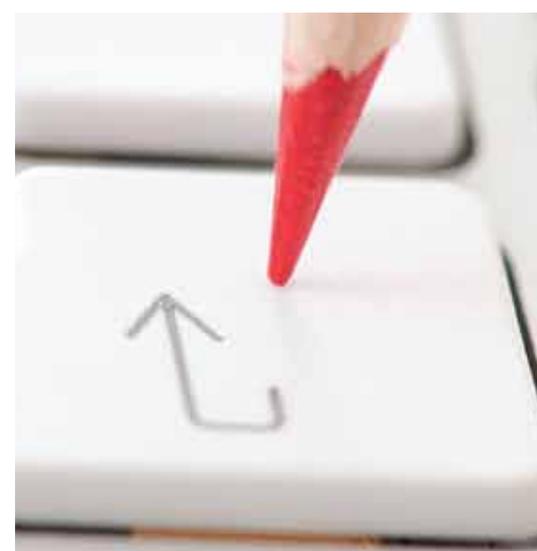
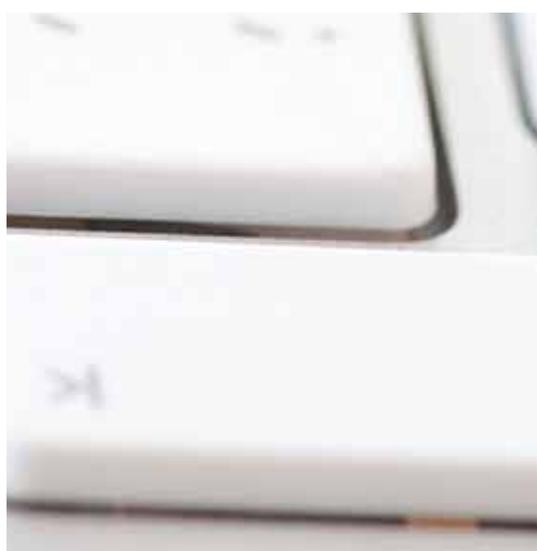
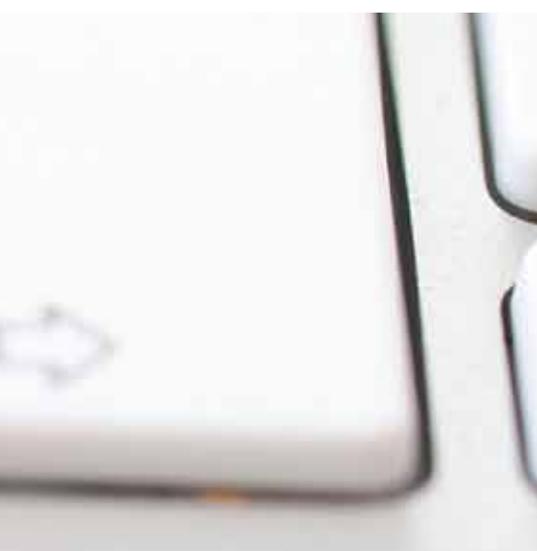




Providing simple solutions for complex problems consistently



# Introduction



# Introduction

Espidi is a WA owned and operated software consultancy, focused on providing solutions based on the Microsoft technology stack. It has been formed and is run by frontline delivery consultants with more than a decade of real world experience across a number of industries including mining, banking and retail comprising of projects ranging from 10 thousand dollars to 200 thousand dollars.

Experienced and highly trained professionals working with a focus on providing right-fit solutions within budget and on time has resulted in satisfied clients across different sectors.

Espidi excels in three core technologies Microsoft SharePoint, Microsoft CRM and Business Intelligence based on the Microsoft SQL Server platform.

We are unashamedly commercially-focused both for ourselves and our esteemed clients. Like everything else in Perth, quality software consultancy comes at a cost which we think is quite unreasonable. We at Espidi provide exceptional value owing to our business model.

We do not have a fancy CBD office or a 20 seater conference room or a lounge with an Xbox for our consultants nor do we have annual themed parties or long Friday lunches. Instead we spend on cutting edge equipment, insist on and pay for industry leading certifications, motivate our staff with cash bonuses and ensure that our operating costs are not passed on to our clients.

