



Genesis Consulting Group Limited
Company Profile

Who We Are?

Genesis is an independent Professional Services practice providing business and IT management consulting and delivery management services to Government and Commercial enterprises, and to suppliers of Information Technologies & Services. One of our focus areas is electronic business. We have been providing high quality services for over eight years since we formed in Wellington, New Zealand.

Our approach incorporates:

- *Understanding our clients and the needs of our clients* - we ensure that we fully understand a client's desired outcome before we begin any engagement. We establish appropriate contacts within a client's organisation to get to know the people and the business in facilitate our performance on the engagement.
- *Providing a high degree of competency and skills* - we make sure that our consultants are appropriately skilled to undertake the engagement and to achieve the agreed outcomes. In addition to consultants' skills, we consider the personalities involved to ensure that behaviours and attitudes will enhance and not detract from the desired outcome and client experience.
- *Taking Ownership* - we expect to be held accountable for our advice or actions. Where required and appropriate, we will share the risk of achieving the desired outcome. We review our performance during and at the end of the engagement.
- *Facilitating the practical application of a solution* - we apply our experience to developing and facilitating innovative yet practical solutions and outcomes.
- *Reducing or eliminating ongoing dependence on the consultant* - we will work with key people nominated by our client and will ensure that those people are properly prepared to continue the initiative and take it forward.

We will share risk

We expect to be held accountable

Our Directors are working practitioners

Our consultants are highly regarded, senior practitioners, who have significant experience in the application of information technology and solving of business problems. We provide consultancy advice and manage key projects for some of New Zealand's leading medium to large sized private and public sector organisations.

The Directors of Genesis are working practitioners; they provide our clients with a range of services whilst ensuring the quality of outcomes and deliverables meets expectations.

Our only revenue source is from the services we provide

Genesis provides only professional services - we do not derive revenue from any other activity. We are confident our clients truly benefit from our:

Independent Thinking.

What We Offer

Genesis uses proven professional services processes, methodologies, techniques and skills acquired over many years of business and IT consulting and delivery management. Intellectual Property is fundamental to the company's value proposition and is subject to careful management and review. The Genesis Consulting Team has a breadth of experience and knowledge that can be applied to many businesses.

We combine our skills and experience with proven professional services, processes, methods and tools, our clients or our own, to deliver our services.

We have described our service offering in two parts:

- *Our Knowledge*, gained from practical experience
- *Our Services*, which details the range of services we offer and how we deliver them

Our Knowledge

Strategy

Well-developed strategies are critical to business success. Our breadth of knowledge and experience allows us to assist you to develop clear and practical business and technology strategies.

We can assist with:

- Developing the plan to support the implementation of these strategies
- Fusing IT with business
- Matching offline with online business strategies.

Our broad experience allows us to deliver “end-to-end” management solutions

Customer Experience

Information and Communication Technology has liberated compelling interactive low cost channels for businesses to access their customers and suppliers to deliver innovative information based solutions and customer services and manage customer relationships.

We can assist with:

- 👁 Customer Services - Call Centres, Self Service, email Management, Field Service
- 👁 Sales - Contact, Partner and Proposal Management
- 👁 Marketing - Market Analysis, Campaign Management

Business Automation

Rapid transition to efficient and effective business processes using technology.

We can assist with:

- 👁 eCommerce / eBusiness
- 👁 Business Process, Workflow & Business Rules Automation
- 👁 Supply Chain Automation

Knowledge Management

Identifying the 'knowledge assets' of an organisation sets the foundations for information management and organisation wisdom to be applied consistently.

We can assist with:

- 👁 Knowledge Management
- 👁 Information Management
- 👁 Document Management

Information Technologies

Advanced information technologies, high-speed communication, and the integration with legacy applications enhances business operations and liberates knowledge through new channels, improved processes and data collection.

