



**THERE HAS NEVER  
BEEN A BETTER TIME  
TO JOIN PA**

**Bringing Ingenuity to Life**  
[paconsulting.com](http://paconsulting.com)

# CONTENTS

---

SECTION 1

**OUR TEAM** 3

---

SECTION 2

**JOIN THE DIGITAL REVOLUTION** 12

---

## OUR TEAM

# WE BELIEVE IN THE POWER OF INGENUITY TO BUILD A POSITIVE HUMAN FUTURE

Our Purpose reflects how we think, the way we talk, and the way we work every day. We value and take pride in our work and the opportunities available to us, with the ability to make a real impact for businesses and communities world-wide. We are optimistic, passionate, innovative and committed.



---

We believe in the power of ingenuity to build a positive human future in a technology-driven world.

As strategies, technologies and innovation collide, we turn complexity into opportunity. Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

**PA. Bringing Ingenuity to Life.**

---



# THERE HAS NEVER BEEN A BETTER TIME TO JOIN OUR TEAM

The world is changing. There is a complex mix of technologies, which are driving a fundamental re-set of businesses around the world. And this re-set is not just about technology. Consumers are more empowered than ever before, employees' expectations of what makes for a good place to work are evolving and people are working later into life. Our clients face unprecedented complexity and huge opportunity around privacy, transparency, responsibility and sustainability.

It is not just a 'start-up disruptor's' game. Incumbents too, be they big banks, government departments, the FTSE and Fortune top companies – in fact all of our clients – are finding the need to re-assess and re-invent their businesses.

PA is growing. We are 2,600 specialists in consumer, defence and security, energy and utilities, financial services, government, healthcare, life sciences, manufacturing, and transport, travel and logistics. And we operate globally from offices across the Americas, Europe, the Nordics and the Gulf.

We've got innovation in our DNA and know how to advise on the big strategic challenges of the day. Our clients recognise that we are different.

We have partnered with the Carlyle Group to build on our success and to accelerate our growth plan through new solutions for our clients, geographic expansion and the acquisition of consultant teams and specialist firms. Importantly, the partnership allows us to retain independence, and our culture, brand and values.



# CLIENT STORIES

Hyperloop is an amazing client project. It's innovating a whole industry, and changing how we live and work. It's challenging for the team, who are all learning amazing new skills, in a rapidly transforming client. I'm proud to lead such an inspiring team.

**Chris Lynch**

PA PARTNER AND TRANSPORT, TRAVEL AND LOGISTICS EXPERT



## VIRGIN HYPERLOOP ONE

### CREATING THE FIRST MAJOR NEW MODE OF TRANSPORT FOR A CENTURY

Imagine being able to travel from Dallas to Austin in 20 minutes. Or Dubai to Abu Dhabi in 12 minutes. Virgin Hyperloop One is reinventing transport by developing the world's first hyperloop. With speeds two to three times faster than high-speed rail and an on-demand experience, a hyperloop can reduce a 300 km commute to under 20 minutes – smashing today's traditional transportation boundaries. A pod, which can carry cargo or passengers, moves through a tube built under- or overground. Magnetic levitation guides and lifts the pod, and vacuum pumps remove the air from the tube. It's fully autonomous, all-electric, zero emissions and cheaper to build than high-speed rail.

We're helping Virgin Hyperloop One make the new system a reality. Our systems engineering and enterprise architecture experts have been working on the plans for the complex software and traffic control systems that will be needed. With our support, Virgin Hyperloop One was able to accelerate delivering the software systems requirements needed by 30 per cent.

We've also given Virgin Hyperloop One the expert support to devise and set out a robust road map for achieving their vision. That road map articulates the steps required along the journey to take this totally new technology and bring it to life.

As members of Virgin Hyperloop One's Partner Advisory Board, we're working closely with the company and other partners to get a commercially operating hyperloop up and running, and ultimately change the way we live, work and travel.

