PHOENIX PARK PROJECTS INDUSTRIAL PARKS

Fresh ideas - Innovative Solutions - Dynamic Engagement

TRAINING AND CONSULTANCY

(Working Document)

TRAINING

Skill training is a process that has been designed to offer specific training to allow applicants fit into the current job market. It is a useful tool that reignites and hones the abilities of an individual so that it can have a measurable impact on the profitability and productivity of an organization. The skills training are customized to fit specific business requirements.

Traditionally, candidates were hired based on their educational background and work experience. Today, the rapid development of technology has significantly decreased the shelf life of formal education and changed hiring requirements. Even tech giants like IBM, Google, and Apple no longer require a college degree to recruit. Technological advances are reshaping the modern workplace. Employers are now looking for candidates with solid technical skills, which will nonetheless need to be fine-tuned frequently to keep up with technological advances. Soft skills like creativity, adaptability, problem-solving, and critical thinking are also becoming increasingly desirable, if not imperative. New technologies keep invading most industries, transforming work processes and consumer expectations. The window of opportunity is closing for the old skill set. Prospective applicant need to start up skilling now to become relevant. Remote working arising from the pandemic has accelerated skills tradable on a global scale. Finding candidates with the right technical skills has become a big issue for companies especially in construction, manufacturing and in the tech space. The skills shortage is present across most industries and poses a serious financial threat. Unless companies take immediate action to close the skill gap, it's going to get worse. Skills training allows candidates to be exposed to new ideas and strategies, feed their appetite for knowledge and boost their confidence. They become more agile, open to challenges, and adaptable to change. In other words, 3PLis shaping the workforce of tomorrow—today.

The Fourth Industrial Revolution 4IR, has brought advances in Artificial Intelligence, cloud computing, and VR, among other technologies. New roles have emerged, and technical skills like data analysis, robotics, and software development are rising in demand. While technology keeps evolving, skill requirements will continue to change. The essential hard skills of today might become insufficient or obsolete tomorrow. Which is why skills training should not remain static. Continuous training and development are key to safeguarding business growth and employee stability.

It is well established that staff with strong soft skills perform better both in and out of the work place. Also, unlike hard skills, soft skills have no expiration date and are a privilege strictly reserved for humans. Automation technology might replace repetitive tasks and processes (thank you!). However, nothing can replace human emotional intelligence and complex thinking. Soft skills are complicated and often closely intertwined with one another. In fact, even seemingly simple tasks require a synergy of soft skills. For instance, a sale staff will need a mix of active listening, empathy, emotional intelligence, and negotiation skills to close a sale. The list of soft skills is endless. So, when it comes to which soft skills your employees need to develop, it depends on your business goals and industry. Then again, one thing is certain: employee soft skills training will help your team perform better now and in the future.

Technological advances are reshaping both the workplace and the market. Innovative services and products are constantly introduced. You don't need to look further than your mobile phone. Remember how mobile phones used to have basic

functions only? Nowadays, with the integration of AI, they have turned into virtual assistants, competent photographers, and reliable navigation companions.

New technologies have elevated customer expectations, too. Consumers anticipate sophisticated products, premium services, and remarkable Customer Experience. The game of customer loyalty is played at a whole new level among competitors who are more agile and creative than ever.

Behind every aspect of Customer Experience, from product ideation to marketing and after-sales services, are your employees. Do you need them to come up with innovative ideas, apply the latest technologies, or offer memorable buying experiences? Then, you need to keep their skills sharp and their minds curious.

New technologies are revolutionizing the modern workplace, the market, and just about every aspect of our lives. A comprehensive skills training strategy can help you stay at the forefront of innovation and creativity.

Seven emerging tech-talent battlegrounds, or clusters of need (see chart on Table 1) are identified as relevant skills and roles to the most significant emerging tech trends and business needs. For example, given the increasing importance of using data to make better and faster decisions, the ability to rapidly build infrastructure and architecture for data (data-engineer skills) is likely to become more of a bottleneck than the ability to generate insights (data-scientist skills). The battleground areas are Dev-Ops, Customer experience, Cloud, Automation, Platforms and products, Data management, Cyber-security and privacy.

Are you ready to start up skilling now? Or will you let technology pass right past you and competitors take you out of the picture?

