



Solutions AM

Turning Solutions into Assets

ASSURING CUSTOMER SUCCESS

to create a measurable business asset

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Solutions AM Overview

Solutions AM benefits from almost 100-man years of founders' experience in the delivery of IT based business solutions. Rick Pollitt and Brian Preece have specialised in solution design, development, sales, implementation and support, for both Providers and Users. All these roles have been undertaken at executive, management and operational levels.

Almost 100-man years of experience and expertise in creation, sales and operation of Strategic IT based Business Solutions

One single business pain has been consistently encountered which is that multi-party, strategic, operationally led solutions breakdown when they fail to deliver return on investment to **every** participant. This leads to wasted investment, for user and provider companies alike, whilst resulting delays to strategy and innovation impact growth objectives.

Multi-party, strategic, operationally led solutions break-down when they fail to deliver return on investment to every participant

Having recognised the cause, understood the reasons and formulated the resolution, Rick and Brian set out to make it a reality and *Solutions AM* was formed in 2016. The approach was to create a low-cost, non-intrusive technology to replicate and automate the high-cost, resource driven remedies adopted for mission critical business solutions. Then to apply *Solutions AM* technology to complex, strategic solutions for which investment in high-cost business consulting services cannot be justified.

Solutions AM provide low-cost, non-intrusive technology to replicate and automate resource driven remedies applied to mission critical solutions

Solutions AM technology is now available through an early adopter programme prior to a full product launch in 2018. Offering all the normal benefits to early adopters, *Solutions AM* would like to discuss possibilities with interested Solution Provider and User organisations.

Business Pain

Solutions AM recognises different solution types of **Mission Critical, Strategic Self-Managed** and **Tactical** and the importance of, investment in and attention applied to each. Solutions AM understands the impact on user and provider businesses as solution performance degrades and measures adopted to protect investments by all participants.

Failure of a mission critical solution is disastrous to every contributing partner. One major risk mitigation practice is the investment in specialist consulting services to manage the solution and protect all stakeholders. Whilst significant, the cost of specialist consulting is easily justified against cost of failure.

Degradation or failure of a tactical solutions may be an annoyance at operational level but will have little impact on user or provider organisations overall performance. User organisations will replace the solution quickly with little or no disruption, whilst provider organisations may lose revenue and reputation but at manageable levels.

The Business Pain

Multi-party, Strategic, Self-managed Solutions break down when they fail to deliver acceptable return on investment to all participants

Solutions AM is focused on this business pain in '**Strategic Self-Managed Solutions**'. The solutions can be defined as: -

- Multi-party and multi-year agreement
- Complex, multiple solution components from numerous providers
- Supporting strategy, innovation and growth for all participants

- Requiring executive level sign-off but led by management or operations team
- Failure, or degradation, results in significant business disruption and individual pain

- A key annual revenue stream for solution providers
- Having high profile on providers' revenue forecasts and resource plans
- Insufficient funding for dedicated account teams

- Highly visibility in all participating organisations, supporting growth and innovation
- Insufficient overall investment in solution to justify specialist consulting services

This business pain is common in Strategic, Self-Managed Solutions and Solutions AM is perfectly positioned to mitigate the subsequent business risk.

Impact

Solution User Organisation – impact

- *Solution User must manage confrontational relationships internally and with solution providers*
- *Relationships weaken and focus moves to day to day commitments resulting in failure to deliver solution strategy and innovation*
- *Crisis will be reached leading to extra demands on management time and resulting in staff dissatisfaction*
- *Should crisis management fail then existing investments must be written-off and new investment for alternative solution selection, implementation and migration must be found*
- *Strategy and innovation will be delayed which impacts investor & shareholder confidence.*

As one or more participating organisations fail to achieve return on their investment, the business pain begins to take effect and performance of the solution degrades. This leads to cross solution conflict, costly crisis management and, unless resolution is achieved, a downwards spiral to eventual failure.

Solution Providers – impact

- *Providers will need to fund operational and management resource for issue resolution and crisis management*
- *Revenue projections and profit forecasts must be downgraded and resource plans and utilisation rates reviewed*
- *Should crisis management fail then ‘in-year’ revenue projections will be reduced, resource plans corrupted and future year ‘renewal’ fees reduced.*
- *Reputational damage in the client and marketplace must be managed to avoid advantage being passed to competitors*
- *Investor and shareholder confidence must be maintained to avoid delay to strategy and innovation*

Capability

Solutions AM has considered why mission critical solutions tend **not** to experience this business pain. The conclusion is that the main mitigation activity, deployment of specialist solution consulting services, is the answer. Solutions AM has considered these services and has identified the following key actions.

