



Empowered Company and Services Overview





The Challenge and the Opportunity

As the ICT industry matures, consolidates and becomes global and as new integrated technology solutions emerge, traditional business models and structures are no longer viable. Organisations now need to be agile and responsive, skilled and knowledgeable on the products and services they supply, yet remain highly cost competitive as margins and growth opportunities continue to come under pressure.

The dilemma most resellers, system integrators or service providers face in an increasingly competitive market is how to invest and focus on core areas whilst they build new revenue streams and migrate away from old ones. Technical skills are hard to gain and easy to lose so the ability to flex and react makes sound business sense. To be able to do that cost effectively based on proven personnel makes sound financial sense. This is being described as the rapidly evolving Virtual Engineering Solutions market.

Empowered brings a new name and a new approach and is fast becoming one of the leading services providers in this sector due to its creative range of Project and Professional Services and its knowledge and understanding of Partner requirements.

Empowered Overview

Empowered is part of a dynamic group of companies based in the UK with trading arms in Europe and Australasia. The organisation's has a continual trading history going back over a 100 years and covers a range of small flexible business groups operating in the Finance, Property, Office Equipment and Information Technology sectors

Operating exclusively through a "Partner Only" model, it delivers rapid deployment of tried and tested technical resources to smooth out peaks in project demand, provide operational back up support and supply short to medium technical skills which are either limited or outside of the Partner's core capabilities.

In addition, with its Partner aligned account team, Empowered helps Partners to promote and win new projects by bringing to bear years of knowledge and experience in IT service sales and marketing, managed services and third party supplier liaison.

Partners not only gain access to extended skills and resources, across a range of technologies and engineering levels, but also all the back up and advice from a account team of Business Development Managers, Account Directors and Business Advisors.



Empowered's Project and Professional Services



The single biggest challenge working with external organisations is the unknown and untested. Empowered through its Associate Programme takes the risk out of the engagement yet provides the benefit of an extensive number of highly skilled engineers and consultants when and where you need them.



Currently Empowered has over 230 engineers and consultants under contract across the UK, Europe and Africa and this is growing every day.



Empowered engineers' skills are primarily in the new converged IPT environments including legacy telephony equipment, the associated software applications, Microsoft integration and development plus mobility and unified messaging solutions.

They also have core skills in wireless, mobility, connectivity and carrier grade solutions such as VPNs, MPLS, Optical and Fibre.



The other major strength of Empowered is its depth of expertise in Data Centres, particularly around Unix and Storage. Empowered consultants have extensive knowledge and experience in Consolidation, Virtualisation, Content Delivery and Security as well as Wintel Server environments.



Empowered provide pre and post sales technical resources for projects, operational support and troubleshooting.

Other resources include Prince 2 Project Managers, ITIL Service Managers and Business Technology Consultants covering areas such as Business Re-engineering, Policy Management and Compliance.



Partners can now focus on their core competencies but be comfortable they can promote and supply a broader range of highly technical engineers and that these can be used to offer new and differentiated Managed Service propositions.



Costs can be reduced and then managed on an ongoing basis allowing partners to compete much more effectively in current market conditions and open up new revenue generating opportunities.





Access to Consistent and Trusted Engineering Skills

The key to Empowered's services is consistency and loyalty.

In 2001 Empowered established an Alliance Programme of tried and tested engineers and these have now worked with Empowered on many assignments. Partners can be completely confident of their technical abilities, professionalism and their ability to represent the partner in customer environments.

Empowered is constantly expanding the Programme and now most new entries are referred into it by an existing member.

The Programme is backed up by a strong account management and quality systems so engineers are vetted and tested in a number of ways to ensure details in CVs are validated. References, passports, visas and tax responsibilities are all confirmed.

Empowered look to the engineers for priority commitment and this is part of the terms and conditions of the Programme. Many engineers work full time so have excellent technical skills but not qualified to their level. Empowered fund their training and allow them time so they can gain certifications.

Engineers and Consultants with proven track records are retained by Empowered who commit to a certain level of utilisation and this has created the loyalty and commitment of some of the best engineers in the industry.

In order to be able to harness this large number of flexible and scalable resources a bespoke Uniface system, called EMDB, has been developed. This organises and manages the associate consultants across all projects, technical areas and geographies. The system ensures optimum utilization and guarantees Associate consultants are available at short notice. The process of engaging one associate consultant or thirty using the system is quick and simple to manage.

The Empowered Virtual Resourcing approach mitigates risks, reduces costs and presents a true extension to stretched and limited in-house resources. In addition it brings a high level of technical expertise to drive new business in both existing and new customers.

Business that is quick to identify and quick to close.



Partner Aligned Account Team

Empowered's account team is built up of individuals who have spent the last twenty five years in System Integrators and Managed Service organisations so they know the industry, the technologies, the partners and the particular challenges currently being faced by IT organisations.

Empowered has seen the market change and believes the future will be made up of virtual and loosely linked workforces that form together to provide comprehensive and compelling IT propositions when required.

Partners no longer need to retain large, expensive and often under utilised technical teams, particularly if capability is not a core competence.

Naturally certain engineers and skills form a key part of their proposition but they can now unlock the investment they have in their business by reassigning non core or ad hoc activities to trusted partners.

Although Empowered leads with technical resourcing and virtual engineering solutions, it has a range of other capabilities around IT sales and marketing services coupled with knowledge of supplier and account management. These are used to help Partners develop and enhance the promotion of their technical resourcing so both parties win an increasing share of the market.

Empowered can help with proposal production and customer presentations and can work with Partners to define compelling Managed Service propositions and maximise the return on investment in third party suppliers.

For Virtual Support Solutions,

Please contact

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Or

Call 0870 300 3737