We are the only Perth based consultancy with the ability to provide the option of local brains coupled with overseas muscle, successfully. Our key consultants based in Perth work with our clients and our overseas consultants to ensure technical excellence and continuity. This allows us to deliver high quality solutions with a significant amount of manpower on tap and the flexibility of placing a dedicated

local consultant full time on premise if required.

We have an extensive development methodology which has obvious advantages. However we realise that a weeks' worth of work does not need two days of stakeholder meetings or three days of analysis or a full time project manager but at the same time, we insist on a defined scope and as built documentation.

Whether it is strategic consulting on the appropriateness of a vendor quote or whether it is designing and developing custom software, right-fit solutions at a fair cost, which work is what we offer.

# Our Services



# Our Services

## Microsoft SharePoint

Gartner defines a portal as "a Web software infrastructure that provides interaction with relevant information assets (for example, information/content, applications and business processes), knowledge assets and human assets by select targeted audiences, delivered in a highly personalised manner." Sharepoint 2010, the current version of Sharepoint has placed Microsoft in the leader's quadrant for horizontal portals.

Microsoft's collaboration software for the enterprise, Sharepoint is a single, extensible platform for intranet, extranet and internet solutions.

Espidi assists clients in gaining the most out of their investment in Sharepoint either on premise or office 365. Whether it is a new Sharepoint installation, designing and developing custom application either for an intranet or a public facing website, maintenance of an existing farm or creating a governance policy, we are equipped to handle it all.

## Microsoft Dynamics CRM

In today's economy, organisations cannot rely on brute strength to maximise the value of their customer relationships; rather, they need enabling technologies and tools. CRM is a technology that allows organisations to track and leverage every customer interaction to maximise revenue opportunities and improve customer loyalty. Ultimately, CRM allows organisations to better acquire, manage, serve, and extract value from their customers while improving operational efficiency something that is critical in today's economy.

Whether CRM online or on premise, Espidi can assist in evaluating the right model, customising existing installations and integrating CRM with Sharepoint to maximise your returns.

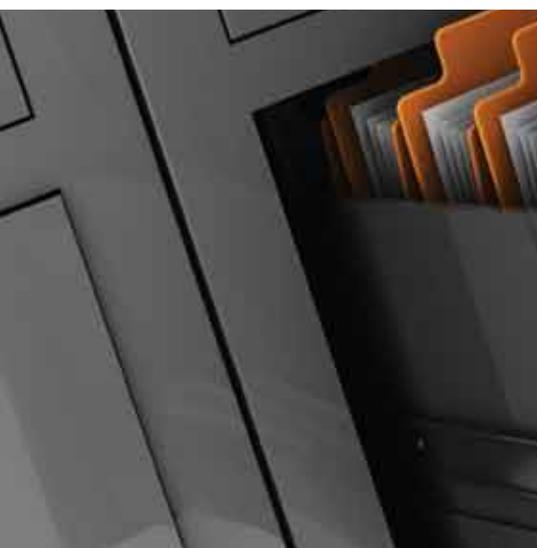
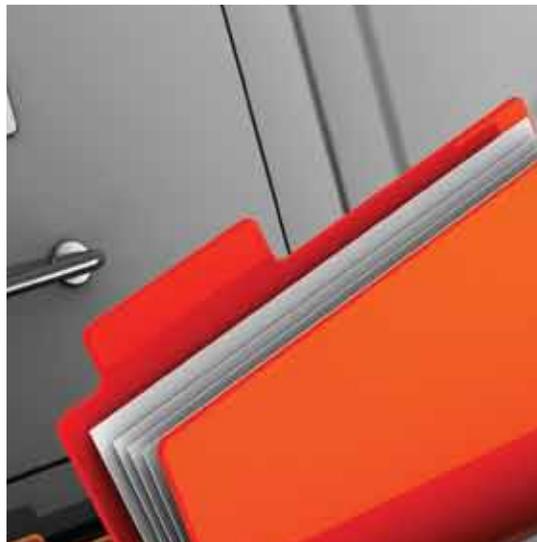
## Microsoft SQL Business Intelligence

Business intelligence has been defined as the ability to apprehend the inter-relationships of presented facts in such a way as to guide action towards a desired goal. The facts in question are business data which are analysed to aid the decision making process by providing historical, current and predictive view of business operations. In the current economic environment, every mature business utilises some form of business intelligence, be it spread sheets, customised reports, hard copy records or a full-fledged data warehouse.