We can assist with:

- ▶ IT Solutions & Technology Specifications
- ▶ Security
- ▶ Service Level Agreements
- ▶ Computer Operations

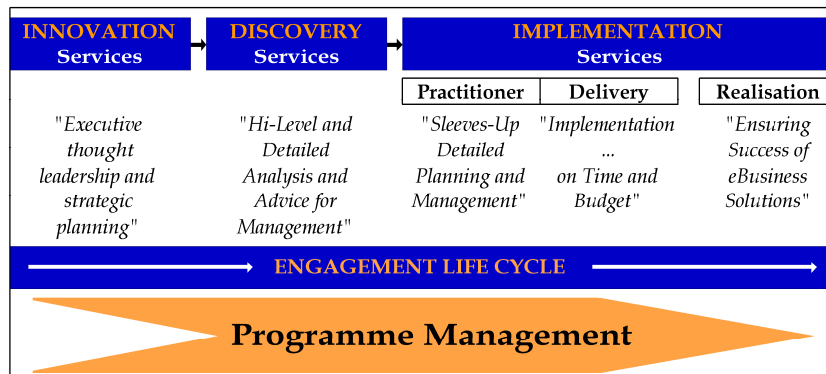
Our Services

Genesis provides a range of business and information technology services. Each service is delivered with clearly identified and agreed deliverables and outcomes.

Our strength is in making ideas happen

Our strength is in making ideas happen and managing the implementation of our client's strategies. Risk assessment and management is integral to everything we do: where appropriate, we share risk with our clients.

Genesis will take responsibility for the management of the "end-to-end" process, combining our own expertise with that of our clients to produce the desired result.



Skill transfer to our client's staff is integral to every assignment

We clearly define and package these as services for ease of understanding, consistency in delivery and continuous improvement, and deliver through an Engagement Lifecycle. Our Professional Services fall into 3 primary categories - **Innovation, Discovery and Implementation.**

We understand the value of transferring to our clients any "Organisational Knowledge" gained during our assignments. Each consultant formalises transfer of information during and at the end of our engagements.

We have completed a large range of projects for clients combining many of the following services:

Innovation Services

Our Innovation services focus on creating awareness and understanding, and assisting executives with the awareness & visioning process to determine the possibilities, and how to leverage this.

- Executive Awareness
- Thought Leadership & Visioning
- Strategic Planning

Discovery Services

Our Discovery services focus on Consulting from both a business and technical perspective, covering the areas of scope and requirement definition, hi-level planning, solution design, and business case development.

- Business Case & Benefits
- Business & Technical Requirements
- Business Audit & Research
- Services Modelling & Process Mapping
- Information & Content Architecture
- Quality Assurance
- Systems Architecture Analysis & Design
- Technology Audit

Implementation Services

Our Implementation services focus on programme and project management for delivering outcomes. We have wide experience in re-aligning IT projects that may be faltering; we provide pragmatic advice, guidance and actions to recover projects, move them forward and minimise any subsequent risk of failure.

Practitioner

- Change management
- RFP Preparation & Management
- Business Continuity Planning
- Quality assurance

Delivery

- Project planning & direction
- Programme management

- Project recovery
- Disaster recovery planning
- Project review and audit
- Post implementation review

Realisation

Our Realisation services focus is on creating the business outcome - i.e. identified business transactions:

- Electronic Community Development
- Business Change Management

We tailor the above services for each of our clients, producing an agreed assignment scope and estimate prior to the commencement of all our engagements. Please contact us for more details on each of our services.

Our People

Our consultants have a minimum of 15 years relevant experience

Genesis Consultants are highly knowledgeable in business management and the application of technology as an enabler for maximising business opportunities.

"Our people are our business", we take great care in introducing consultants into Genesis. We employ only experienced, reputable and ethical people with proven track records in the provision of a wide range of IT & Business services to the public and private sectors.

Each person is carefully vetted to ensure that competence is demonstrable and proven. We then look for specific skills that will complement the rest of the Genesis team and add to our clients' business in any number of different areas.

We also have a large network of specialist consultants who we work with to complement our own skill sets and to ensure all of our client requirements are met. For more details of the skills and experience of members of the Genesis team please contact us.

Why Engage us?

Genesis has only our clients' business objectives in mind - we do not resell or recommend any product or brand, or receive any revenue other than for the services we provide our clients.

We provide relationship management services at no additional cost

Our independence combined with the application of the significant experience of our consultants serves to reduce risk and ensures our only agenda is that of our clients'.

