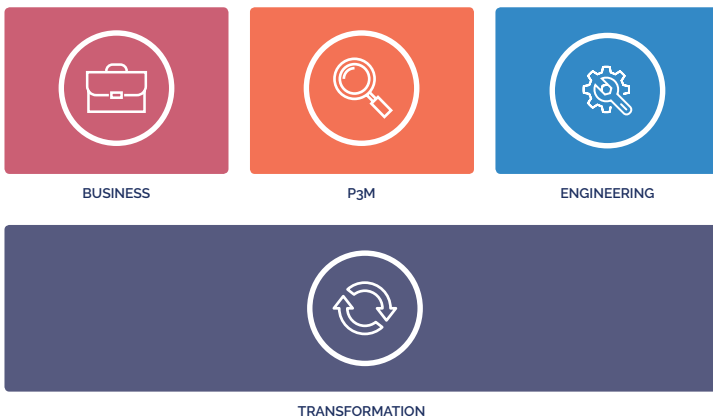


CONSULTANCY SERVICES

Optima Systems Consultancy is an independent Systems Engineering and Management Consultancy. We offer a range of Business Consultancy Services based on Optima-Connections™, our structured systems method and supporting tool set.

 OPTIMA-CONNECTIONS™



These services can improve business results through a more coherent approach to the roles of people, information and processes across Business, P3M and Engineering/Technology. The model shown here provides a view of the 3 pillars of a technology-based business, and the main activities undertaken to assure and improve business performance and support Transformation.

As a client you will benefit from:

- Improved focus of activity on strategic goals
- Greater efficiency and effectiveness in your business operations
- A more unified culture and reduction in cross-functional friction
- Fewer problems at all interfaces and better communications

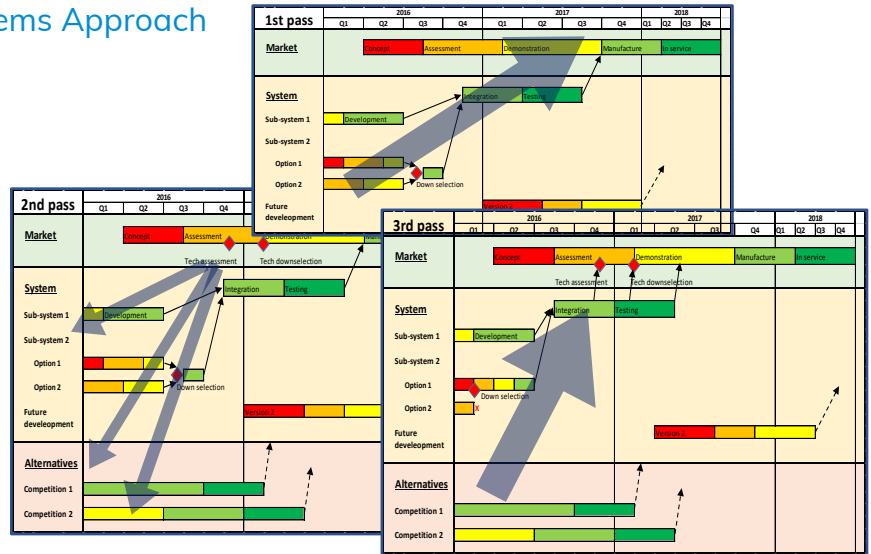
As a privately owned company, we are able to offer truly independent, impartial and unbiased business advice, helping you to take pragmatic decisions to develop a balanced system - and enabling your success.