- **Assessment of all participants' sentiments**
- **Engagement across all participants**
- **Creation of communication channels**
- **Introduction of fundamental disciplines**
- **Cross solution librarian**
- **Central repository for solution intelligence**
- **Broadcaster of information, updates and status changes**

Application of the above capability creates transparency and clarity across the solution for all participating organisations and individuals. Thereby, mitigating operational, financial and reputational risk for everybody. It creates an environment that delivers objectives, strategy and innovation and leads to extended return on investment for all stakeholders.

There is, however, one major issue with this approach. It is a resource driven approach and loss of resource through transfer, promotion or job move leads to loss of solution insight. Despite this, it is a risk mitigation principle applied to mission critical solutions very successfully.

An automated replication of a solution consultant that is low-cost and non-intrusive which is easily managed across all participants and retains all solution insight

Solutions AM determined that if this capability can be applied to ***'Strategic, Self-Managed Solutions'*** then their proneness to failure can be reduced and the identified business pain mitigated. As justification for specialist consulting resource is not possible, the solution must be an automated, low-cost and non-intrusive technology that is easily managed across all parties and retain all solution insight.

So, Solutions AM have created a technology that meets the following objectives: -

Objective	Satisfied by
Automation	<p>automated capability to mimic specialist solutions consultants in the areas of</p> <ul style="list-style-type: none"> • All party sentiment assessment • Engagement initiation • Defined communications channels • Application of fundamental disciplines • Solution library • Collection and retention of solution insight • Solution message broadcasting
Low-cost	<p>Licencing is per solution and monthly costs are modelled on</p> <ul style="list-style-type: none"> • SAM-Lite – less than the travel expenses for a monthly solution meeting - £20 per user • SAM-Complete – less than daily consultant cost for a half day monthly meeting - £99 per user
Non-intrusive	<p>The only mandatory activity is sentiment logging which requires less than 1 minute per month</p>
Easily managed and inclusive of solution user and all provider participants	<p>SAM capability is provided</p> <ul style="list-style-type: none"> • as a fully hosted SaaS solution • through mobile or tablet apps • through browsers for laptops and PC's • with entry and review access for all participating businesses
Insight retention	<p>SAM is a data driven application retaining historical data for subsequent analysis, reporting and review. Data may be reviewed via in-app dashboards or exported for analysis within the client's own business intelligence tools and consolidated with other solutions data.</p>

For more information on Solutions AM capability please visit

www.SolutionsAM.co.uk

Value

By applying Solutions AM capability to solutions, value will be derived: -

- instantly through clarity of cross solution situation
- on an ongoing basis at operational, management and executive levels
- through consolidated solutions insight

Instant Value - Within hours of implementation all solution participants will know the real KPI sentiments of all users at executive, management and operational level within every participating organisation. This means that

- Operations teams know the 'real' priority issues to focus on and spend more time delivering the objectives, strategy and innovation creating maximum return to all
- Management teams can validate financial and resource projections through direct and immediate access to 'real-time' solution performance data
- Executive teams can qualify confidence in investment and planning to confirm their risk log for company strategy and innovation plans

Increasing profitability for all participating organisations by allowing focus on 'real' issues, delivering objectives, and qualified planning

On-going Operational Value – 'Always on real-time' sentiment logging for all participating organisations with automated reporting and messaging allows non-intrusive and continuous monitoring of solution performance. This means that:

- Operations teams will prevent issues allowing focus on value driven objectives, strategy and innovation. Relationships will strengthen stretching return and increasing profitability for all.
- Management teams will reduce crisis management through more effective operational teams and provide more accurate financial and resource projections through accurate, up-to-date solution insight. Furthermore, relationships will be strengthened through peer to peer communications and consolidated data views. All of this results in increased revenues, higher profitability and reduced business risk.
- Executive teams will be able to evidence confidence in company planning and management, show ability to deliver low-risk, high return investments and demonstrate managed strategy and innovation implementation.