This provides them with the assurance that they are receiving the outcome that best suits their business needs.

We provide our clients with account management services at no charge. The account manager provides a formal channel for communication with us, and enables our consultants to be focused on the assignment in hand.

We take into account the scale of our clients' business

We consider the scale of our clients' business when we make recommendations. Each client is assured of a pragmatic business best fit. We will contract to deliver business outcomes in addition to specific deliverables based on a risk/reward model.

The Directors of Genesis are practitioners, working with our clients on a full time basis; this demonstrates the hands-on approach we take to solve our clients' technology & business problems.

Our Experience

Our completed assignments contribute to our experience, which will be available for our clients to draw upon for future assignments.

The following points outline some of the projects completed by Genesis within our **"Professional Knowledge"** :

Strategy

- *Managed* the planning exercise and production of an Information Systems Strategic Plan for a major motor vehicle manufacturer and distributor.
- *Completed* the Information Systems Strategic Plan for a Government Department involved in the Health sector
- *Developed* the eBusiness Strategy and implementation plan for a major motor vehicle manufacturer and distributor
- *Developed* the eBusiness Strategy for a Government SOE in the accident insurance sector
- *Defined and Developed* the eBusiness Programme for a 'Big 5' commercial consulting firm
- *Completed* the business case for electronic claiming for a major Government SOE
- *Defined* the Information Systems and Content Management strategy for a large shopping mall
- *Participated* in the Strategy development for the New Zealand health sector
- *Developed* the strategy and plans to replace services and financials systems for a large commercial manufacturer

Customer Experience

- *Managed* the design and implementation of computer telephony integration technologies within a call centre for New Zealand's largest Government Department
- *Defined and Implemented* a community programme for migrating doctors to electronic claiming
- *Managed* the Customer Contact Management strategy and planning for a major Government SOE

Business Automation

- *Managed* the selection, evaluation and business case for a new Financial Management and Materials Management system for a major electricity generator
- *Prepared* the business requirements, developed the RFP and implemented a new payroll system for a major telecommunications provider
- *Developed* the business requirements and subsequently managed the selection process for a Point of Sale system for a major national retailer

- **Produced** the business case, managed the evaluation and business process redesign and project managed the implementation of SAP R/3 for a major telecommunications provider
- **Managed** the procurement process for a public safety organisation to select a Crown Entity reporting system
- **Defined** the business processes for two new payments systems for a major postal services provider
- **Defined** the business process for online and automated electronic claiming by doctors
- **Defined** the processes for collecting patient databases for a national health payments system

Knowledge Management

- **Defined** the documents and records management solutions for a substantial City Council
- **Developed** the property records management plan and RFP for a large City Council
- **Management** of a large programme of business change encompassing Knowledge Management, Financial Management, Customer Relationship Management & HR Management. All implemented in an integrated manner within a knowledge framework for a worldwide accountancy practice
- **Project Management** of Knowledge Management Applications (including design, business case & justification, development and implementation) for one of the largest worldwide consultancy companies
- **Advised** on the Structural redesign of Intranets, their content management policies and structures for a number of NZ Government Agencies

Information Technology

- **Managed** the implementation of a Practice Management system within the IT Services Group of a large Government agency
- **Managed** the technical environment for one of the largest mainframe installations within the Financial sector in Australasia
- **Developed and Managed** the IS reporting function for the implementation of SAP R/3 for a major telecommunications provider

- *Produced* the business continuity plan for a major Health Payments provider
- *Managed* the introduction of standards and policies into the Information Systems Group of a major vehicle manufacturer and importer
- *Developed and Managed* the IS reporting function for the implementation of SAP R/3 for a major telecommunications provider
- *Managed* the end to end process of a major upgrade to Oracle Financials for a Government Department
- *Managed* the implementation of JDEdwards for a large NZ based manufacturing company
- *Prepared* the business requirements definition for a substantial government Intranet
- *Defined and Developed* the specifications and plan for a major government Internet and Intranet
- *Defined and Specified* the standards and solutions for electronic claiming by doctors
- *Prepared* an eBusiness technology risk assessment for a major mobile telephone provider

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