



Case Studies

Case Study Focus: Increasing and Creating Recurring Revenues for Management Consulting Companies

Client Profile

*ABC Consultants*¹ is a management consulting firm that provides business process optimization and onsite workforce training. The firm has more than 500 consultants on two continents and considers themselves an innovative leader in interdisciplinary, creative approaches to solving business problems. By working closely with its clients, ABC Consultants honed a reputation for “greasing the wheels of bureaucracy,” cutting red tape, standardizing procedures, and improving employee effectiveness by bringing people and information closer together.

Business Situation

While the ten-year-old firm was profitable, its sales curve hadn’t kept pace with the growth of its clients. In addition, those burgeoning customers were increasingly becoming targets of its larger competitors. So, how could ABC Consultants add significant value to its offerings (thereby enhancing customer loyalty), while also increasing the opportunity for recurring revenues?

The Problem: How can this management consulting firm increase client loyalty AND enjoy recurring revenues?

Solution Description

The firm chose the Iontas Focus software suite for a project with one of its clients. The Focus suite analyzes how people implement business processes using their various software tools. It is platform independent and enables managers to see how well business processes are working, where human-centric processes become stymied, and can help identify the most effective ways to implement a process.

Within a day, ABC Consultants had Focus installed and fully configured in one department with 400 users. After a week of data collection, ABC Consultants returned to analyze the reports with

¹ *Not their real name, of course.*

the pilot customer.

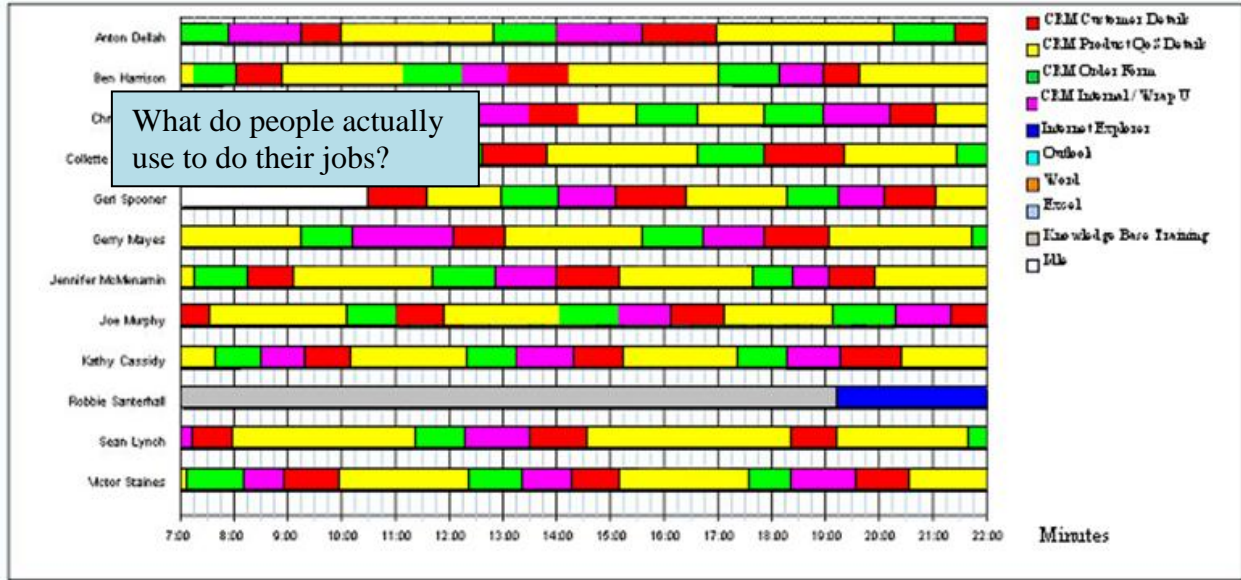


Figure 1 – Daily Activity Focus Timeline – One Hour View

Armed with this information, ABC Consultants produced a visible map the business process flows *across* software applications. By showing how each employee handled common transactions in varying methods, the consultants could highlight the effectiveness of each approach. It gave the company a high level view of redundant activities that could be automated, identified obsolete software products being used out of compliance, and most importantly, they learned from the best performing employees the most efficient methods for accomplishing tasks. **The client was so impressed that they contracted with ABC Consultants to develop a training program to share these best practices throughout the department.**

The Focus Software Suite gave the consulting firm the real data they needed to demonstrated hard dollar savings for their clients, and increased their own reputation which positioned their company for continued growth.

As employees became more efficient, management realized a 15% increase in daily workload effectiveness. Employee satisfaction improved due to the creation of an incentive program that rewarded them on key accomplishments. Within six months, management realized that employee turnover declined, thus relieving them of the significant burden associated with employee churn.