# CLIENT STORIES



## RENTOKIL

### LAUNCHING AN AWARD WINNING INTERNET OF THINGS CLOUD PLATFORM TO HANDLE 24 MILLION MESSAGES A DAY

Everyone wants foods and medicines to be manufactured and stored in clean, hygienic premises. Rentokil's pest control services allow businesses in these sectors to maintain those conditions, meeting strict safety standards and – ultimately – to trade.

The company had already spotted the potential of the Internet of Things (IoT) to improve its services. At 1,000 customer sites, it was using traps fitted with sensors that sent a message whenever the trap needed clearing or maintenance. As a result, Rentokil has the ability to monitor a customer's location 24/7 and have real-time updates on any infestation. This enables Rentokil to provide a more proactive pest management service based on customer needs.

Rentokil wanted to expand the connected business to 10,000 sites within less than a year – but its infrastructure was already struggling with the volume of data the sensors were generating. The company asked PA's digital and IoT experts to create a cloud platform to support the expansion.

Time was of the essence so, working with our partner, Google, we chose an Agile approach to develop the platform quickly. With six bursts of activity ('sprints') we made rapid progress and showed early on how the solution would deliver value. We launched the new platform successfully in 12 countries. The new platform gives Rentokil the capacity to meet its immediate expansion target and offers effectively unlimited scalability for the future. This will become key as the company takes advantage of its data to build stronger relationships with customers, increase the flexibility, responsiveness and profitability of its operations and become a truly digital business.



## NATIONAL INSTITUTE FOR HEALTH RESEARCH (NIHR)

### USING DIGITAL TECHNOLOGY TO REVOLUTIONISE RECRUITMENT FOR CLINICAL TRIALS

Clinical trials typically take around eight years and much of this time is spent just finding the right volunteers. Speeding up the recruitment phase would dramatically cut the time taken to get new drugs and treatments to patients.

The National Institute for Health Research (NIHR), the research arm of the NHS, knew about our work developing a site for recruiting volunteers for dementia research. They asked if our digital experts could achieve the same success for a much wider range of diseases. The brief was to transform the existing UK Clinical Trials Gateway from a site where people could find out about clinical trials into a sophisticated online service for registering as a potential participant.



We consulted members of the public, patients and researchers to find out what would work for all these groups. After several iterations, and continuing to consult users, we refined the system to the point where it was ready to go live. We also provided content and links to UKCTG for websites people often use for advice like NHS Choices, The Alzheimer's Society, and Cancer Research UK.

NIHR launched the new UK Clinical Trials Gateway in 2016. From the start, people were registering at a rate of 1,000 a month, creating an extensive, valuable and fast-growing pool of candidates for researchers to access. The new system is syndicated across web pages seen by 3.4 million visitors per month. This digital revolution in the way NIHR recruits will cut both the costs and the time it takes to get clinical trials started, bringing potentially life-saving new treatments to patients much faster than before.

## VEOLIA WATER TECHNOLOGIES

### SECURING FURTHER SUCCESS BY SEIZING THE OPPORTUNITIES IN THE DIGITAL WORLD

Veolia Water Technologies (VWT) is a global company specialising in water treatment solutions. It provides the complete range of services needed to design, build, maintain and upgrade treatment facilities for industrial, commercial and municipal customers. VWT were looking for new ways to deliver more value to their customers using digital solutions and innovative business models.

They asked us to help them develop and test digital services that would appeal to their customers. Our expert team brought a strong customer perspective, combined with detailed knowledge both of the water market and digital strategy and technology. We combined our insight with the expertise of VWT's team to create a long list of ideas.

We used our experience in the sector to identify their customers' current and future needs and the particular capabilities VWT



would need to offer attractive new digital services. This work informed a review and analysis of the long list. VWT tested two preferred options with customers – who liked both. One offers new ways to access Veolia's engineering capability and this allows operators to manage equipment more efficiently. The other uses advanced data science and analytics to help customers make more effective use of data to optimise water treatment processes. We helped VWT pilot these services, getting valuable customer feedback. Having learned how to make the services most effective, they're now offering them to more customers.

Using our think big, start small and scale fast strategy, VWT now understands how to profit from the power of digital, and the skills they'll need. They're moving from just selling products to selling services, with the agility and capability to succeed in a fast-changing digital world.

