

A background image of a business meeting. In the foreground, a laptop screen displays a business review titled "Company's Growth" and "GLOBAL BUSINESS REVIEW". The screen shows a world map with regional data points and a bar chart with three categories: "Mobile Phone & Tablet" (50%), "Other Electronics Devices" (35%), and "Computers" (15%). In the background, two people are shaking hands, and another person is partially visible. The entire image is framed by a light blue border.

MAKE YOUR **PEOPLE** MORE PROFITABLE

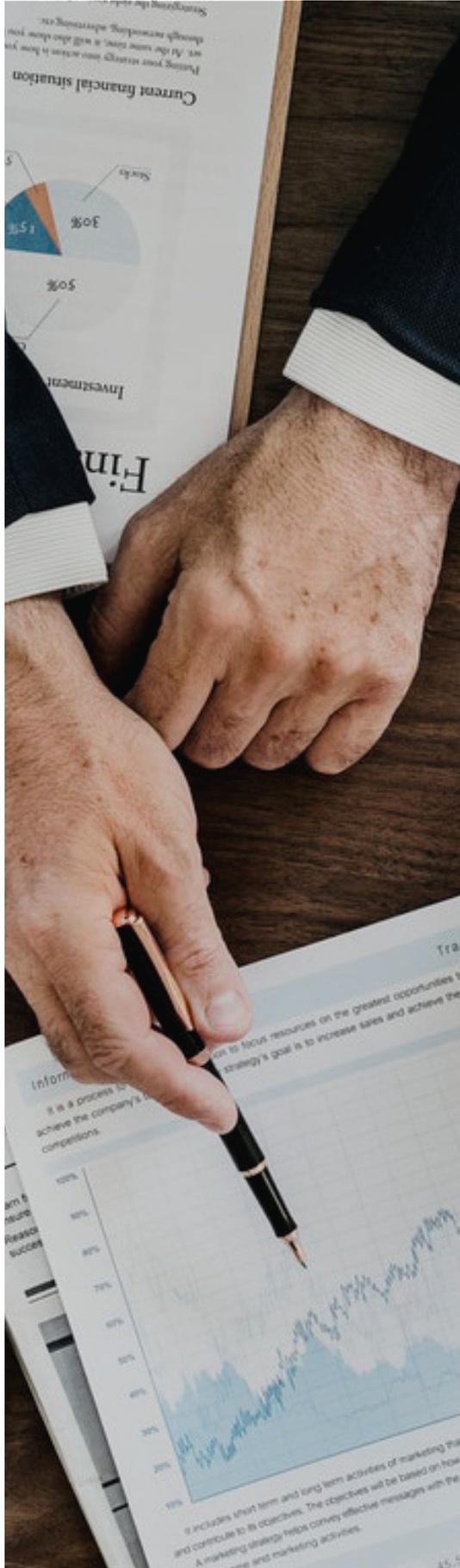
“

Helping business leaders deliver **IT** innovation that pays for itself.

Improve your team's efficiency and your customer lifetime value.

”

MANY BUSINESSES HAVE THE SAME 4 IT ISSUES...



1

The leadership doesn't know much about IT and perceive it as a cost.

2

A lack of investment and effective control leads to fragmented systems, lower morale and an inefficient team.

3

Client engagement is low leading to decreased sales and a reduced customer lifetime value.

4

IT feels like a money pit with a minimal return on investment.

...AND DON'T KNOW WHERE TO START

Most business leaders are experts in their field, but not IT, so responsibility for IT purchasing and practices is left to the finance team or done on a needs basis by department heads. This leads to fragmented solutions with poor integration, poor maintenance, multiple data silos and inefficient staff.

The business has a website and social media presence, and while looking good and performing well, a lack of integration with back office systems leaves customers out in the cold. They can place an order, but that's about as much contact as they have beyond an occasional email or phone call.

They'd like to get involved in the digital revolution, perhaps developing a customer portal to improve customer engagement and reduce costs, but they always seem to be spending money on IT with no apparent return on investment.