Be a part of the Skills Revolution

The 3PL 4IR Skills training provides skills program and internships in key 4th Industrial Revolution domains. These areas are highlighted below.

Data Science

The Data Scientist Program will help candidates master skills and tools like Statistics, Hypothesis testing, Clustering, Decision trees, Linear and Logistic regression, R Studio, Data Visualization, Regression models, Hadoop, Spark, PROC SQL, SAS Macros, Statistical procedures, Advanced analytics, Matplotlib, Excel analytics functions, Hypothesis testing, Zookeeper, Kafka interfaces. These skills will help candidates prepare for the role of a Data Scientist.

Software Development

The MEAN Stack Developer course will establish you as an expert web developer in the MEAN stack. The term MEAN stack refers to a collection of JavaScript-based technologies used to develop web applications. MEAN is an acronym for MongoDB, Express, Angular, and Node.js. Mongo DB is a database system; Express is a back-end web framework; Angular.js is a front-end framework; and Node.js is a back-end runtime environment. The MEAN Stack Developer program is a structured learning path recommended by leading industry experts and ensures your mastery of full MEAN stack development.

Cloud Computing

This course will prepare you for a career as a certified cloud solutions architect. The training course covers the advanced activities for working with the unique platforms, including managing platform resources, configuring and deploying virtual machines and networks, and mastering AD, secure data (SSL and TLS), Key Vault, and Cognitive Services solutions. You will also learn how to manage security and identity within platforms, identify data storage options, deploy an ARM template to a resource group, author a complex deployment using the Building Blocks tools, integrate an API using the API Management service, distribute network traffic across multiple loads, and design a hybrid cloud/on-premise connectivity scenario.

Cyber Security

The Cyber Security Program provides cybersecurity professionals with foundational, intermediate, and advanced security skills through industry-leading certification courses. The program begins with introductory-level cybersecurity skills training, then progresses to advanced cybersecurity technologies such as reverse engineering, penetration testing techniques, and much more.

