

case study

Customer success story: Dunstan Thomas UK

Customer Profile

dunstanthomas



Industry: IT

Company: Dunstan Thomas

Employees: 100

Dunstan Thomas UK reinforces effective management to maintain competitive advantage

Business Impact Summary:

Business

Dunstan Thomas, established in 1986, is an internationally recognized firm that specializes in a range of business development tools and techniques that encompass software design, development, SEO, PPC, website development, social media, training and consulting.

The company's technology solution for the retirement and investment savings market is called the Imago platform - a comprehensive platform that provides a complete pension administration solution to banks, insurance companies, and specialist pension providers.

Challenge

The overriding challenge is to optimize business operations and improve company readiness in order to better foresee and handle market changes. With multiple clients and projects running simultaneously, it is essential that information flow within the company be structured and efficient. With the inclusion of real time data within the decision making process, the company gains a unique advantage over competitors and a higher capability to raise profits.

Solution

The MSP Dynamic Requirement Management serves to assist Dunstan Thomas in better controlling the scope of their projects while taking into account any changes that may affect their clients. The implementation of the what-if scenario component allows the consultants to 'up their game' and adjust work priorities and release scope. The provision of the Aperio dashboard ensures the synchronization of the activity and planning of all the managers, team leaders and project managers.

Result

With information flow to all the relevant management levels ensured, Dunstan Thomas is in an improved position to manage change and, as such, improve customer satisfaction and increase income. The task of company and project managers has been simplified and streamlined allowing them to make more informed decisions relating to change priorities and releases. The most important result is that the customers benefit through increased responsiveness of the company and an improvement in returns due to wiser decision making based on available real time information.

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Detailed Use Case:

Business -

Originally a database consulting and training services firm, Dunstan Thomas spent many years developing flexible, component based systems that offer point solutions to fit all the needs of their client's. Becoming a Microsoft Gold Certified Partner in 2004, Dunstan Thomas further expanded its customer base through delivering a wider range of professional services across a broader spectrum of technologies.

In the 1990's, the company released a comprehensive product called the Imago platform that was developed with a view to providing the full lifecycle of solutions for policy management for the pre, at and post retirement markets. As well as offer full support services to compliment the Imago platform, Dunstan Thomas leverages its decades of experience in the industry to offer consulting services on more general pension's administration related projects to providers of pensions and investments and wrap platforms.

Working with a wide variety of clients who all have different requirements that vary according to industry and market fluctuations, is part of the vast management challenge that needs to be addressed and handled by the platform.

Challenge -

The pensions market is dynamic and affected by both the economic situation as well as by government intervention in the form of regulation and legislation. Dunstan Thomas has decades of experience in this market and is fully aware of the need for corporate teamwork and response capabilities. Effective management is essential when it comes to harmonizing the myriad complex tasks that are managing resources for product R&D whilst simultaneously running the regular multiple projects and day to day resources of the company.

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Among other factors, international and local stock fluctuations dramatically affect investments and companies must be prepared to shift their priorities and even change their strategy if required. When the need arises to rapidly change project priorities, it is important to maintain a clear view of how the actual situation differs from the plan in order to arrive at a sound new strategy for the future.

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“By utilizing MSP, Dunstan Thomas has improved customer satisfaction and increased income from changes in scope”

**Chris Read , Chairman
Dunstan Thomas**

Detailed Use Case - Continue:

Solution -

MSP integrated a seamless solution that incorporated and synchronized Dunstan Thomas's existing IT resources and assets to deliver a unified harmonious business process, crossing all the business and delivery units.

From planning to delivery, the Demands and Requirements Management solution establishes a framework of structured processes that enable the effective transfer of utilization of information throughout the company. The solution not only ensures effective planning through the accumulation and presentation of relevant facts and 'what-if' scenarios, it also manages accountability by detailing and assigning resources across the organizations departments. The monitoring of the progress of projects is essential and management bandwidth required is minimal to maintain a level of control that keeps the company in a dynamic position to quickly and wisely respond to any market situation.

All documentary requirements and reporting, including online reports, are built-in to the system and many previously laborious tasks are now automated for example Gantt's, and plan vs. actual analysis, among others.

The Aperio dashboard is the central point of contact for all those involved in projects throughout the company. The dashboard encourages proactive management and allows managers to set thresholds to monitor projects and gain a good perspective of events as they happen. The dashboard acts as a common tool allowing managers across the organization to manage tasks and assign roles, collaborate and share insights, and serves to synchronize cooperation while presenting a consistent view corporate wide.

Results -

The MSP dynamic requirement management system ensures that Dunstan Thomas retains optimum control over their operations and through effective governance, maintains this competitive advantage. The company is now fully capable of better controlling the scope of its projects and changes requested by clients. By managing the entire demand span (CAPEX requests, OPEX requests, releases, projects, changes, new enhancements, procurement requests and more), MSP provides management with an intelligent decision making framework that portrays a true picture of the organization's operational status and allows them to better align with the business's strategic goals.

An essential part of the decision making process is taking all the relevant factors into account. The what-if scenario component ensures that all constraints (budget, skill sets, resources, strategy) are considered when managers prioritize and determine the timing of every initiative, translating to higher profit margins and more satisfied customers.

The MSP Aperio dashboard provides a central viewpoint of all the information being processed by the other MSP modules for the managers, team leaders and project managers. This provides transparency to the organization's management and enables them to make wiser decisions that will add value to the company. The indexes presented in the Aperio dashboard are derived from a basket of predefined KPIs and industry best practices which act as a collaboration tool allowing management to confidently and effectively share information and insights.

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