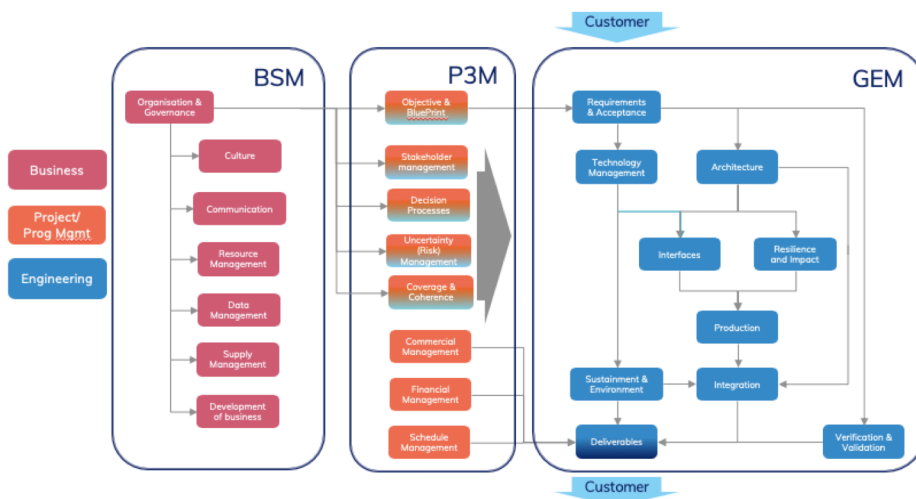
BUSINESS TECHNIQUES & MODELS

Technology Innovation Systems Approach (TISA®)

- Develops a Technology Roadmap to get to market
- Identifies interventions to improve route to market & Return on Investment.
- Our approach combines capability, system developers' and technologists' views to provide a more complete understanding.

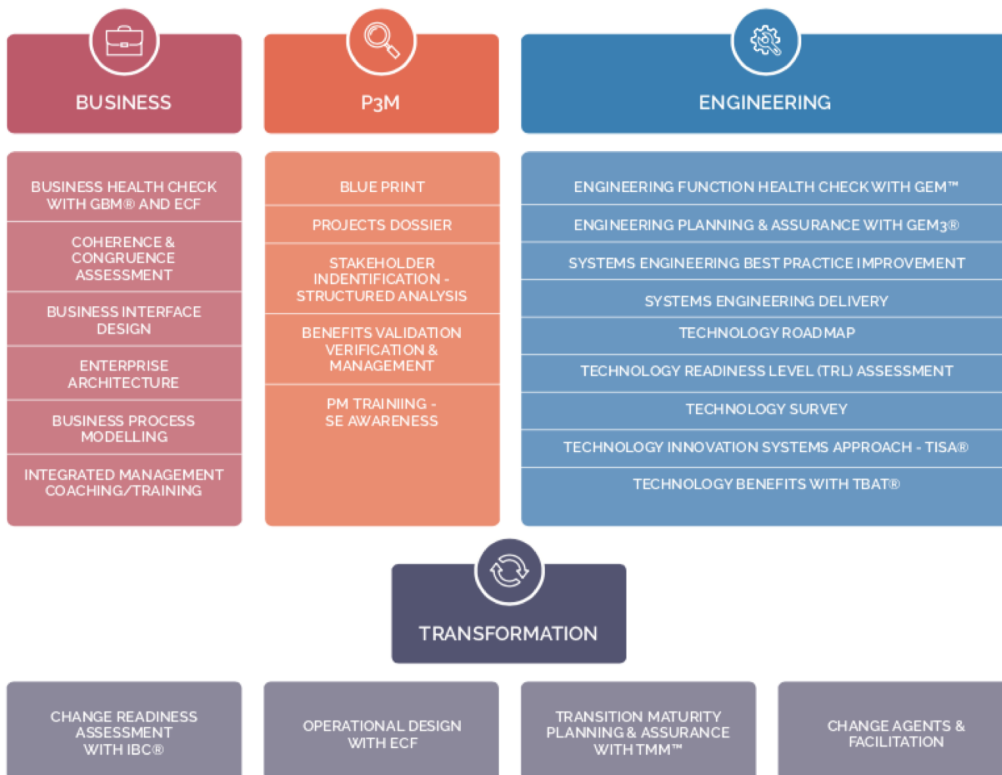


Generalised Business Model (GBM®)



- GBM® is a model of any enterprise based on standard functions in 3 pillars: Business, Programmes & Engineering.
- It provides a method to assess the health of any business based upon a structured set of criteria.
- Used for Assurance and to identify Improvement opportunities.

OPTIMA-CONNECTIONS™



When to use Optima-Connections™

A typical set of problems encountered in a technology-based business may include:

- Project Management unsure how to monitor Engineering progress and maturity, so lack control.
 - ➡ Use GEM3® to plan lifecycle and monitor maturity and stability.
- Disjoints between business functions cause lethargy and friction.
 - ➡ Use ECF to assess internal interfaces and improve on weaknesses.
- Technology Innovation fails to deliver Return on Investment.
 - ➡ Use TISA® to understand risks & market, and plan better ROI.