

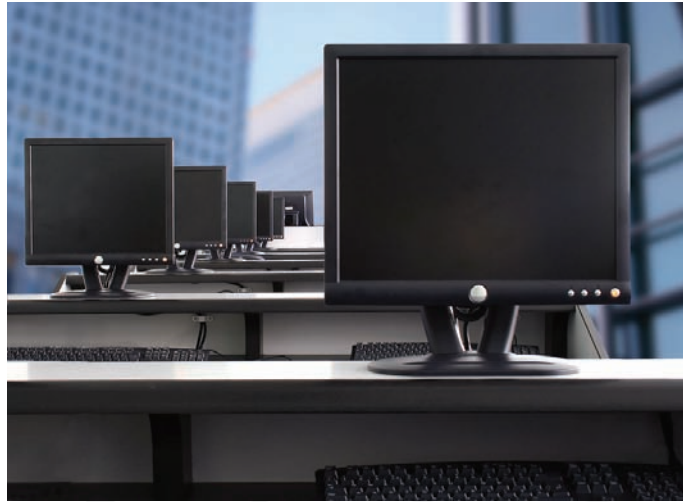


# Chrobis Consulting

Business Consulting Services

how we can help your business

We're Chrobis Consulting - a new and innovative consultancy focused on technology and the use of technology for business improvement.



We work with a wide range of clients in the UK and on mainland Europe, providing consulting services to Manufacturing and Distribution companies working principally (but not exclusively!) in:

- New and Renewable Energy
- Technology with a 'Human Impact'
- New and innovative products, often based on software and technology



Our credentials are based upon extensive experience with complex international, multi-national and domestic clients, built through over 25 years in 'Big 8 / 6 / 4' Consulting. We look to apply what we know works, and avoid what doesn't, from the Tier 1 corporate world to help Small & Medium Enterprises, without the overhead of dealing with 'Big Consulting'.

Our services combine strategic and tactical advice with hands-on implementation support to achieve practical business solutions quickly.

# Who Are We?

Noel Moriarty has 30 years experience in software and technology, and the use of it for business improvement, often in supply chain and logistics, in businesses across numerous sectors, including High-technology / Telecommunications, Consumer Products, Industrial / Engineering, Media and Pharmaceuticals / Healthcare.

His client list includes BAT, Baxter Healthcare, British Gas, Ericsson, Frontline Media, GlaxoSmithKline, Johnson & Johnson Pharmaceutical (Janssen-Cilag), Kimberly-Clark, Kraft Foods, Lucas Bryce, North Star Management Services, Packard Bell NEC, Plessey Military Communications, Securicor Cellular Services (i.e. BT Mobile Communications / Cellnet / O2), Sony Music, T-Mobile (UK), Tyco, Unilever, Universal Foods, Whitbread Beer Company, Victor Products and Wolseley (UK).



After starting out as an applications software developer in Computer Aided Production Planning and MRP, from the days before ERP was even a glimmer in the eye, he undertook application development and implementation, IT consultancy, project management and account development & sales before moving into business consulting around IT in Logistics & Supply Chain, general IT Management and the strategic use of IT. As a Director in PwC Consulting and Associate Partner in IBM Global Business Services, he spent 10 years in a range of consulting leadership roles, covering strategic product and business development of IT-based systems integration services.

He has lectured in Consulting Services, and 'IT for the uninitiated', and is a director of Chrobis Web Designs, an internet marketing, branding and web design agency that focuses on web usability and accessibility. As a certified Internet Marketing Consultant, he works closely with WSI, the world's leading provider of e-commerce and internet marketing solutions for Small and Medium Enterprises.

# Our Approach

Business improvement projects, particularly technology based, often gain 'a life of their own', with all that entails – over-running on time and budget and losing sight of their objectives.



We work against the backdrop of the 'cash to cash' cycle of the business – to keep projects small and manageable with clear benefits delivered frequently, often becoming self-sustaining as they do so.

We offer free of charge a preliminary financial analysis to identify where issues may lie in the 'cash to cash' cycle – i.e. the cycle from investment in plant & equipment through raw materials to product sold to customers and converted to cash in your bank account – based on an independent third party view of your Business File.

Subsequently, our offerings are tailored to suit each client and focused on achieving a specific goal, for example:

- reducing costs of raw materials
- eliminating WIP through production efficiency
- managing supply & demand through effective planning
- generating increased sales through development of additional channels
- developing a web channel for new information & software-based products
- developing and implementing a business plan for new services
- managing a complex web of interdependent suppliers.

Anything really..... it depends on what you need. And we actually do the work with you, not manage others doing it.

# What We Offer

.....is a practical, no nonsense approach to using IT to improve your business, wherever you need it. Our services are focused on delivering benefit and helping you to achieve your business goals – growth, profitability, market share or a blend of everything.

We review your business from two perspectives:

- An understanding of Credit Management Analysis, and the way in which the credit reference agencies and major suppliers / customers judge the credit worthiness of your business
- Identifying the issues that can have a fundamental effect on your trading position, but where you may either lack the skills, the people or the ability to dedicate adequate time to initiatives to take the business forwards. You are a small business, after all. Usually, this is a combination of keeping Trade Debtors, Trade Creditors, Stocks and Cash in synch with each other through the Cash to Cash cycle of the business.



