

Know Your Preseen (KYP)

November 2015 – Managerial Case Study

ABC Solutions

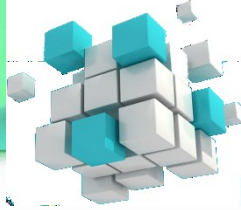


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Know Your Preseen (KYP)



- This is known as Know Your Pre-seen (KYP) issued by LearnCIMA.com
- KYP is a repetition of the pre-seen and the objective is to make reading the pre-seen user-friendly.
- There are several **slides included outside the pre-seen** and they have been marked with an “e”.

ABC – Company Profile



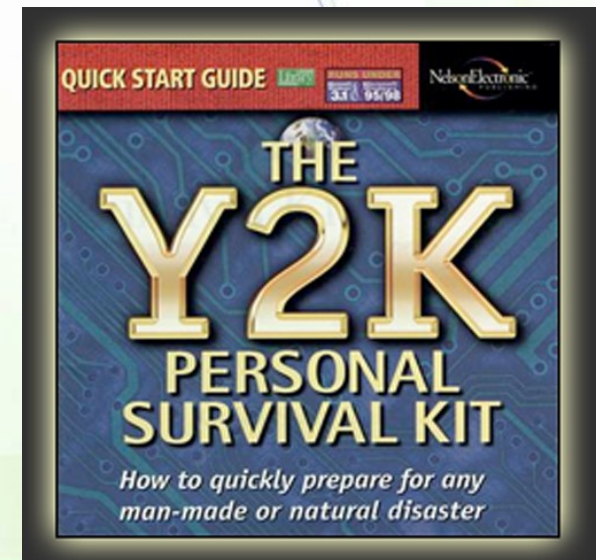
- **Type of Business: IT Service Provider**
- **Founded: 1996**
- **Founders: Andrew Gourlay, Bippin Lalli & Colette Sanderson**
- **Country of Location: Kayland**
- **Company name is taken from the initial letters of founders.**



Millennium Bug /Y2K - “e”



- The Millennium Bug (Y2K bug) was a problem for both digital and non-digital documentation and data storage situations that resulted from the practice of truncating a four-digit year to two digits.
- As the year 2000 approached, computer programmers realized that computers might not interpret 00 as 2000, but as 1900.
- Activities that were programmed on a daily or yearly basis would be damaged or flawed.



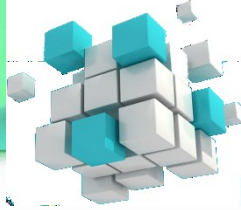
ABC – Company History



ABC established by Andrew,
Bippin & Colette

Employs few consultants on full
time basis

Employs many independent
consultants on part time (Paid
a daily rate)



- ABCs' success has been due in part to the fact that it has *extensive contacts with experts* in specific fields.
- For example:
a client who wishes to update a software package that was written in a specialised programming language knows that ABC will almost certainly be able to suggest a programmer with experience of working on similar applications in that language.



Northern Europe – “e”



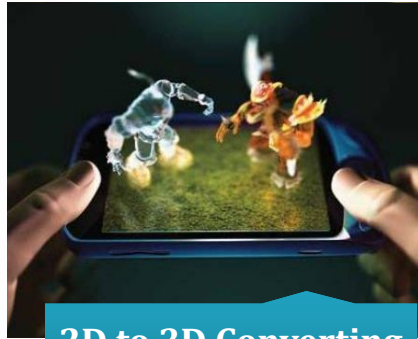
- Northern Europe is the northern part or region of Europe.
- Geographically it consists of Iceland, the British Isles, Scandinavia (Denmark, Norway, Sweden), Northern Germany, Finland, the Baltic States (Estonia, Latvia, Lithuania) and Northwest Russia.



