



Empowered's Business Advisory Services





The Challenge and the Opportunity

The ICT industry is maturing, consolidating and becoming global. At the same time new complex and integrated technology solutions and services are emerging. This is forcing integrators, resellers and service providers to review their traditional business models, margin expectations, processes, structures as well as the vendors and suppliers they engage with. 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 yet build new revenue streams whilst at the same time manage the migration from old ones. Time to market and return on investment are key drivers to realising new profitable business lines and this is where Empowered can help.

Empowered Business Advisory Services

Empowered has extensive knowledge and experience in the ICT market built up over the last twenty years. Working with a range of large and small resellers, integrators and service providers, Empowered Business Advisors bring to bear their knowledge and skills to aid partners identify their core competencies, new margin opportunities and how to improve systems and procedures.

Operating exclusively through a “partner only” model, Empowered Advisors review business objectives, strategic plans, capability statements and customer propositions, feeding back recommendations and highlighting potential areas of improvement. Advisors then impart and share the information they have on the market, the competitors and the end user’s requirements to further direct and support partners.

Rather than just advising Empowered will actively engage in sales and marketing campaigns, working with Partners to expand reach and capability in order to improve win ratios and develop accounts. This results in increased revenues, margins and the level and type of customer engagement.

In addition Empowered works with delivery teams to strengthen propositions and delivery processes. This usually includes reviewing existing supply chains and vendor relationships where increasingly competitive promotions and pricing initiatives can result in major cost savings.

Finally Empowered can provide technical and pre sales support resources to scope and detail customer’s integration and support projects and these same highly skilled engineers can then help deliver the projects, covering areas that might be outside a partner’s core competencies.



Empowered's Lifecycle Managed Service Solutions

More and more ICT organisations are looking to differentiate themselves and their offerings in the market. One growth area is in the provision of Lifecycle Managed Services. Although complex, the benefits are they create new and additional opportunities quickly. Empowered can help Partners define leading propositions that include the initial design and definition of the requirements through supply, staging and implementation to maintenance and support. They can also expand and enhance these core services with additional support elements such as remote monitoring and management, service desk solutions, technical advocacy and account management as well as upgrades and disposals.

Empowered's skills are primarily in the new converged IPT environments including both traditional and IP telephony platforms, the associated software applications, Microsoft integration and development, plus unified messaging solutions. They also have core skills in wireless, mobility, connectivity and carrier grade solutions such as VPNs, MPLS, Optical and Fibre.

Another growing area of expertise is in Data centres, particularly high availability enterprise and wintel servers, virtualisation, blade servers, mainstream applications and storage systems, plus security and content delivery platforms.

The further major strength of Empowered is its depth of knowledge in remote monitoring, management and reporting solutions that can be combined with service desks and third party maintenance and support services to provide a comprehensive Partner branded Managed Service proposition.

The key elements around these services are:-

- **People** - a range of skilled individuals to help provide Business and Technology Consultancy resulting in a comprehensive range of integrated product and service solutions.
- **Systems** – Support in the development of flexible and scalable systems that provide discovery, visibility, reporting, knowledge sharing and skill transfer.
- **Processes** - Based on ITIL "Best Practice" Service Management methodologies that are developed and linked with customer's own procedures.

Partners can now focus on their core competencies but be comfortable they can promote and supply a broader range of Managed Service offerings that can be implemented and developed cost effectively and within tight timescales.

Empowered help promote and sell these solutions and then define and project manage the "Service Take On", liaising with customers and third party support providers, drafting up SLAs and KPIs along with handling review meetings and service delivery plans.



Access to Extensive Skills and Expertise

With over twenty years in the Voice and Data industry, the last fourteen in the development and provision of leading edge ICT Managed Services, Empowered has the skills and expertise in sales and marketing, business development and consultancy as well as the design, implementation and support of an extensive range of service propositions.

Empowered offer a variety of Partner engagements from business and technology consultancy and advice around particular projects to out tasking of partial or complete service lines.

Advisors can and do present themselves as a Partner resource in customer meetings and can document actions, procedures and resulting delivery plans for the benefit of the partner. They are able to review both presentations and proposals, adding knowledge and detail to make the Partner's proposition more compelling.

Lead Business Advisors can also identify major cost savings and better ways of working.

Savings of hundreds of thousands of pounds that are found can then be used to fund future investments. Savings are achieved is by unlocking hidden costs in the business and introducing new virtual engineering solutions, improving processes and reviewing and managing supplier relationships.

Alternatively the Partner can share the risk by out tasking elements of the services to Empowered that deliver them to budget and to timescales, without affecting the Partner's core focus.



For more information on
Empowered's Business Advisory
Services,

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Or

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