

COMPANY PROFILE - What we do

We are a management consultancy company dedicated to helping you find innovative business-driven ways of exploiting the value of your information resources. We specialise in the delivery of information to the decision-makers in your organisation, enabling you to maximise the potential of your information. We assist our customers in all stages of the development lifecycle, from initial analysis through to delivery and reappraisal. Depending on your needs, our consultants can act in an advisory capacity all the way to managing the whole project and developing a bespoke solution.

iFactor employs a partnership approach, working with you to understand your business processes. This provides us with the framework that we consider essential to deliver your required solution.

Scattered across your company is a wealth of information. This information could enable you to make better business decisions, thereby maximising earnings and minimising costs. However, this information is hard to find. It is often contained in countless different departmental systems or computer applications. Sometimes finding specific information from one of these systems can be very difficult. Often the information from these different areas of your business is inconsistent and unreliable. As a result, most executives are required to make critical business decisions without the necessary information. Decisions that affect the entire company are being made without a holistic, enterprise-wide view of your company and its operations. In this increasingly competitive and global market, continuing to make decisions in this manner can be detrimental to your company.

To understand your business and make accurate, fast and informed decisions, you need to consolidate and analyse large amounts of corporate data from a variety of host systems. Transactional data is extracted from operational databases, scrubbed, validated, and loaded into a **Data Warehouse**. The data is then accessed using a variety of business intelligent solutions that allow you to share information with all the decision makers in your business. The objective is to quickly turn data into information and provide it to end users in exactly the way they need it. These **reporting solutions** include:

- Multi-dimensional online analytical processing (**OLAP**) solutions that empower users to "slice and dice", to "drill down" or to "mine" and analyse detailed cubes of data.
- Scheduled reporting based solutions that deliver information to desktops across your organisation as and when is required.
- MS Office reporting solutions, maximising the potential of Excel Pivot Tables and Charts as well as MS Query and Visual Basic for Applications in Access and Excel.

Any of the above solutions can be made available to run across your local intranet, or can be hosted on your Internet site.

Our objective is to provide a solution that always meets or exceeds your expectations with the emphasis on producing a quality product, on time and within budget. We provide a phased implementation plan to meet your short, medium, and long term corporate objectives.

We enable you to keep up to speed with your business information, by offering a wide range of services, either as a one-off project or with ongoing support and development. Some of these include:

- *Data Extraction and Scrubbing* - We use a variety of tools (e.g.: SQL, MS Query) to extract the relevant data from your host systems and ensure that only data that has been validated is available to decision-makers within your business.
- *Data Consolidation* - Validated data from operational host systems is consolidated into a single Data Warehouse.
- *Data Analysis* - It is vital to know which customers, products, channels or regions are profitable. We develop reporting solutions that enable you to interrogate your information.
- *Automated Reporting Solutions* - Using Visual Basic (VB) and Visual Basic for Applications (VBA), we transform your manual processes into automated solutions, saving you time and providing you with a trusted source of valuable information.
- *Software Application Development* - We develop both stand alone and integrated software solutions, meeting the information requirements of your organisation.
- *Business Process Analysis* - Developing a business model for your organisation by analysing your existing structure and informational requirements.

As an outside observer, we are an unbiased advisor who can be called without the need for an in-house expert. Many companies are taking advantage of this type of service to keep internal costs down while accomplishing both short and long term goals.

Your information is vital to your company's stability and growth. iFactor respects this and the integrity of your information. All of our services are private, information is kept secure and in the highest confidence.

THE BENEFITS - Why We Can Help

A tailor-made service that sets iFactor apart from our competitors

Many companies align themselves to one or two products. Some consultancies only sell and implement their own applications even though they may not be an ideal solution for your problem. Many of the very large consulting practices provide a wide range of consulting services. They are particularly skilled at producing a multitude of reports proposing possible solutions but not particularly skilled at actually delivering the solution. They tend to send young college graduates with very little real-world experience, but bill you as if you were receiving the services of a seasoned professional. Not aligning ourselves with a specific product vendor, gives us the flexibility to select a solution that is best suited to your organisation's requirements. We don't offer a range of consultancy services, but rather specialise in information consultancy and assist you in harnessing the potential of that information. Once we've agreed on a solution to meet your objectives, our experienced consultants are there to deliver the solution. We ensure that it's delivered to exceed your expectations by an experienced consultant that scoped the solution with you. Our tailor made service ensures that you get the information you need to make your business successful.

The benefits of an iFactor solution

We enable organisations to get the maximum value from the wealth of business data stored in existing enterprise systems and collected on an ongoing basis through e-commerce and other channels. This results in benefits to knowledge workers and decision makers, to teams, and to the entire enterprise.

iFactor unlocks knowledge that was previously inaccessible. Users can quickly view the data stored in enterprise systems and easily conduct sophisticated analysis or queries. This leads to faster, more informed decision making at all levels of the organisation.