#TeamThePiPipers

#PAPiAwards18





# THE FUTURE'S BRIGHT

We support the leaders of today and develop the leaders of tomorrow. Our award-winning research and thought leadership is unearthing new ideas and guiding organisations, while our work in communities is preparing the next generation to thrive.

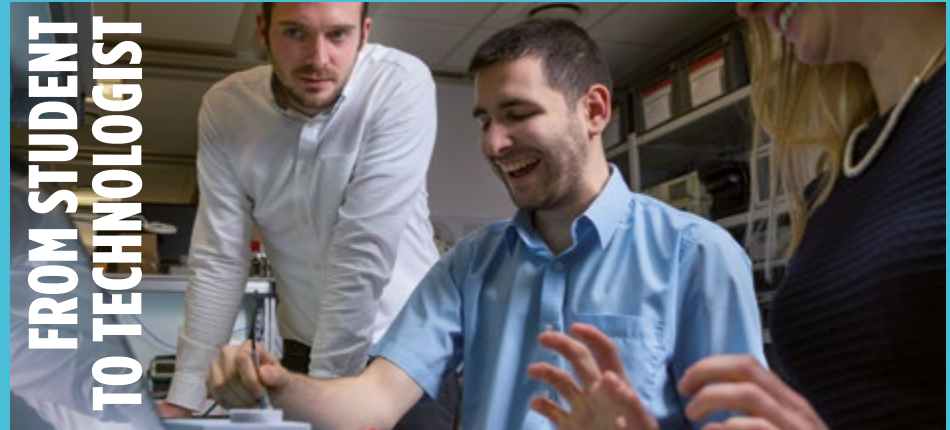
## RASPBERRY PI COMPETITION

**CHALLENGING YOUNG  
PEOPLE TO CREATE LIFE-  
CHANGING INNOVATIONS**

We want to inspire the innovators of the future. Every year we ask school and college students nationwide to use a Raspberry Pi minicomputer, additional hardware and their coding skills to create innovations on a specific theme. In a recent competition round, we were looking for inventions to make life better for people with conditions that limit their ability to do things the rest of us take for granted. More than 80 school and college teams nationwide signed up, and many amazed us with their ideas and skills.

The winners were: a door entry system paired with a wearable device that helps deafblind people identify visitors to their home; a monitoring tool for carers of the elderly to address risks of unattended falls; and a learning game designed to assist and support people with attention deficit disorders and dyslexia.

Our finalists' event was hosted by TV presenter Maggie Philbin. The judging panel included Rob Elsey, Executive Director for Technology and



Chief Information Officer, Bank of England; Emma Payne, head of IT delivery, John Lewis; and Rory Cellan-Jones, BBC technology correspondent. They were delighted by the young people's creativity and team spirit, as well as their technical skills and enthusiasm for solving problems. And the judges were especially pleased to see the focus on end-users – one team had tested their invention on fellow students to get feedback and check it worked in the real world.

We're passionate about technology and innovation, and this competition is a platform to guide the next generation to be as involved in it as we are. And while we hope to inspire them, each year the teams impress and inspire us.

### OUR 2015 COMPETITION WINNER JOINS OUR TEAM

Ahmad Khattab is an inventor working in our Global Innovation and Technology Centre. He joined us in September 2017 – and was one of the winners in our

Raspberry Pi competition back in 2015. He built a doorbell that could call your phone, text you, email you a photo of the person at the door, tweet you or live-stream high-definition video locally and on YouTube. Winning the prize inspired Ahmad to join our summer internship programme that year. He worked with fellow interns and our technologists to develop a defibrillator that could be recycled or reused – as part of our focus on the circular economy.

He's now in our graduate scheme and is enjoying working in teams including designers, material engineers and software developers to create world-first consumer products. "I really enjoy learning something every day and working in an organisation focused on solving problems in totally new ways," says Ahmad. "There's such a variety of projects going on and it's exciting to think I'll continue to work on groundbreaking technology."