Cutting Edge Technology Examples - “e”



3D Gaming



2D to 3D Converting Device



Social Television



Six -Core Processors



Wireless Displays Technology



Floating Nuclear Power plants



Wireless Power

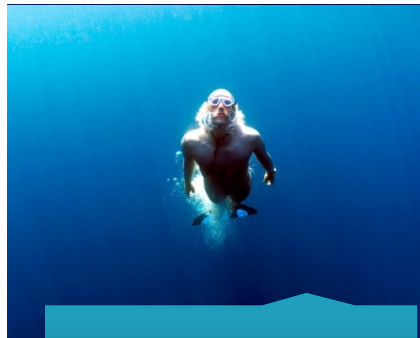


Dual-Action Antibodies

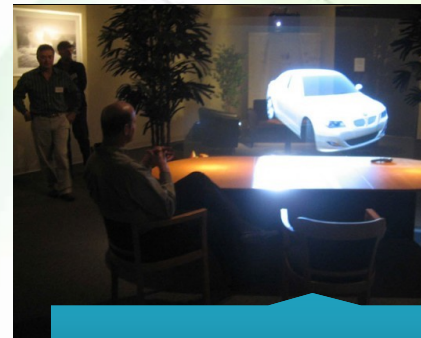
Bleeding Edge Technology Examples - “e”



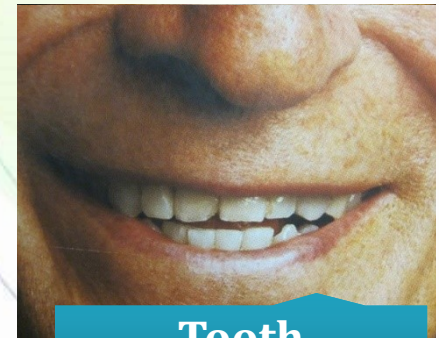
Agricultural Robots



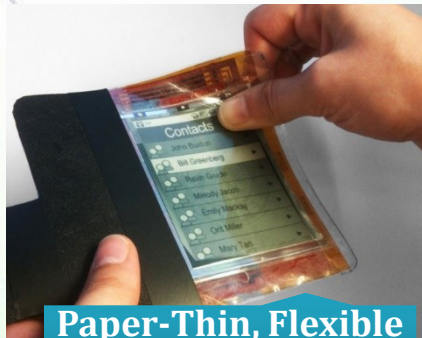
Artificial Gills



Holographic TV



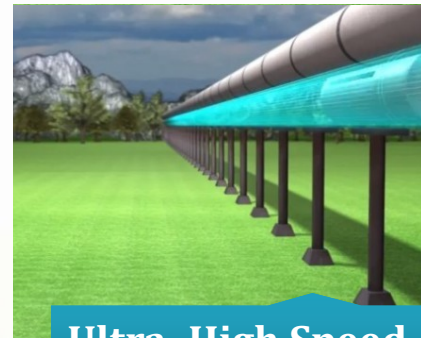
Tooth Regeneration



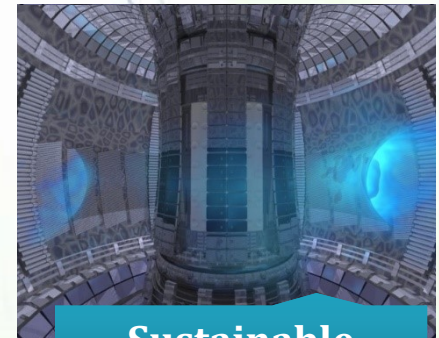
Paper-Thin, Flexible Computers and Phones



Real-Time Google Earth



Ultra-High Speed Tube Trains



Sustainable Fusion Reactor

Tech Conferences in Europe- “e”



Name	Location	Contents of Conference
Frontiers of Interaction (FRONTIERSX)	Milan, Italy	Cutting-edge technologies and future trends. Including design, technology and related industries
Wired UK Conference	London, UK	Explore the ideas, innovations and people that are reshaping our world
Web Summit	Dublin, Ireland	Digital Marketing, Internet of Things, Enterprise, Worldwide start-ups
AppCircus	Barcelona, Spain	Creative and innovative apps
Mobilism	Amsterdam, Netherlands	Mobile technology related conference



