

Would you like **MORE** from your company IT systems?

We specialise in precisely that, delivering ...



Specifically, we help design IT systems for maximum use and benefit. After all, that's what they're for!

Here's how we do it:

By ensuring business processes are designed for optimum performance.

If your system users don't know what they want from your systems' functions, we help them to define their needs, documenting them in a way that any IS/IT department or supplier can understand and use with ease.

How we design your IT systems for optimal value and effectiveness:

The key is to put users, value and benefits first, and technology second, without jeopardising technical integrity.

We achieve this using **The Profit Business Value Approach™**, our in-house value maximisation framework, developed and refined over 25 years of experience in designing IT systems to help their users more effectively.

An overview of **The Profit Business Value Approach™** appears overleaf.

To discuss how you can get more from your IT systems, contact:

David Jacobs CONSULTANCY

07799 036652

david.jacobs@profitfrominformation.co.uk

Jean Cohen SALES ENQUIRIES

07795 257710

jeanc@profitfrominformation.co.uk



PROFIT FROM INFORMATION LIMITED

www.profitfrominformation.co.uk

www.profitfrominformation.com



THE PROFIT BUSINESS VALUE APPROACH™

When ‘automated’ using IS/IT, businesses often achieve disappointingly modest net gains in effectiveness and efficiency.

This is because too many assumptions have been made in analysing IS value and too many important issues remain unsatisfactorily addressed.

David Jacobs has developed skills in resolving these problems over 25 years, synthesising his experience into **The Profit Business Value Approach™** which can help to increase net business gains from IS/IT by 25%, 50% or even 100%.

This pragmatic approach works at a far deeper and more pertinent level than any other IS related approaches and drives relentlessly from business value as the objective.

A free introductory presentation to this business value approach is available on request, to be given at a convenient time and place.

The presentation covers how the approach helps to define:

- What value is, what value is dependent on and how to design optimum value into processes and IT systems.
- How to ensure that value can be shown to have been achieved after implementation, and that value *continues* to be realised and even increased.

Please note that **The Profit Business Value Approach™ enhances and augments other methods; it does not replace them.**

We therefore include the following essential services in our portfolio:

- Business-IS/IT Mediation
- Business Process Improvement
- IS Value Maximisation
- Business and IT Systems Analysis
- Systems Requirements Definition
- Troubleshooting and Consultancy