# **JOIN THE DIGITAL REVOLUTION**

# **OUR DIGITAL ENGINEERS DELIVER**

# **SOLUTIONS IN THE LATEST TECHNOLOGY**

We're an innovation and transformation consultancy that believes in the power of ingenuity to build a positive human future in a technology-driven world. Our diverse teams of experts combine innovative thinking with breakthrough technologies to progress further, faster.

With a global network of FTSE 100 and Fortune 500 clients, we offer you unrivalled opportunities for growth and the freedom to excel. Combining strategies, technologies and innovation, we turn complexity to opportunity and deliver enduring results, enabling you to build a lasting career.

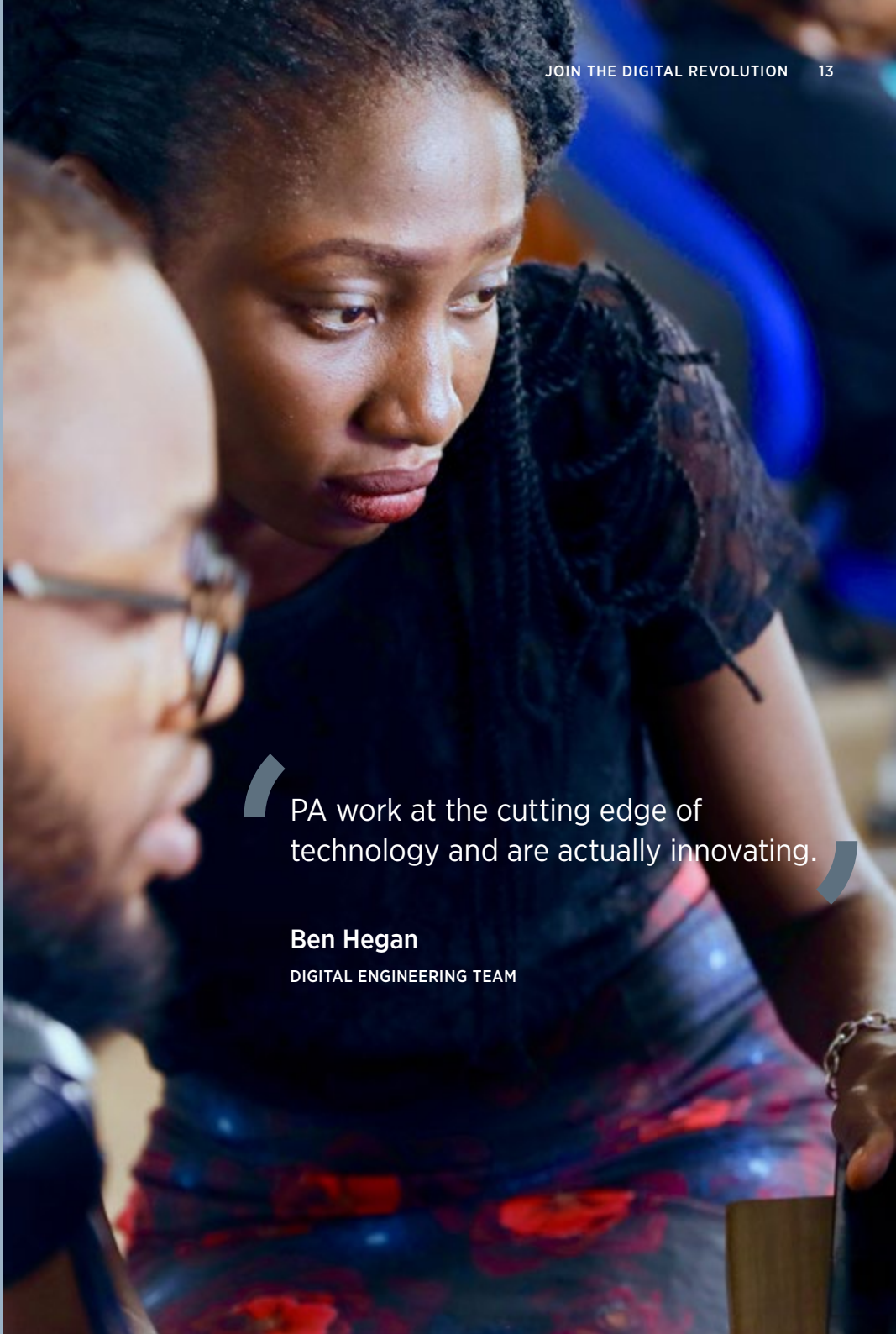
# WHAT WORK ARE WE LIKELY TO BE INVOLVED IN?