Reducing operating cost for all participating organisations by reducing issue resolution and crisis management and increasing utilisation rates

Consolidated Solutions Insight Value – Continuous collection of sentiments data and notes on a formal and ad-hoc manner allows analysis of sentiments for single solutions and any combination of multiple solutions. This means that:

- Operations teams can appreciate ‘whole client’ sentiments to pre-empt disruptive situations arising and avoid cross solution conflict.

An appreciation of partner performance and contribution in other solutions will identify how additional value can be brought to their own.

- Management teams can review ‘whole client’ value to make more reliable and strategic financial and resourcing decisions.

Furthermore, consolidated sentiments (for example by partner, product, industry sector and so on) allows more insightful planning decisions that will increase revenue and profitability levels whilst reducing business risk.

- Executive teams can establish, maintain and evidence confidence in multi-solution environments whether they be clients, cross division solutions, global or multi-solution clients etc.

This will assure investors and shareholders of the value of ‘Strategically Self-Managed Solutions’, confidence of strength and longevity in strategic relationship with clients and trusted partners.

Increasing revenues for all participating organisations by avoiding issues & conflict to deliver objectives, strategy and innovation through insightful financial and resource planning

Reducing operational, financial and reputational risk for all participating organisations through long, strong and trusted partnerships delivering return on investment for everybody involved

Application of SAM

Solutions AM has focussed on applying SAM technology to the area of strategic self-managed business solutions and this remains the primary focus as the roadmap evolves for SAM-Complete.

However, initial discussions with prospective early adopters have highlighted other areas of value where SAM can be applied, without change. Some of these are: -

Whole Client – application of SAM across multiple solutions within a client to consolidate into a ‘whole client’ view has been recognised by solution providers. This is even more valuable when those solutions are cross region, cross division or cross product.

Client/Solution Segments - The ability to consolidate solution data to review client segments will be of interest across organisations. Some typical client segments that could be automatically reported on include: -

- Key accounts
- Solutions or clients at risk to competition
- Solutions or clients in crisis or conflict
- High maintenance solutions
- High up/cross sell potential solutions or clients
- CSAT response action tool for responders requiring attention

Whole Provider – application of SAM across multiple solutions including a provider will allow a consolidated ‘whole provider’ view. This has been recognised by solution users especially where those solution are cross region, cross division or cross product.

And many more..... www.SolutionsAM.co.uk

Project – application of sentiment logging to projects, single or multi party, to review project sentiments by customer, partner, product or industry sector.

Team Monitoring - adoption of SAM across a team of any sort has been identified as a particularly useful application. This is especially true where teams are large, multi-location and operate independently.

Sales Opportunity - where opportunities are identified as key deals for month, quarter or year-ends the adoption of SAM to provide a real-time monitoring capability will allow real-time sentiment logging, messaging and review for members of the bid team.

Partner Review – consolidation of solutions in which a partner is involved will allow logging and review of partner performance across all solutions showing area of expertise and weakness.

Early Adopter Programme

Solutions AM is ready to commence an early adopter programme for SAM-Lite Sentiment and is inviting solution providers and users to participate.

An early adopter will be able to take up one or more SAM Early Adopter packages at a total cost of £7,000 per package. Each package will consist of all software, services and infrastructure to operate a 4-month adoption programme.

On completion of the programme, preferential rates are available for extended and new licences whilst commission is paid for sales to other organisations. Other benefits included in roadmap planning and complimentary marketing messages on the SAM Log-in page.

If you are interested in becoming an early adopter of Solutions AM capability and receiving the above benefits then please contact us on



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Early Adopter Packages consist of: -

- 10 SAM-Lite Sentiment licences – 10 users per licence
- Full SaaS hosting
- SAM solution support services

- 2 x 0.5 day SAM training courses
- 2 days SAM implementation support
- 2 x 0.5 day SAM consultancy per month for period of EAP

- Membership of SAM roadmap planning team
- Early adopter spend allocated to post-EAP Sam licences
- Preferential rates on additional SAM licences
- Commissions on re-sales to customers and partners

- Two free marketing messages on SAM Login Message Board
- Preferential rates on marketing messages on SAM Login Message Board

The cost per SAM Early Adopter package will be: -

- £1,000 joining fee
- £1,500 per month EAP fee over a 4-month period