Business Model



Consultancy Service Areas - Summary



Service Area	Head	Services Provided
IT Transformation	Sheila McCafferty	Re-organisation of the business processes of gathering and managing data/ Designing systems
Storage	Tom Coia	Data Management (Backup and restoration of data, data archiving, business continuity and Information Lifecycle Management)
Data Centre & Cloud	Nathan Summers	Assisting in moving to the Cloud, data centre facilities
Workspace	Jan Cooper	Setting up operating systems
Cyber Security	Jeff Spendler	Security management

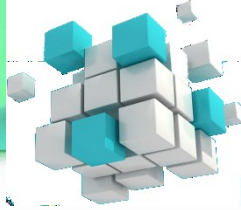


- **This service represents ABC's largest revenue stream.**
- **However it requires only a relatively small number of permanent staff are required because most assignments require the flexibility associated with hiring consultants with very specific skill sets.**

IT Transformation



Colocation center - “e”



- A colocation centre is a type of data centre where equipment, space, and bandwidth are available for rental to retail customers.
- Colocation facilities provide space, power, cooling, and physical security for the server, storage, and networking equipment of other firms—and connect them to a variety of telecommunications and network service providers—with a minimum of cost and complexity.



● Source: Wikipedia



Low rates of consultant utilisation

Risk

Low rates of consultant utilisation

Mitigation

Core consultancy team under full time and permanent employment kept to a minimum.

Additional training, with research and sales development being encouraged whenever there are dips in workload.

Global IT Staffing Market - “e”



- The global information technology staffing market is estimated at \$55.4 billion.
- Within the professional staffing category, IT staffing represented 40 percent of all global professional temporary revenue, followed by healthcare, finance and accounting and engineering staffing.
- The United States is the world's largest IT staffing market; Europe and Asia Pacific followed in second- and third-place respectively.



Top 5 Tech Spending Increases 2015 - “e”

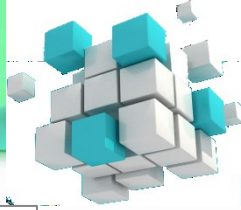


Top Five Tech Spending Increases in 2015:



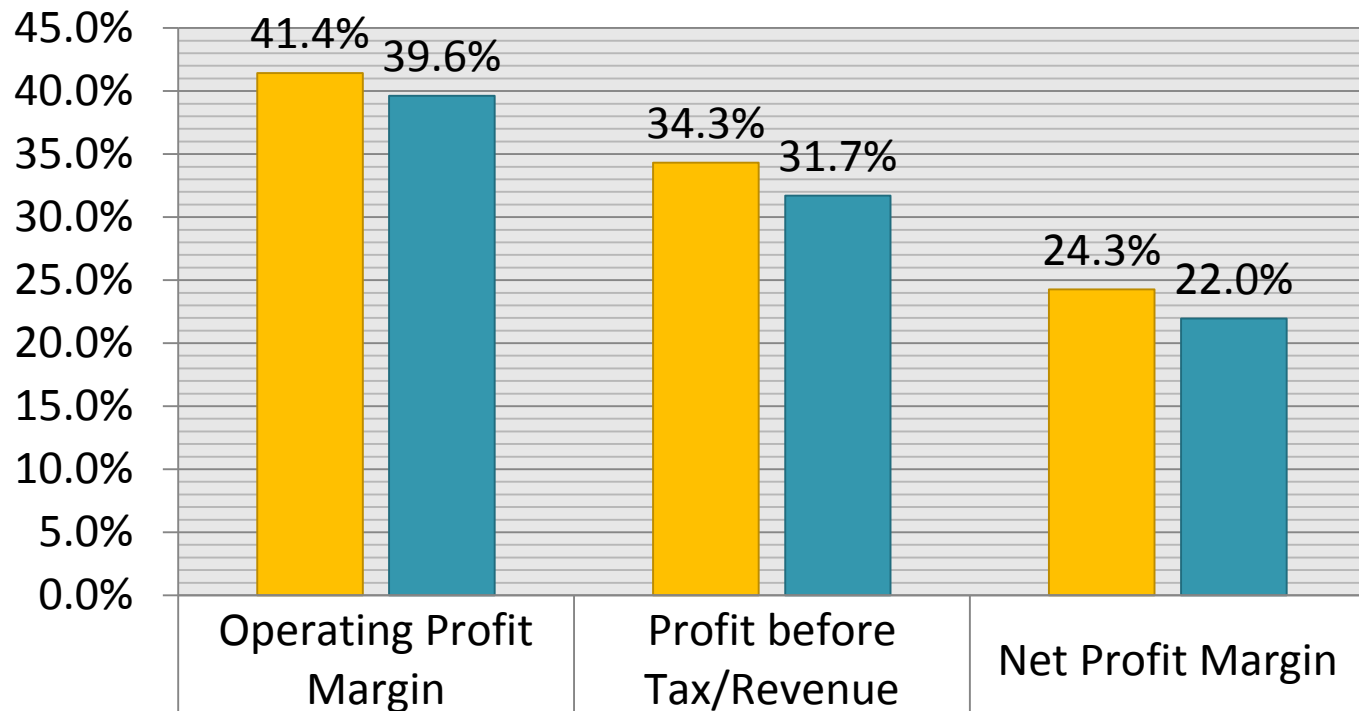
The percent of those decreasing spending in each tech area is insignificant for 2015, with the exception of **hardware**, where **24%** said they **expect to decrease spending**.