Since 2000 when Microsoft entered the BI arena, its BI platform has come to be recognised worldwide as a serious contender to other major players in the market. Gartner has placed Microsoft as a leader in its magic quadrant for business intelligence platforms.

Espidi consultants are certified specialists in every slice of the Microsoft BI pie which primarily consists of three core products SQL server, Office and SharePoint. We can assist in bringing about a lower cost of ownership in your existing software. Create reports using SQL reporting services, surface them through Sharepoint, create complex data warehouses or train your staff in end user Business Intelligence using Excel power pivot and Reporting Services Report creator.

# Some Case Studies



# Some Case Studies

**Client:** Worley Parsons  
**Project:** 'The Intranet Nightmare'  
**Technical:** SharePoint 2007 Farm

## What was the problem?

With more than 20000 employees, a global presence and a self-evolving intranet which was never designed for serving such a large audience, Worley Parsons came to us when they wanted to refactor their SharePoint farm for better manageability and performance. Their intranet which consisted of more than 40 SharePoint web applications, the largest of which was just under 50 GB, had become a nightmare to manage, service and enhance.

## Our solution

In conjunction with Microsoft's consultants, we identified and redesigned bottlenecks, decommissioned existing hardware and moved the entire farm to a new scalable hardware platform. We configured SQL server for optimal performance, placed hardware accelerators on the WAN, identified, logged and consolidated a myriad of custom developed widgets and applications into a single, manageable repository. We then Configured SSL and ISA for some of the web applications in the farm and implemented a new backup and disaster recovery strategy

Post configuration tests against pre configuration benchmark displayed a significant improvement in performance, accessibility, disaster recovery and maintainability, proving the project to be a complete success.



Worley Parsons Limited is a large Australian provider of professional services to the energy, resource, and complex process industries. The company has a market capitalisation greater than A\$6 billion, and makes up about 0.55% of the S&P/ASX 200 index.

# Some Case Studies

**Client:** Monadelphous

**Project:** 'Standardising project management'

**Technical:** Search Server Express 2008

## What was the problem?

The projects division in Monadelphous was looking for a low cost solution to standardising project management processes and the various documents generated for each project. BMS (Business Management System) was proposed as the solution. It had specific requirements which were addressed as below.

## Our solution

BMS should enable centralised document management by a select group of individuals only – Content types were defined and a Master document library was created with the required access.

BMS should provide automatic rebranding of documents when they are used in a project – An event handler was deployed which allowed documents to be copied from the master document library to a project library and openXML was used to rebrand the document prior to copying.

BMS should show the status of various projects in a single, easy to understand area – A dashboard was created to display project statuses with security trimming.

BMS should allow for managing projects – A project management module was created and deployed which had a project creation wizard, a master list of projects, a project display module with the ability to add new projects, archive/delete/edit new projects.



Monadelphous Group Limited is an engineering group providing project management, construction, asset management and maintenance services to the resources, energy and infrastructure industry sectors. The company operates three business divisions: Engineering Construction, Maintenance and Industrial Services and Infrastructure.

# Some Case Studies

**Client:** Police and Nurses

**Project:** 'New user centric web platform'

**Technical:** SharePoint 2010

## What was the problem?

Somewhat behind the eight ball in their online banking services, Police and Nurses engaged with us to look at how we could facilitate a dramatic shift in their offering. Recent government change to regulations in the banking industry has enabled them to rebrand as a bank. With this shift PNCS require a modern, cutting edge banking website. One that needs to fit in with the wider business shift to a SharePoint enterprise system.