“

IT is only ever a cost when it's poorly implemented.

– Stewart Marshall

THE 7 IT MISTAKES

The 4 common issues are underpinned by the same set of mistakes

1

LACK OF TRAINING

Training your team in the effective use of systems and solutions is paramount, and staff development is regularly in the top 5 sought after features of an employer. Effective on-going education will lower staff turnover, reduce HR costs, and ensure a higher calibre of employee.

2

NEW SYSTEMS AND SOLUTIONS

If you don't promote new tools and encourage your team to adopt them, you risk them being sidelined or ignored. This is doubly wasteful. Not only have you spent the money, you're still faced with the problem you had before you bought the solution.

3

SETTING AND FORGETTING

Yesterday's right is tomorrow's wrong, so your systems, solutions, procedures and processes need a regular review. Without this, there's every chance that they won't be serving your needs properly.

4

LACK OF STRATEGY

Many businesses play IT whack-a-mole, buying something when a perceived need arises. But IT is an enabler, and its purpose is to support your business and marketing goals. If it's not serving those needs, you're wasting time, money and above all else, opportunities

5

FAILING TO ENGAGE WITH CUSTOMERS

Remember, you're up against your competition. The smart ones are innovating, developing new ways to better serve their customers and interact with their partners. If you don't join them you're going to look out of date very quickly.

6

LACK OF INVESTMENT AND INNOVATION

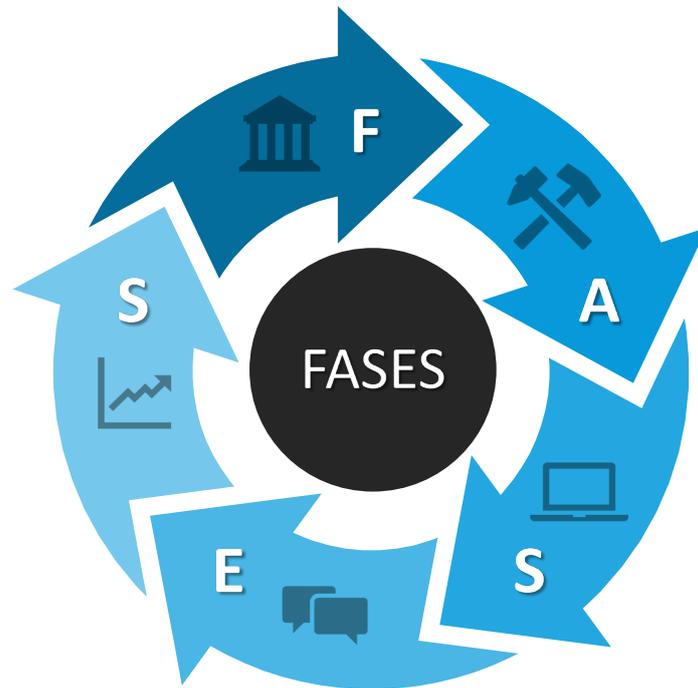
Over two thirds of customers prefer to communicate electronically, but only one third of businesses think the same way, meaning that many aren't giving the consumer the service they want. And a poor customer experience is rarely good for the bottom line.

7

THINKING OF IT AS A COST

This is like a disease. It slowly incapacitates its host by strangling investment and innovation. It leaves the workforce demotivated and inefficient, and unable to provide anything other than an inferior customer experience.

THERE'S NO MAGIC PILL - IMPLEMENT YOUR IT IN FASES



FOUNDATION

SYSTEMS, SOLUTIONS & STRATEGY

Your IT core, providing the fundamental features of your IT function aligned with your business and marketing goals.



ASSISTANCE

EQUIP, EDUCATE & ENCOURAGE

Energise your team by giving them the tools they need, on-going development and leadership to drive technology use.



SIMPLIFY

PROCEDURES, PROCESSES & PRACTICES

Improve efficiency through innovation and incremental, change and limit your exposure to staffing volatility.



ENGAGE

CUSTOMER, CONNECT & COLLABORATE

Communicate with customers, prospects and suppliers, driving efficiency and an improved customer lifetime value.