This frequently identifies points that can have a profound effect on external perceptions of a company that influence the assessment of your financial viability. If you have had problems in either obtaining credit, missed out on a major contract or had a supplier fail to get credit insurance for you, and did not know why, you will be surprised at what this can uncover, and how easily it can arise.

Following this, we compare against your competition and industry benchmarks to identify areas for improvement, and go from there to agree with you the priorities where we can help.

# Our Range of Services

Our commitment to you is that we will do what we say we will do, and never 'oversell' you on something you either do not need or cannot afford. We will work with you to deliver great solutions in the best way for you, up-skilling your team and leaving enhanced capability in-house. Our range of services includes:

- Operational effectiveness and process improvement through the 'cash to cash' cycle
- Product strategy and strategic market development
- Business planning and commercialisation of new products
- Strategic IT advice in Supply Chain, Internet and E-commerce
- Supply Chain software selection and implementation
- Online e-business and internet marketing solutions planning and implementation
- Project and Change management

Through our network of partners, we also offer:

- Purchasing, Supply Chain and Logistics strategy
- Sales and Marketing strategy
- Performance Turnaround Programmes
- Sourcing and Purchasing Excellence
- Supplier management and collaboration
- Integrated Business Planning/Sales and Operations Planning
- Supply Chain Network Design
- Operational Excellence in Manufacturing and Distribution

We work through ongoing relationships and referrals to provide continuity and an on-going source of objective advice and support. It works for us – why not give us a call and see if it works for you too?

# Consulting Services

We undertake relatively short assignments to diagnose issues, identify action plans to address them and support the implementation of that plan. Solutions will typically involve:

- Cost reduction through effective procurement of raw materials and indirects
- Production / WIP efficiency through improved planning and factory scheduling
- Master planning and product availability management
- Forecasting accuracy improvement
- Sales order handling and efficiencies eg Channel strategy and Website design
- Inventory planning and management, optimising inventory turns and reducing working capital
- Improved asset utilisation and return on investment
- Supply Chain IT & Solutions
- E-commerce, internet business solutions and internet marketing
- Systems strategy and systems requirements planning
- Software and vendor evaluation and implementation planning
- Project Management, implementation management, QA and risk support

Where required, we work through, or draw in affiliated organisations to support implementation:

- Chrobis Web Designs



- Strategic Supply Chain Solutions



- Synogis



As a certified IM Partner of WSI, we are pleased to offer the best in online business solutions. For more information on industry-leading WSI Internet Solutions and Internet Marketing Systems, or to schedule a free WebScan™ or Internet Business Analysis™, please visit our WSI website (<http://www.wsipolarisdigital.com>).

# Interim Services

It's possible you may require support for a more extended but temporary period, perhaps through unavailability of skills or resources in house? Or you might require the independent expertise of a Non Executive Director to help you develop your business into new markets?

Following a consulting engagement, we can offer interim placement to fill in, whilst hiring for permanent positions with people who understand the fit and culture of the organisation as much as they do the technical subject matter of the role:

- Change and programme management
- IT and Supply Chain Recruitment
- Specialist training

# Focus Markets

We play to our strengths, and concentrate on a number of specific sectors where we have strength in our experience and offerings. Our 'niche' is to concentrate on companies where software and technology play a big role, either in the products and services that are offered, or in the design, development, production and delivery of those products and services. This is particularly so in companies involved in:

- New and Renewable Energy - are you involved in the research, development, production use and promotion of new and renewable energy sources, the efficient use of energy or recycling of products?
- Technology with a Human Impact - for those with products and / or services intended to improve the quality of life for individuals -personal medical devices, aids for managing physical or mental handicaps and disabilities - anything that provides independence, choice and control for the individual
- New and Innovative Products - frequently, but not necessarily, start-ups looking to bring new technology (software and hardware) products to market

Examples might be in:

Manufacturing, engineering, wholesale / distribution - depending on where your product 'ends up', Consumer electronics, Consumer goods, Software and technology, Media and community information services.

# Case Studies

Here's a couple of examples of our work. Take a look and give us a call to discuss your needs.

## Signallers Forms Automation for Rail infrastructure Management Organisation

Project Direction and Bid Management for the development of a software application and training package, followed by deployment and Application Management over 3 years, for a handheld 'tablet' PC to record train movement and safety related data as trains pass over the national network controlled by signallers through both automated and manual signal boxes. Technology involved tablet PCs linked through WiFi connections to Arcom concentrators in each signal box to gather data and relay to databases held centrally.

## Outsourced Logistics and Procurement for 3PL Distributor

Project Direction and Subject Matter Expertise in Change Management and Transition Management through the bidding process to outsource the physical logistics and procurement activity of the National Health Service in England & Wales, encompassing IT, Procurement and Change Management advice to the bid team and development of a proposed Procurement Category Management approach and IT architecture, based on SAP and Oracle platforms. Directed the Procurement Consultant team in the development of the category management approach for the healthcare environment. Developed the Transition Plans, business case and financial models and negotiated commercial contracts for supply of consulting and IT expertise.

# Contact Us

Interested in what you've seen here? Give us a call or email and we'll be happy to discuss your requirements.

Noel Moriarty

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