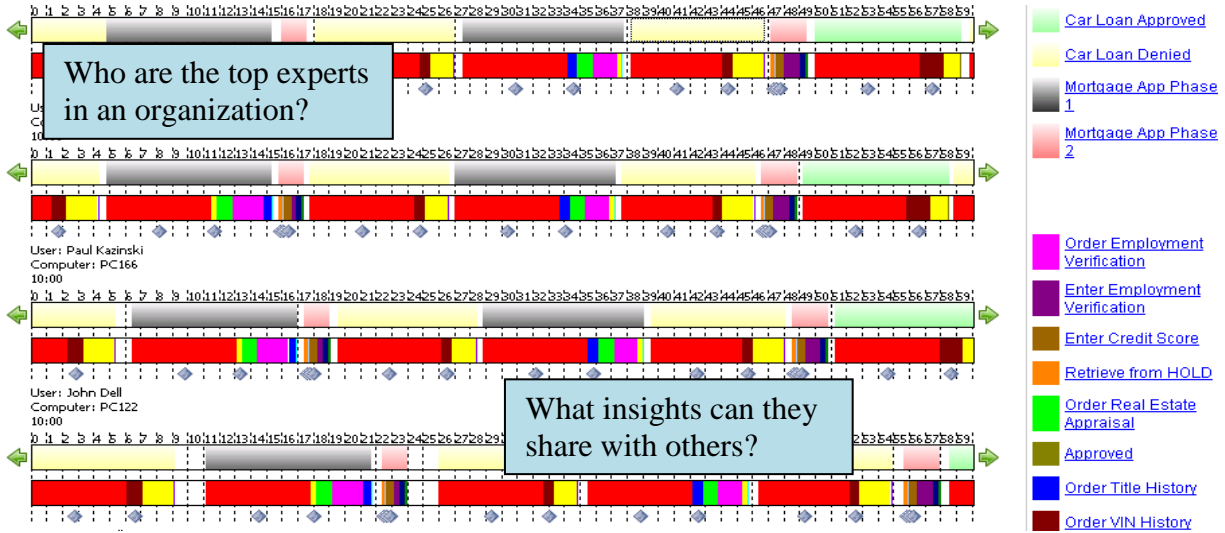


Figure 2 – Daily Process Focus Timeline – One Hour View

After the first three months, the company’s Vice President of Operations lauded ABC’s work and agreed to roll the Focus suite throughout the enterprise. ABC Consultants were able to obtain a sizeable annual retainer from their client. This client enjoyed quarterly workforce optimization reviews to capture additional improvements, learn new best practices, update the training program and deploy those best practices throughout the enterprise, ensuring workforce effectiveness for their client.

“ABC Consultants is the ONLY management consulting firm for us. I’ve not seen any other firm offer this type of insight and results to our bottom line.” – VP Operations, ABC client

Key Benefits

With the Iontas Focus suite, ABC Consultants added a powerful new tool to its arsenal. In the first year, the firm’s revenues increased ten percent through the following new, Focus-related offerings:

- ✓ Analysing and identifying best practices amongst the client’s workforce
- ✓ Designing and delivering a best practices training program for their clients
- ✓ Creating a quarterly revenue stream by monitoring and continuing to enhance productivity as new products and services entered the clients market, and to ensure methods taught in the training program remained current to their clients business goals
- ✓ Ensuring increased reputation amongst their clients resulting in consistently increasing revenues.

The Iontas Focus Suite

Activity Focus – Analyses and measures detailed desktop activity, including application and module usage over time, idle time, log on/off actions, and more.

Event Focus – Captures any visible text and user actions within an application window. A rules engine allows managers to specify text or events that trigger alerts or actions in other applications.

Process Focus – Automatically recognizes and captures steps executed by users as part of a defined process, showing visible process progression and throughput on user transactions.

Previously unavailable in the market, the Focus Software Suite tracks and analyzes specific metrics such as:

- ✓ Process duration, including time required for each step in the process
- ✓ Maximum, minimum, and average values for users and groups
- ✓ Number of times a process or step is executed
- ✓ Transaction values or account data at a given stage
- ✓ Time spent on combined processes
- ✓ Incomplete processes, including where in the transaction the process stopped

Other features not mentioned in this study:

- ✓ Enable cross-sell and up-sell opportunities
- ✓ Monitor and ensure compliance
- ✓ Watch for specific events and respond in *real-time*
- ✓ View departmental software usage in real-time
- ✓ Calculate true ROI of software investments through actual usage

For more information please contact Iontas:

US Headquarters,
2802 Flintrock Trace,
Suite B102
Austin, TX 78738
512.502.5576

European Headquarters,
Unit 3b Riverside Office Park
Neil T Blaney Road,
Co. Donegal, Ireland
353.74.919.4070