The capability to quickly output views to Office applications, to send by e-mail, or to publish to the Web fit easily with any team's communication style and ensures that business information is shared and disseminated as soon as it is available. By automating publishing of standard views and reports, organisations can keep entire teams up to date and in sync with important trends or data.

iFactor clients benefit immediately from broad, data-driven decision making across the enterprise. Business decisions will be executed faster and with greater insight, leading to enhanced organisational agility. iFactor allows organisations to capitalise on the knowledge now locked in their enterprise applications and data stores, improving the return on investment in these systems.

Reporting and Budgeting made easier and faster

An OLAP solution makes budgeting highly flexible and can include complex rules and calculations. This flexibility is an extremely valuable tool in a continuously changing business environment. It allows for shorter budget cycles with reduced set up and maintenance time. Budgeting, planning and forecasting can be integrated with management reporting. Other benefits include:

- Multi-user entry of budget assumptions, with automatic updates of budgets possible
- Budgeting approached from "top down" and / or "bottom up"
- Conversions from budget model to "what if" scenario business model
- Real time reporting and drill down capabilities
- Integration of OLAP system data with non system data in the same report
- Ability to modify reports at a low cost with no requirement to contract expensive experts

Consolidated Information To Improve Planning & Decision-Making

We can provide you with a consolidated view of your entire business. The corporate planning, analysis and decision-making functions move from a financial 'back-office' focus to include the integration of business, operational and customer information. You will be able to quickly and effortlessly integrate information from your databases so that you can analyse and plan your business based on the most accurate information available. This will enable you to maximise product, customer, and business unit profitability.

Improved Quality Of Decision-Making At All Levels

Many businesses are in chaos because of a flood of data that is irrelevant, too detailed, poorly integrated, difficult to access and of little value in making decisions. Too much data is just confusing! You need to distribute information to decision-makers in a format that they can be used. We assist you to easily obtain and present, relevant, concise and intelligent management information. Measuring your performance against a budget, forecast or key performance indicator (KPI) is not sufficient. Intelligent information is not just the reporting of a situation but providing relevant analysis to enable decision-making. Once the variance in performance has been identified, it is critical to measure and understand that variance. This will lead you to make the right decisions.

Recognise and Respond to Important Trends Sooner

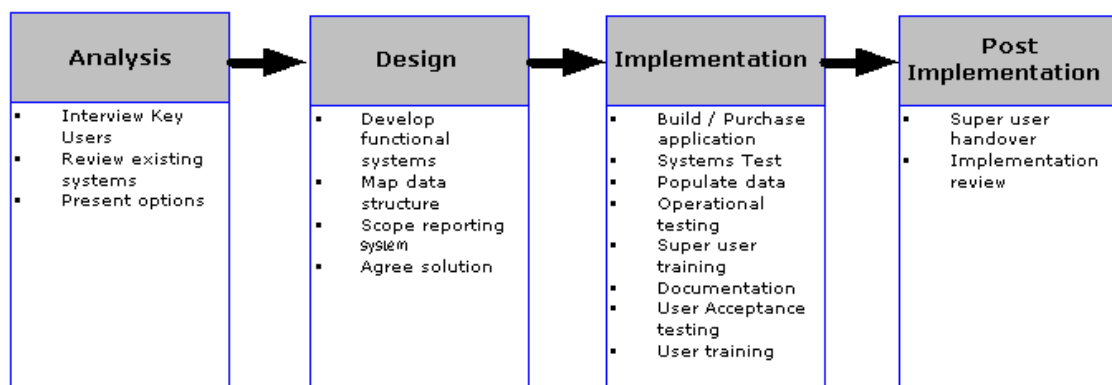
You need to see and understand important trends that may affect new product or service opportunities, customer satisfaction, and financial performance. By integrating customer, marketing, operational and financial information you have the power to analyse and identify trends throughout your entire business, enabling you to model "what if" scenarios.

METHODOLOGY - How We Do It

An iFactor solution begins by listening to the customer's needs, and is then designed to meet the requirements, and maintained through our primary product, service to our customers.

Our clients define our brand, and word of mouth is the best marketing we can buy. We cannot afford even one dissatisfied client and as a result, every client engagement is delivered with this critical success factor in mind.

At iFactor we apply four main stages of the project development lifecycle - Analysis, Design, Implementation and Post Implementation Review We then work with you to develop the practical application of these stages into working solutions.



Analysis

- Interview Key Management Team Members and information users.
- Review existing information systems, processes and reporting structure.
- Presentation of options to exploit current opportunities and determine a top-level information wish list.

Design

- Develop an IT functional specification.
- Map process development and data structure.
- Scope operational and management reporting system.
- Select appropriate systems solution with stakeholders.

