

## Monetical Overview

Organisations have invested in a growing range of software applications and solutions to manage the rising complexity of processes and resources over the past two decades. This investment has enabled them to retain existing levels of performance, but it has failed to bring significant improvements. Whilst the larger organisations call upon the assistance of external management consultancy to evaluate and optimise their performance, for small to medium sized organisations this approach is too costly. Monetical overcomes these challenges. Granting cost effective access to a preconfigured intellect enabling self-evaluation enables companies to diagnose performance weaknesses and promote best practices in a number of enterprise functions.

### Overview

Monetical became the world's first Management Consultancy as a Software Service when it was founded in 2006. Monetical creates value for organisations by enabling them to improve their performance. This is achieved by supplying preconfigured intellect, unique collaboration and analytical capabilities that deliver objective advice that helps organisations make the correct business changes to accomplish performance improvements.

Monetical is backed by a network of leading subject matter experts and patent-pending analytical capabilities that empower software and IT organisations to optimise their performance in an increasingly complex business environment.

As well as enabling an organisation to self evaluate and optimise their own performance, Monetical overcomes many of the issues with traditional management consultancy service:

- I. Available on-demand at a fraction of the cost of traditional management consulting fees
- II. The organisation retains all the experience gained as part of a consulting assignment.
- III. Complete value chain inclusion

Through the capture, analysis and publication of a series of performance capability reports, Monetical enables software and IT organisations to focus investment where it is most needed, as well as increasing the performance of day-to-day operational and commercial activities.

Transferring performance improvement ownership from external consultants to the internal organisation and its partners is possible because Monetical allows them to:

- gain access to new specialist skills
- gain an outside perspective on issues
- share advice about performance factors

Monetical's series of on-demand tools, preconfigured collective intellect and collaboration capabilities are brought together to enable a series of self-evaluation consulting assignments. Each consulting assignment diagnosis the key inferences to past and current performance. This newfound knowledge is exploited to optimise performance in the future through the eradication of performance weaknesses and the promotion of best practices.

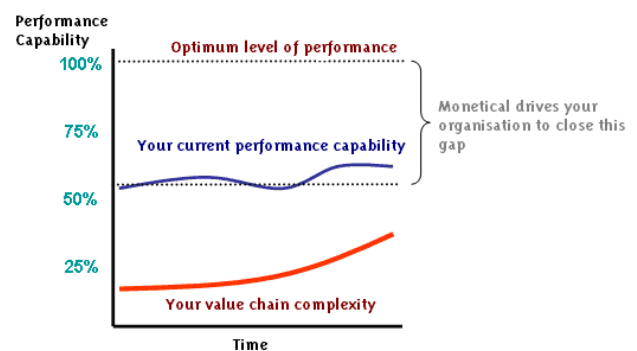


Figure 1 – Optimising performance

For the first time organizations have the real opportunity to curtail the increased complexity of their enterprise through better reconfiguration of their existing resource, processes and application on a project or program basis.

### Gain access to new specialist skills

Monetical is the only organisation that has built a dedicated partner network consisting of industry subject matter experts. This unique approach enables Monetical Clients to gain cost effective access to a wide range of expertise on the most important subjects influencing software and IT project performance today, e.g. change management, organisational communication outsourced management, financial management.

Software and IT organisations exploit this preconfigured intellect throughout one of Monetical's consulting assignment, ensuring their evaluation and optimisation effort aligns with best-practices and creates a culture of continuous improvement across their entire value chain.

### Retaining an optimum level of performance

Unlike traditional management consulting approaches, that retain all the experience learnt during the consulting process, which also creates a single boost to the organisation's performance. Monetical ensure performance improvement does not tail off over time. The results is that the organisation retains an optimum level of performance over a longer period.

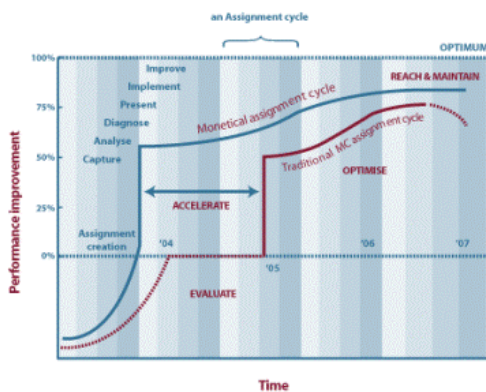


Figure 2: Long term benefit

The ability to enable the organisation to retain an optimum level of performance over a longer period lies in Monetical's ability to continually adapt both the evaluation process and recommendations as the organisation undergoes a continuous state of change.

### Tailored Consulting Assignments

Curtail the growing complexity of the entire enterprise and enhance the overall performance capability requires organisations to evaluate and optimise their current applications, processes and resources at three levels within the organisation. This ensures that no contributing factor to performance weakness is overlooked.



Figure 3 – Assignment tier

**Enterprise Consulting Assignments** blend the results of individual project and infrastructure assignments with 10 dedicated assignments at an enterprise-wide level to uncover the organisation's strengths and weaknesses in. Providing the unrivalled view of how it can develop best-practices and exploit emerging techniques to reduce both operational and commercial challenges across the value chain.

**Project or Program Consulting Assignments** help understand and optimise in real-time the performance of individual software solutions, services and IT projects. This type of assignments typically run for the same duration as the software or IT project they are supporting. Each Project Consulting Assignment provides both a real-time boost to the performance of an individual project, and feeds the organisation with sufficient data enabling it to identify common weaknesses and measure the total *cost of quality* issues across the entire organisation and value chain.

**Infrastructure Consulting Assignments** uncover both weaknesses and best practices within the organisation's standards, processes and applications. Infrastructure assignments typically run as a post-performance analysis exercise after the introduction of a key process or standard with the intention of measuring its influences on performance of the projects it is supporting.