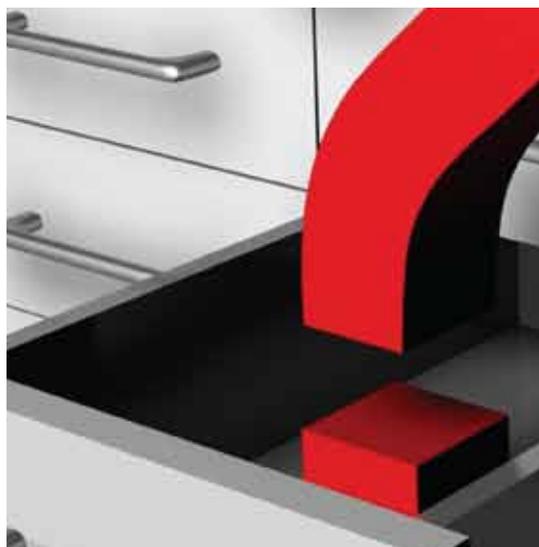
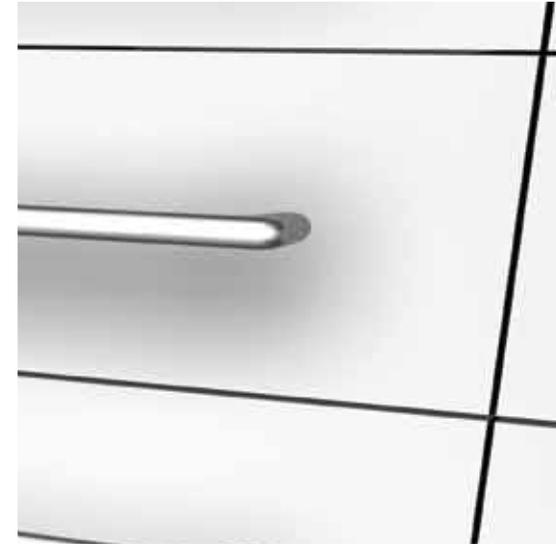
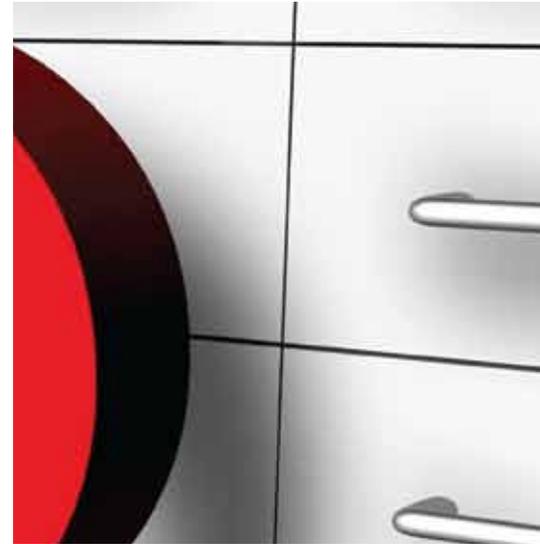
## Our solution

Espidi worked with The Brand Agency to develop a digital strategy for implementation. The strategy was presented to PNCS as a multidigital channel solution to meet consumer needs and position PNCS as a brand that is innovative and exceeds customer expectations through a user focused website and supporting online channels such as online applications, user focused content, a mobile version of the site, user generated frequently asked questions and a social media component. The first step of the strategy was to determine how the business saw the website playing a part in their service structure and customer support. It became clear that the goal was to provide the right kind of information on the website to alleviate bottlenecks within the call centre and to provide customers with the appropriate information to meet their needs and feel comfortable calling PNCS their bank. Espidi is in the process of rolling out the final website which is running on SharePoint 2010 and has a custom CMS under the hood.



Police and Nurses Credit Society provide banking and financial services in Western Australia.

# How We Work



# How We Work

There are strategic sessions, functional scoping sessions, project briefs, campaign briefs, regular WIPs, allocated strategy and account staff and a dedicated senior consultant. The difference lies mainly in the technical support, where again a dedicated senior staff member is allocated to the account to oversee technical continuity.

## Open & Honest Relationship

Establishing an open and honest relationship is a core foundation of our approach to client service. We understand that to make solid business decisions, you need accurate information you can trust. At Espidi we ensure you can feel confident that deadlines will be met, costs are transparent and the recommended approach is the best for your business. We do not make promises we cannot keep.

## Partnering to Provide Strategic Insight & Practicality

We offer more than simply project management. We take the time and effort to understand the business requirements behind the brief, and provide strategic advice and recommendations to ensure these objectives are met in a cost effective, innovative manner that fit your brand values and appeal to your unique audience group. We also recognise that sometimes the ideal strategic solution is not always practical. This may be due to budget, timeframes or resourcing. Therefore we will provide you with different options and alternatives which enable you to find a solution that suits your particular business requirements and situation.

## Empowering You & Your Team

We take the time to educate and empower our clients on the very latest digital developments. We achieve this through the distribution of research and articles we find topical or particularly relevant to your business situation. In addition we can arrange training and briefing sessions for clients on specific issues.