Implementation

- Build or purchase application.
- Systems test and modify application if necessary.
- Data populate application.
- Development testing within operational environments.
- Super User development and training.
- Systems and user documentation.
- User Acceptance testing.
- Information User training.

Post Implementation Review

- Systems handover to Super User.
- Implementation review and maintenance follow-up.

THE TEAM - Who We Are



Anton Finneran has broad experience in managing a variety of projects worldwide. Whilst completing his Bachelor of Commerce degree, he began managing various projects within the leisure sector. These range from the Dock Road Complex in Cape Town to opening a series of branded restaurants in the UK and Europe. Whilst consulting to NMEC at the Dome, Anton project managed the provision of information to several key parties, including government, internal and external boards, audit companies as well as Dome management and staff. He was responsible for the MIS of ticketing, admissions, visitor flow, retail and catering. He provided analysis of visitor arrival patterns, zone flows, demographic profiles and purchasing patterns and implemented tactical price promotions to drive visitor volume. He project managed the Miss World 2000 ticketing and admissions and managed the logistics for a PGA golf tournament and Conference held in Las Vegas in October 2001.



Jake Griffith-Sims has wide understanding of development and implementation of financial and operational reporting systems. He is currently involved in implementing a database for English Partnerships in London as well as consulting on a database implementation for a German football team. He implemented a Financial and Management Reporting system and developed of a complete suite of reports at the Millennium Dome in London. The development of a staff attendance monitoring system at the Dome through the decommissioning period allowed management to stay in touch with the real costs of Deconstruction. Development of a Zone flow monitoring database enabled management to identify the bottlenecks and gave clear indicators on how to resolve the issues of people flow in the early part of the operational year at the Dome. Key Skills include TM1 OLAP, VB6, VBA, Excel modelling, SQL 7, Crystal Reports, Sun Accounts, Visions and Siebel.



Craig Barker has been programming since 1996 and is involved primarily in Web based development and e-commerce solutions. Specialising in distributed development using mainly ASP, VB 6 and SQL 7, he also has experience in JavaScript, and XML and has had working exposure to most of the Microsoft suite of development software products. His experience also covers the conversion of legacy-based software to Web-enabled system software. Craig is currently contracting on a project developing a data switch product that will enable the transfer and sanitisation of data via the Internet. He is in a position that enables him to be both a team player and a stand-alone developer.



Darren White has five years IT experience within various industry sectors. A Technical Business Analyst with a Masters degree in business management, complimented by an undergraduate degree in Aeronautical engineering, he has excellent analytical, organisational and problem solving skills along with a keen eye for detail. Darren has experience in all stages of life cycle development including workflow design and database development whilst maintaining a focus on the big picture. Key skills include Crystal Reports development, SQL, Peoplesoft and Access development.

STRATEGIC ALLIANCES

In addition to our core personnel, iFactor is proud to collaborate with the following companies to provide optimal solutions for our clients:

OLAP Software Limited

<http://www.olapsoftware.co.uk/solutions.htm>

OLAP Software is entirely focused on providing our clients with fast, effective and cost efficient OLAP solutions. OLAP Software provides entire solutions - software, consulting (by some of the most experienced consultants in this field worldwide), design, implementation, training and support.... In essence, complete solutions. The company has experience in a wide scope of industries ranging from financial services to manufacturing. Together with highly qualified personnel from diverse business backgrounds, it has the ability to fulfil not only the technical requirements of applications, but also to assist in improving the quality of financial information.

LIVE

<http://www.livebrand.co.uk/>

Live, a UK-based company with a presence in New York and Santa Monica, creates brand experiences for consumer, business, internal and community audiences. The company, founded two years ago, brought together a team of the industry's brightest and most experienced professionals, with a long track record in live events and communication. Live now employs 40 full-time staff, and works for clients as diverse as British government departments, Fast Moving Consumer Goods companies (like Sega and Zed) and financial institutions (such as Barclays, BUPA, Glaxo SmithKline and AXA) to create memorable and inspiring experiences that deliver key messages in an entertaining way. Live is a member of the Omnicom group of companies - the world's largest advertising and marketing services company, with revenues of over \$5 billion.

FLATSPIN Web Solutions

<http://www.flatspin.co.za>

Flatspin designs and develops Internet sites and other web related applications. Based in Cape Town, South Africa, Flatspin has grown from strength to strength since its inception in October 2000. Calling on a considerable knowledge-base, Flatspin's team of five developers specialises in database-driven web applications. In an industry renowned for unfulfilled promises and unethical operators, FLATSPIN has committed itself to delivering an excellent service to its clients, from initial consultation to delivery and ongoing maintenance of the final product.

Recent URL's:

Southern African Legal Assistance Network

Clearing Support System

Legal Resources Centre

Blouberg Pharmacy

Wembley Philatelic

NICRO