We work with the latest technologies often before they are released. With innovation at our core we often deliver bleeding edge solutions through our Digital iLab and in partnership with our Cambridge Technology Centre. Below are some examples of this work:

**Pioneering innovation in wearable technology:** working with Doctors we demonstrated the use of Google Glasses in a hospital to display patient monitoring data, allowing Doctors to treat a patient and monitor their vital signs without having to look away.

**Revolutionising innovation in automation:** our team worked with the client to integrate wearable technology into the design of commercial vehicles, using smart watches to guide drivers through the pre-departure checklist.

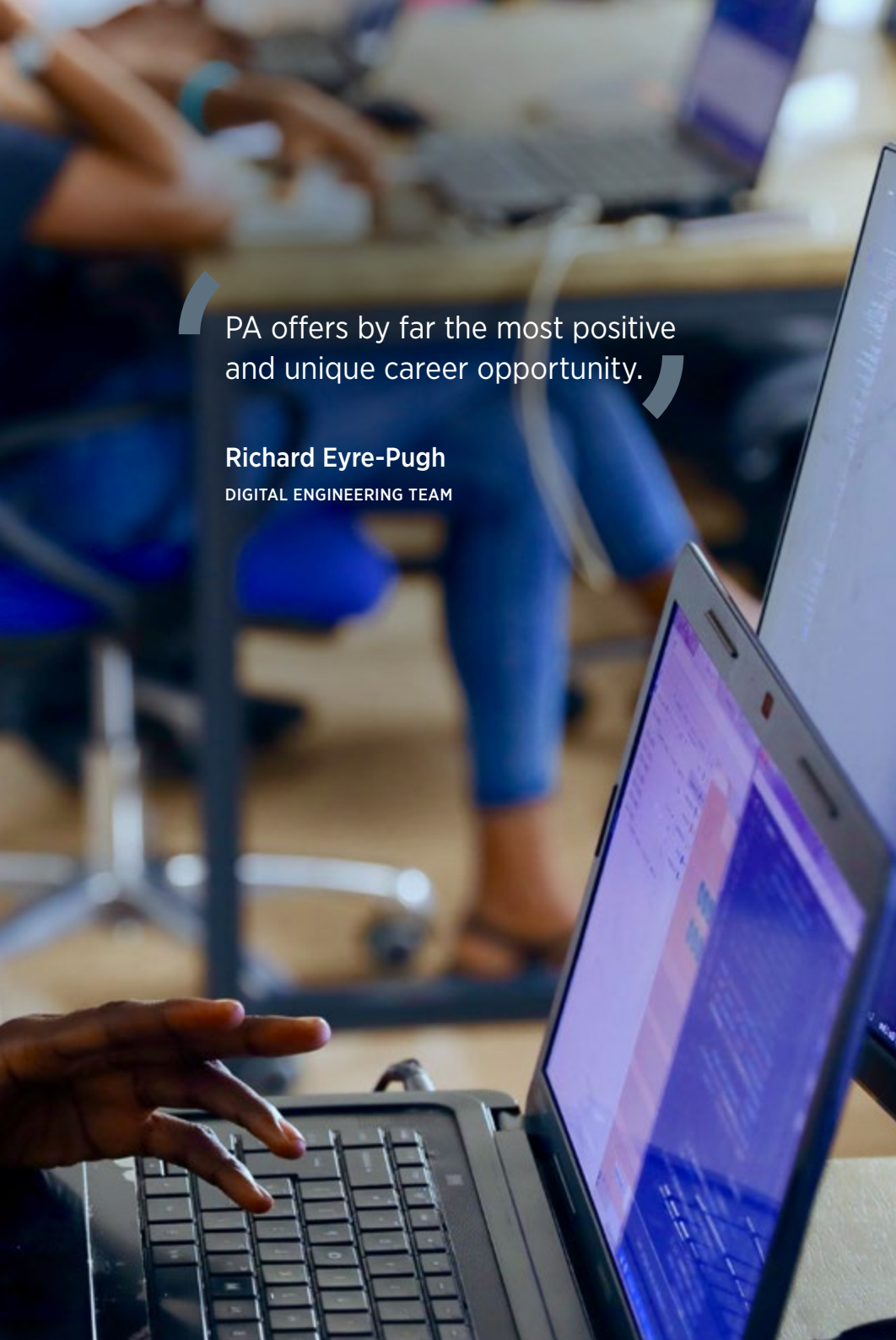
**Delivering award-winning cloud solutions:** we launched an online weather community that helped the UK Met Office capture 2 million readings in just five weeks from weather enthusiasts.