## What do we expect from you?

To make sure we can do the best job we can, we need key people at regular meetings – including strategy sessions, scoping and progress meetings.

# How We Work

## Our methodology



### The planning stage

This stage will focus on the planning of a solution through the collection of business and user requirements, setting the vision for the project and delivering the Information Architecture.

### Business & User Goals

- Stakeholder Workshop and Persona Workshop in order to advise on the technology mix and approach to the solution, it is important to establish what the stakeholder's expectations are. Espidi will conduct a stakeholder workshop to ensure that their expectations are addressed.

The key objectives of the stakeholder workshop is to gain insight into the business's objectives and how the solution fits into their business plan, key audience groups and communication objectives.

- Personas are generated for each type, or segment of users. A persona is a fictional user with a made up life. They act as stand-ins for real users and help guide decisions about function, structure, design and content development.

- Following agreement of the personas user goals, activities and personas can be determined. User goals describe what users are expecting, or wanting, when they use the software. Their lifecycles, goals, problems and activities lay the groundwork for the key user journeys through the software. The output of this workshop is a number of persona cards and a documented user life cycle.

### Requirements workshop and documentation

A workshop will take place with the key staff where the requirements of the software application will be outlined and gathered into a document for sign off.

# How We Work

## Information Architecture

The information architecture (IA) sets the information flow through the software. The IA will take into account user journeys and business goals. These will form the basis of the content hierarchy and navigation structure.

## Functional Specification

Finally Espidi produces a functional specification which houses the solution architecture, information hierarchy, technical specifications and serves as a blueprint for the proposed solution.



## The Development stage

Espidi adopts an agile iterative approach to development. An iteration is a piece of development work that will take typically 1-4 weeks work to complete. The alternative to agile development is Waterfall development, which requires all planning and scoping of a project to be conducted prior to coding commencing. The advantage of an agile approach over the Waterfall approach is that the project team can accommodate learning that come to the surface as the developers start coding. This approach results in rapid, continuous delivery, where late changes to scope are welcomed. Less time is spent documenting how an element of functionality will work, and more time trying and applying different approaches. An iterative approach also enables the client to continue further scoping and refining the scope of the project as it develops, providing great flexibility and a better final product. Each iteration is underpinned by weekly work in progress (WIPs) meetings involving Espidi architect, designers, developers and the client to monitor work

completed and to discuss the agreed approach moving forward. Open communication at every step of the iteration is important.

The development process incorporates UI design and development and writing software or customising OOB (Out of the box) features as per the functional specification.