STRENGTH

INVEST, INNOVATE AND ITERATE

Look to the future and see how on-going development of your IT assets will continue to give you an edge over your rivals.



WORKING WITH MARSHALLFLOYD

We're an entirely independent consultancy, and that means...

- **NO COMMISSIONS**
- **NO KICKBACKS**
- **JUST IMPARTIAL AND PRAGMATIC ADVICE**

MarshallFloyd works for you and with you to help you deliver innovative, world class information technology systems ensuring that your business is ready to compete in the digital future.

PROFITABLE PEOPLE PROGRAM

When you engage MarshallFloyd you receive a comprehensive package

DISCOVERY

We engage with your team, using their exceptional knowledge of your systems and processes to record diagnostic metrics, giving us an excellent insight in to your organisation, its systems and how they're performing today.

- Market position and competitive analysis of your competition
- A thorough assessment of your existing systems and solutions, procedures and processes
- A set of baseline metrics against which all future work can be measured
- A clear understanding of the opportunities to improve efficiency and client engagement

DESIGN & DELIVERY

Developing effective technology solutions needs your IT, business and marketing to work as one, and this can only be achieved in consultation with your organisation, its stakeholders, and industry leading professionals, vendors and service providers.

- Strategic alignment of your IT requirements with your business and marketing goals
- Prioritisation of all prospective elements
- High level implementation plan
- Vendor and solution selection support
- Ongoing mentoring and engagement
- Unrestricted access to MarshallFloyd expertise

OUTCOMES

By implementing a coherent and complementary IT strategy you will

- Create a more efficient team
- Improve your team's morale
- Increase client engagement
- Generate a greater customer lifetime value
- Deliver a better profit per person



**What matters
are the ideas you
have, not the
tools you use to
implement them.**

– Stewart Marshall



A TYPICAL CASE STUDY

CLIENT

Typical Pty. Ltd. has around 150 staff, revenue of \$35 million and profits of around \$3 million, delivering a profit per person of \$20,000. It's a typical manufacturing company, making products that it sells, along with associated third-party accessories, to consumers through its website, retailers and to other businesses.

ISSUE

Typical Pty. Ltd. has a collection of systems that have evolved over time, managed by one onsite technical employee with specialist third parties providing other managed solutions.

CEO George has minimal IT knowledge and has always considered it a cost to his business. He knew he needed to update his systems to be competitive, but didn't know where to start.

DISCOVERY

Ageing hardware and software solutions hadn't kept up with the user and business needs. Poor user training meant that staff were inefficient, spending hours weekly dealing with internal issues rather than running the business.

Management information was sketchy at best and slow to arrive. Forecasting was inaccurate, leading to stock on hand with no immediate market and a longer than necessary wait time for some orders.

Customer and partner feedback strongly suggested that service standards were falling short of what is expected from a modern business.



DESIGN AND DELIVERY

In the short term, training specialists were used to deliver courses tailored to the needs of Typical Pty. Ltd., with an almost immediate improvement in productivity.

New hardware was made available for critical frontline employees, ensuring they had the best opportunity to provide excellent customer service.

In the medium and longer term, a specification was developed for the amalgamation of core systems, and a vendor selected to deliver a complete solution including hardware, training and data rollover to the new environment.

Longer term projects include the creation of a customer portal, allowing customers of all types to manage their accounts and better engage with the business, reducing the need for customer fronting staff.

OUTCOME

By improving efficiency and customer self-sufficiency, Typical Pty. Ltd. has now redeployed staff from reactionary roles to those that generate more revenue, and has been able to absorb the effect of staff turnover.

New systems now provide up to date management information, reducing production costs, improving cash flow, and help frontline staff provide a superior service, increasing customer lifetime value.

Along with a series of other incremental improvements to procedures and processes, in the first 12 months, Typical Pty. Ltd. has improved its turnover by 2% and reduced its wage bill by around \$400,000, generating a profit of \$3.7 million and a profit per person of around \$25,000, a 25% increase in the first year alone.