“PA work at the cutting edge of technology and are actually innovating.”

**Ben Hegan**

DIGITAL ENGINEERING TEAM

A blurred background image of a person sitting at a desk, working on a laptop. The person is wearing a blue shirt and jeans. The laptop screen shows some data or code. The overall scene is a modern office environment.

PA offers by far the most positive and unique career opportunity.

**Richard Eyre-Pugh**

DIGITAL ENGINEERING TEAM

## AS A DIGITAL ENGINEER, YOU'LL HAVE:

- Commitment from PA to continue developing your skills, a career path focused on Digital Engineering.
- The opportunity to work with a variety of exciting and innovative clients delivering solutions across a range of technologies and platforms including open source, Google, Microsoft, Amazon and many more.
- Access to industry thought leaders and the latest tooling and technologies to keep your skills current through our partner network.
- Intensive hands-on training through our Engineering Bootcamp, delivered by industry thought leaders and augmented with our partnerships, to learn new skills, develop solutions to problems and learn how to establish self-organising high performance cross functional teams.



# OUR COMMITMENTS: GUIDING EVERYTHING WE DO

**Our commitments guide how we operate, behave and interact with each other. They describe our culture. We'll use them to hold each other to account.**

## **Networks over hierarchies**

Not based around the people at the top having all the information and good ideas. We'll work together, with the right person for the job.

## **Empowering over controlling**

Governance and rituals focused on enabling individuals to do things they care about, and providing transparent information to all. We'll share by default.

## **Leading the way in diversity**

We want everyone to feel like they belong. We'll go above and beyond to ensure diversity in all forms. Commitment to getting a better balance in our team.

## **Practice what we preach**

We are human driven. Innovative. Ingenious. Continuously improving. We'll make decisions around what makes PA an awesome place to work: happy people do awesome work.



# WHERE OUR TEAMS ARE WORKING

## PA Offices ●

London (Victoria)  
Cambridge  
Belfast

## Other locations ●

London (Croydon)  
Dundee  
Oxford  
Leeds  
Southampton  
Gatwick  
Crawley







## About PA.

An innovation and transformation consultancy, we believe in the power of ingenuity to build a positive human future in a technology-driven world.

As strategies, technologies and innovation collide, we turn complexity into opportunity.

Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

We are over 2,600 specialists in consumer, defence and security, energy and utilities, financial services, government, healthcare, life sciences, manufacturing, and transport, travel and logistics. And we operate globally from offices across the Americas, Europe, the Nordics and the Gulf.

**PA. Bringing Ingenuity to Life.**

## Corporate headquarters

10 Bressenden Place  
London SW1E 5DN  
United Kingdom  
+44 20 7730 9000

## paconsulting.com

This document has been prepared by PA. The contents of this document do not constitute any form of commitment or recommendation on the part of PA at the date of their preparation.

© PA Knowledge Limited 2018.  
All rights reserved.

No part of this documentation may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying or otherwise without the written permission of PA Consulting Group.