## The training stage

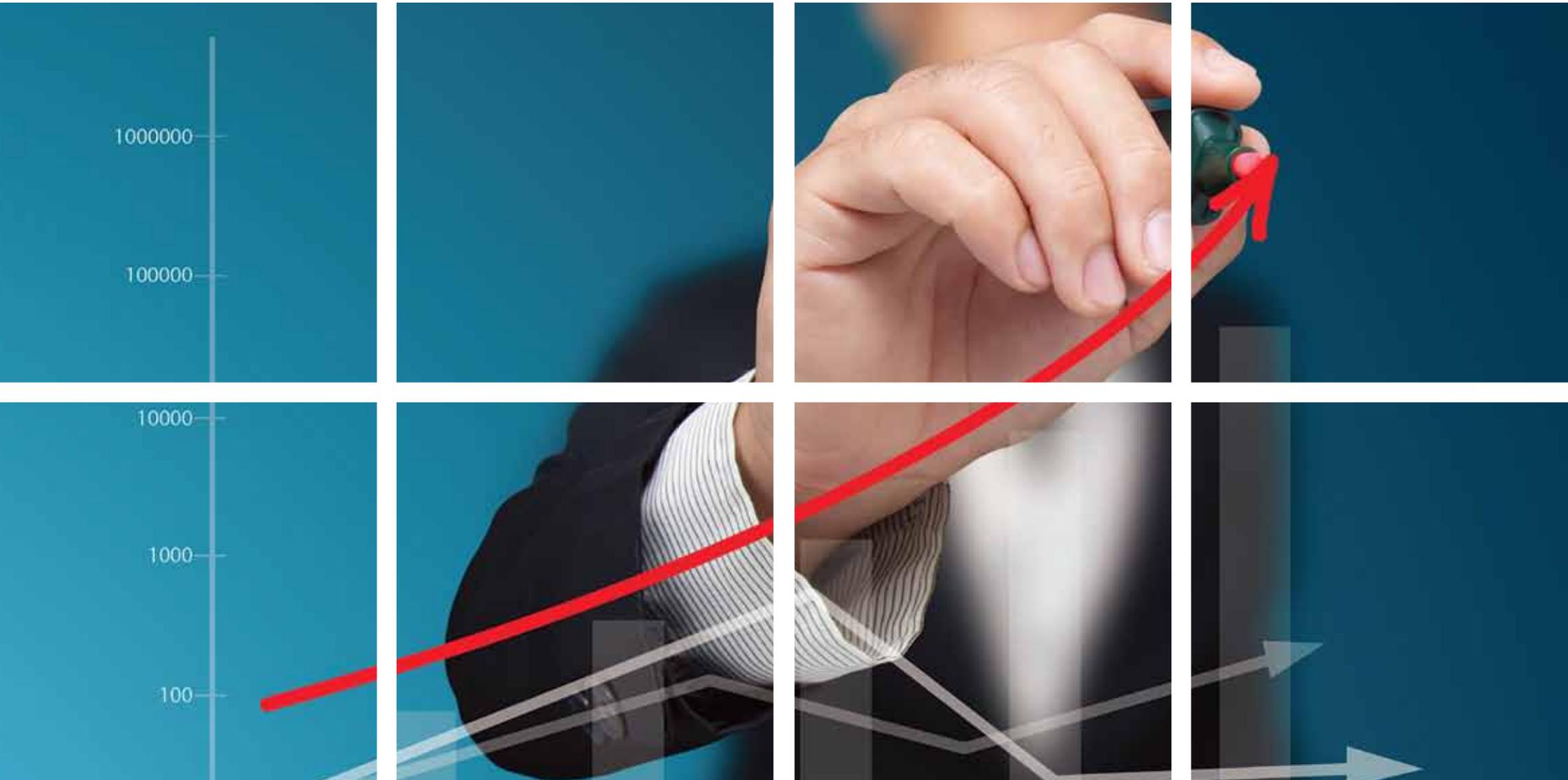
Lack of supporting documentation is a very common scenario with IT consultancies as is murky copyright policies. Every project that Espidi completes includes an as-built document which enables clients to further develop the solution in future should they wish to do so. All code and development artefacts are handed over to the client once the project is finished. Espidi organises key operator training and create training manuals to augment the process if required.



## The Post-Go-Live stage

We believe in long term relationships and are there to support our clients for as long as needed. Espidi warranties all work for a period of 30 days after delivery. Espidi also offers ongoing paid support for their clients.

# Pricing



# Pricing

We believe that like most other things, IT consultancy services in Perth are over-priced. We do not claim to be or want to be the cheapest but when it comes to value for dollars spent you shall find our services pretty much unbeatable. All projects are accurately scoped and estimated according to brief and budget. Estimates are discussed and agreed with you before proceeding. We aim to be as transparent and accountable as possible on every job we undertake, delivering value throughout. We quote based on our standard rate card and estimate projects in hours, with the understanding that variations or changes will cost extra as incurred. If a client wants a fixed price quote in we add a contingency element to

our estimate which is not "built-in" to the price, rather it is stated clearly in the pricing schedule. Depending on the scope and budget we suggest a mix of our local and overseas consultants and are able to adjust the mix as required however we insist on at least one local senior consultant per project.