ABC - Profitability Ratios “e”



Profitability Ratios

■ 2014 ■ 2013



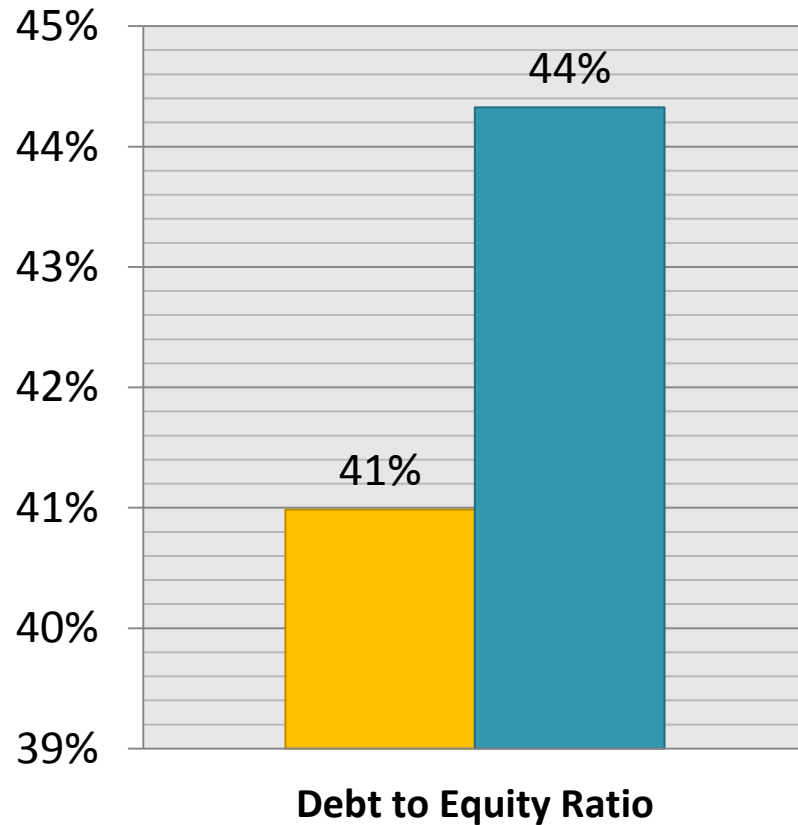
2014	41.4%	34.3%	24.3%
2013	39.6%	31.7%	22.0%

ABC - Gearing Ratios “e”



Gearing Ratios

2014 2013



Interest Cover

