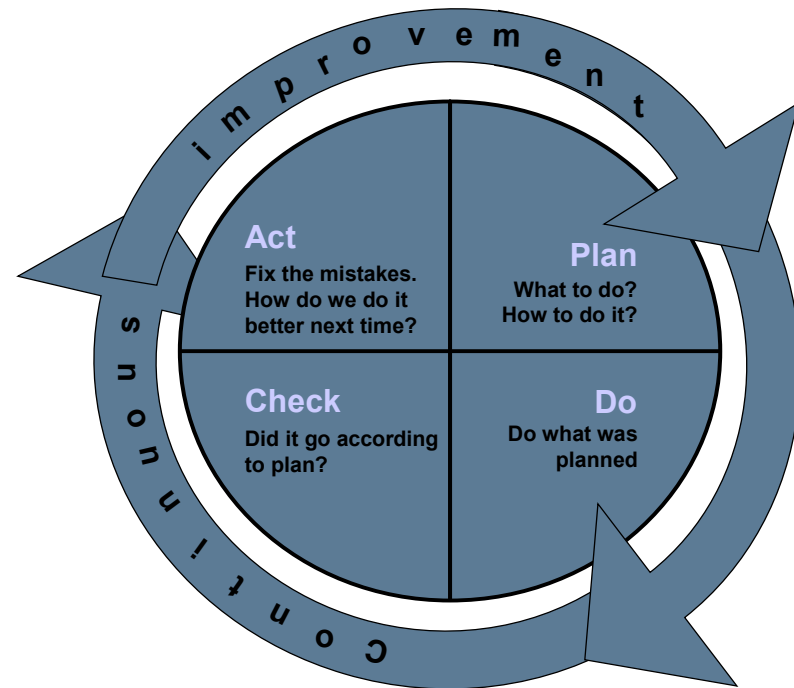
Making it Real

Customer Relationship

- Customer Follow-up
- SLA
- Issue Handling/ Corrective Action

Business Management

- Recruitment & Selection
- Skills Development
- Communications/ Knowledge Sharing/ Alignment
- Termination/ Discipline
- Confidentiality
- Cash/ Financial Management
- Compliance



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The Consultancy Segment

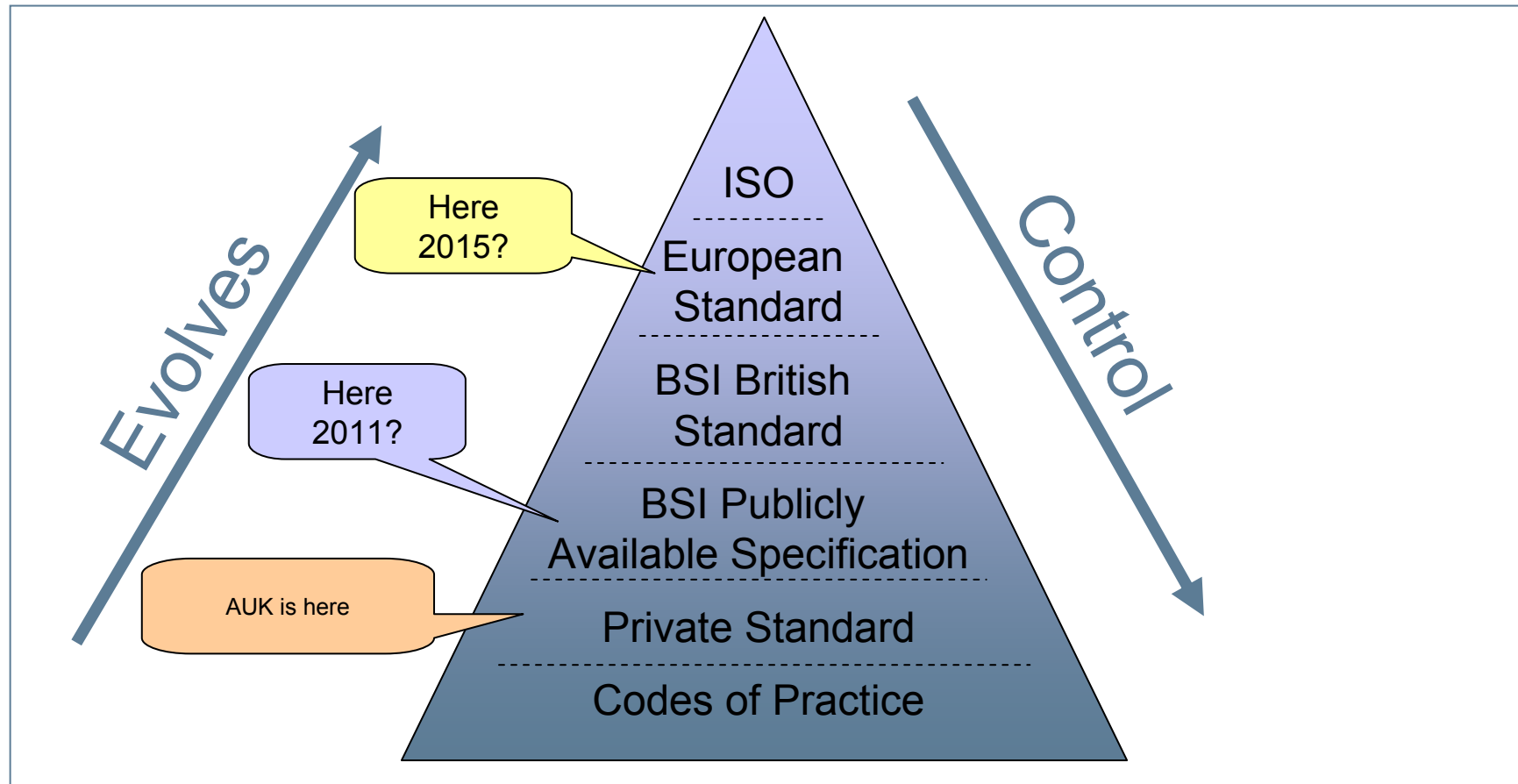
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- Being produced now
- First accredited consultants expected Mid November 2008
- Opportunities for you
 - Influence the design
 - Be an early adaptor
 - Lead your industry
 - Stand out from the crowd
 - Prove to purchasers that they can trust you

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The Standards World



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Questions

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