HOW WELL DOES YOUR IT SERVE YOUR BUSINESS?

FOUNDATION

CORE SYSTEMS

Systems	Core systems such as ERP, Accounting and CRM software and associated hardware	1	2	3	4	5
Solutions	Additional package solutions such as office tools, graphic packages	1	2	3	4	5
Strategy	IT strategic alignment with business and marketing goals	1	2	3	4	5

ASSISTANCE

EMPLOYEE NEEDS

Equip	Software, hardware and infrastructure used by the team eg PC, network, phones, internet etc.	1	2	3	4	5
Educate	Training, mentoring and other activities related to the team and their technology use	1	2	3	4	5
Encourage	Access to evangelists and other leaders who encourage adoption and use of IT systems	1	2	3	4	5

SIMPLIFY

BUSINESS PRACTICES

Procedures	Core business activity integration and automation such as ordering through manufacture to delivery	1	2	3	4	5
Processes	Documentation and democratisation of the many activities your team regularly perform	1	2	3	4	5
Practices	Overall performance and efficiency of the team with reference to technology use	1	2	3	4	5

ENGAGE

THE OUTSIDE WORLD

Customer	Customer centricity and the systems and solutions used to manage customers and prospects	1	2	3	4	5
Connect	Tools for customers to interact with the business and service their own needs eg customer portal	1	2	3	4	5
Collaborate	Tools and integration options for partners and other business customers eg EDI or API access	1	2	3	4	5

STRENGTH

READY FOR TOMORROW

Invest	Level of investment in IT assets and other technologies to support initiatives and existing business functions	1	2	3	4	5
Innovate	Use of innovation and tailored solutions rather than out of the box technology	1	2	3	4	5
Iterate	Regularly measure and review the performance of existing systems, solutions, procedure and processes	1	2	3	4	5



ABOUT STEWART MARSHALL



Stewart Marshall is the CEO of MarshallFloyd and author of “DOING IT FOR MONEY – A Business Leader’s Guide to Improving Profit per Person”. He spent 20 years working in the commercial software industry designing and building solutions used by thousands of businesses in Australia and around the world, including Proctor and Gamble, Kelloggs and Kawasaki, and noticed how the same IT mistakes kept being repeated.

“Most CEOs think of IT as a cost to their business,” says Stewart. “when really, it’s an asset and an enabler, and its purpose is to help them run efficiently and communicate effectively with their customers.”

Giving up his corporate career, Stewart launched MarshallFloyd. Its mission, to change the way that business leaders view IT within their organisation.

“Every client is different, but at their core are the people who actually run their business. First and foremost, this is about education and working with CEOs and their team to help them understand and better engage with their systems. They may well find that they need to buy something new, but it’s “People and technology””.

“If all we did was implement a new solution and leave, it would be a waste of time and money. We need the whole business to work together to maximise the value, whether that’s with something new or using the technology that they already have.”

But while education is a driving force, Stewart’s real passion is innovation.

“George Bernard Shaw said that progress is impossible without change, so unless we question the norms and conventions that we recognise, we remain just one of the many. To make a real difference, we must challenge the status quo, take calculated risks and find innovative ways to help us stand out from the crowd.”

Stewart’s vision is of a business world that enthusiastically embraces the opportunities of modern technology but understands that it’s their team that matters most.

“This is not about computers or digital transformation or artificial intelligence. This is all about people. It’s about your team and the tools you give them so that they can run your business efficiently and effectively. You wouldn’t make a chef use blunt knives any more than you’d buy 20 year old fleet vehicles. Why then would you have sub-standard IT systems?”

“Technology is there to enhance human capabilities. The more you help your team, the more they will help you”

“And that’s the big idea. Technology will make your people more profitable”

IS YOUR BUSINESS READY FOR TOMORROW?

Contact MarshallFloyd today and find out how we can improve your profit per person



+61 (0)2 9844 5439



Contactus@MarshallFloyd.com.au



MarshallFloyd.com.au