# Why Espidi



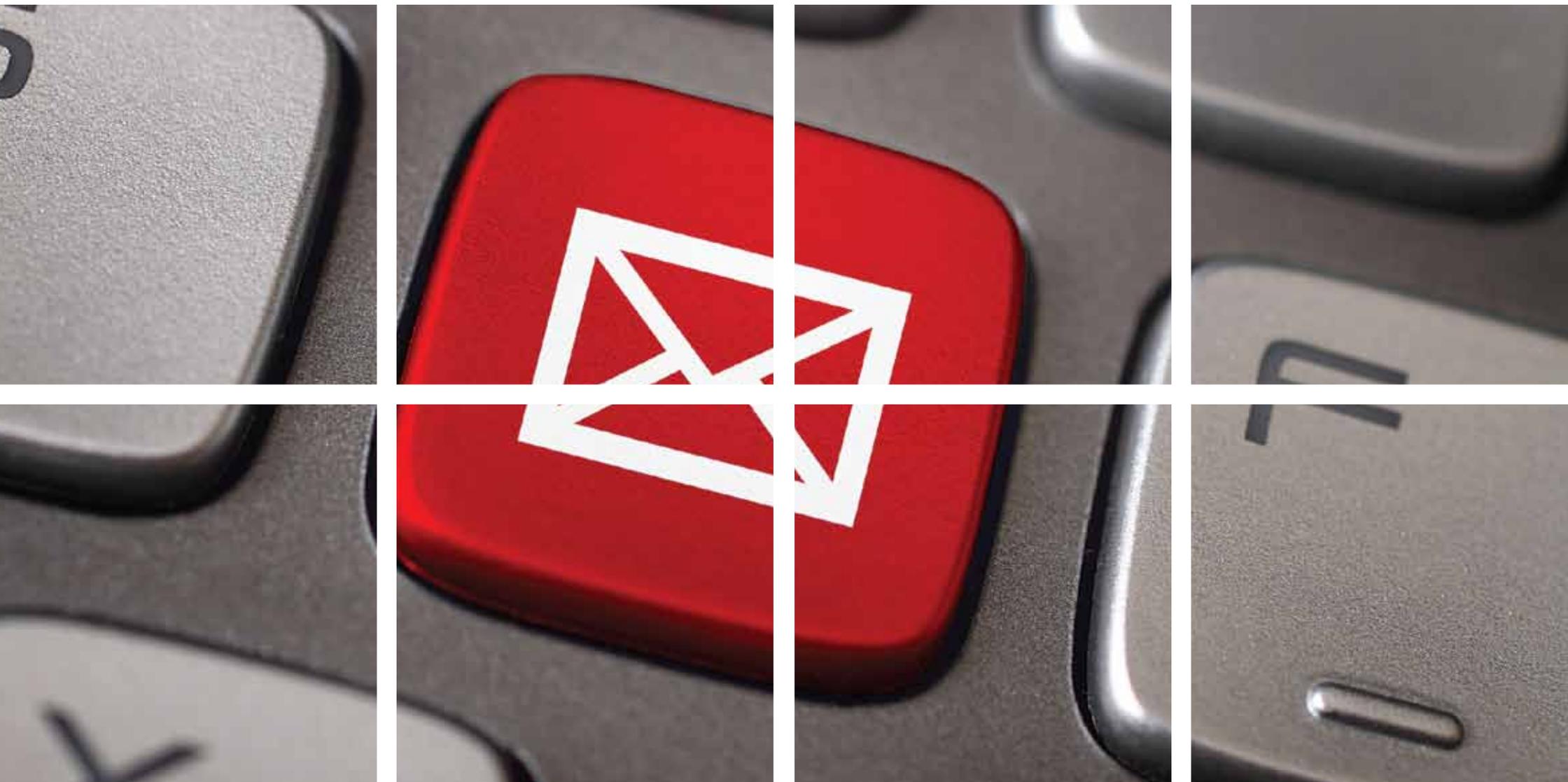
# Why Espidi

Espidi has been formed with the intention of bridging the clear gap that exists in the Perth IT consultancy market and depends a lot on goodwill. It has successfully delivered on projects which have lasted more than 8 man months. So how does that matter? Well in terms of the bottom line that makes Espidi very different in a very good way.

- Small local company which actually cares about its clients.
- Geared to handle the biggest project without the need of juggling consultants between projects, guaranteeing continuity.
- Owned and operated by frontline consultants with a history of successfully delivering large projects for some of the biggest companies in town.
- We believe in KIS (Keep it simple) and adapt our processes depending on the project size and client's requirements and do not try to implement the latest greatest technology just for the sake of it.
- We do not try to mould a problem to our proposed solution and are happy to walk away from a project or suggest an alternative consultancy if we do not feel that we can do justice to the task.

- Owing to its antecedents and its size, Espidi has been delivery focussed from the get go. That has resulted in a highly organised development and delivery process resulting in quality that can match and surpass the best out there...And all of this at highly competitive pricing.

Contact us



# Contact us

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