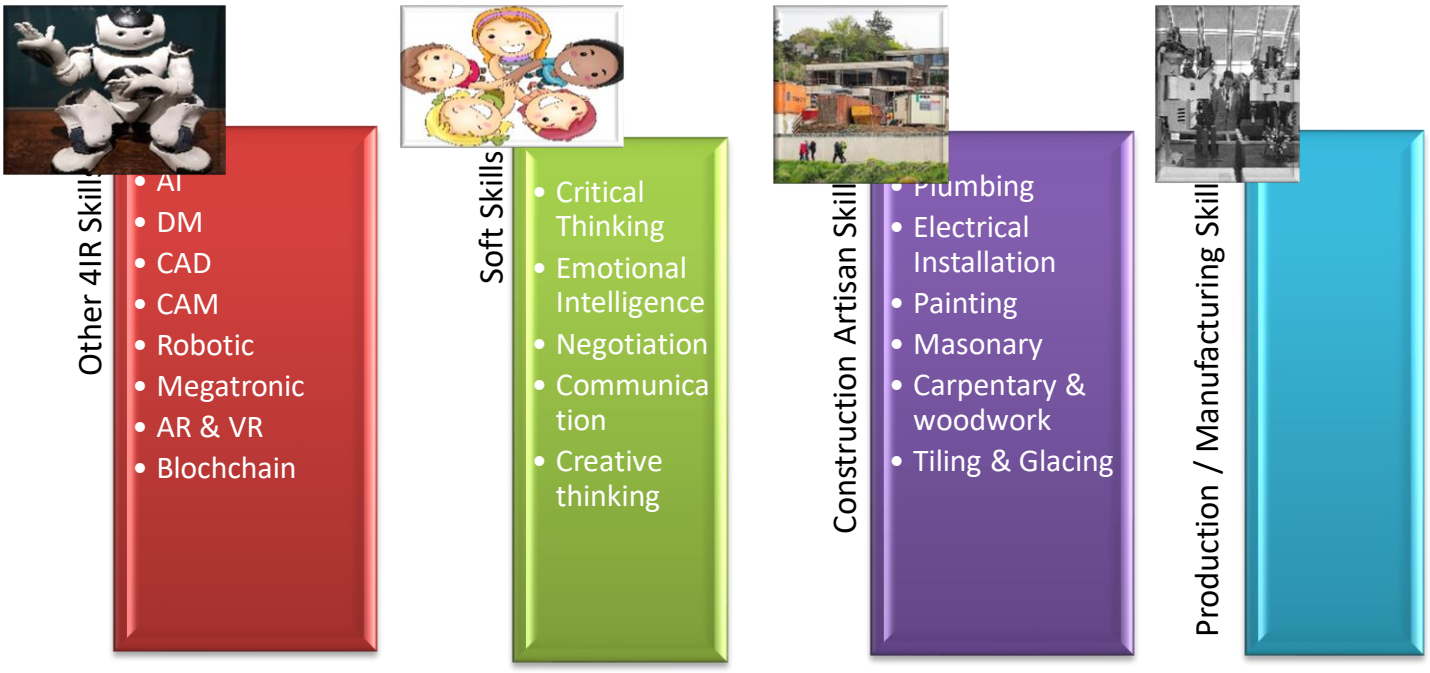
3D Printing

The term 3D printing covers a variety of processes in which material is joined or solidified under computer control to create a three-dimensional object, with material being added together (such as liquid molecules or powder grains being fused together), typically layer by layer. Today, the precision, repeatability and material range have increased to the point that some 3D printing processes are considered viable as an industrial production technology, whereby the term additive manufacturing can be used synonymously with 3D printing. One of the key advantages of 3D printing is the ability to produce very complex shapes or geometries, and a prerequisite for producing any 3D printed part is a digital 3D model or

Digital Content

The modern film development program is a comprehensive training and incubation process to nurture competent, creative entrepreneurial who are able to navigate the changing world of work brought on by the fourth industrial revolution. Participants leave the program with certified training, a showreel, a professional profile and work experience. Some will be able to access internships and workplace opportunities with our partners as described above while others with their own businesses will be empowered to operate sustainably.

Others programs are the following:



CONSULTANCY

Starting and staying competitive in a globalized ecosystem of enterprises requires the expertise of professionals with domain knowledge to help your start up or business scale become more productive, profitable and efficient. We offer solutions to industry-specific issues and provide companies a unique "think-tank" asset that allows an enterprise to leverage our years of experience and know-how. Our experts operate in many fields, and can help with virtually every problem.These advantages can result from integrating and streamlining strategic options in novel ways, and by implementing new solutions to solve common - and uncommon - business "pain points." Working with you we can help your business realize its full potential by offering key insights, digital solutions and critical intel that can help your business, of any size, expat and scale reach and fulfill all its strategic, long-term goals.

Strategy for enhanced service delivery. (See Annex 2 for concept details)

The traditional consultancy structure will be transformed to enable delivery of services utilizing a digital framework. Creating a digital innovation to offer 3PL institutional knowledge and intellectual property through a certain set of intelligent digital capabilities will need a digital core to manage and support the full lifecycle of these new delivery models, one that enables the firm to capture, "platformize" and modularly "productize" domain expertise, and make it available via a user-friendly e-commerce experience delivered digitally as a service, typically by subscription is the way to go for 3PL.

This idea reflect an emerging client preference for digitalized services that are available anytime, anywhere, delivered via e-commerce technology that is both intelligent and invisible, with privacy, security, and trust assumed and assured. Amid these shifting market dynamics, the edge goes to firms that have the wherewithal to reengineer the traditional leveraged talent, time-and-materials business model to create the kinds of outcome-focused digital services and engagements that clients crave: subscription platforms, on-demand knowledge-as-a-service, etc. As valuable as a firm's institutional knowledge is in and of itself, maximizing the value of that IP -- and making new outcome-focused revenue streams like these sustainably profitable -- does require a certain set of intelligent digital capabilities

3PL need the ability to connect those services not only to every aspect of the enterprise, from pricing/revenue recognition and staffing to delivery and billing, but also to clients and the entire value chain, creating a closed loop in which they can refine their offerings and create new ones on the fly, based on client feedback, operational and market realities, and shifting business priorities.

Our Services can be deployed in any of the project life cycle for Greenfield and Brownfield projects.

Consultancy Services offered by 3PL

Initiation/Pre-investment	Contracting /Execution	Post commissioning	General / Others
• *Market Analysis including Survey, sounding & Product Mix* • *Pre-investment Studies, Planning, Analysis and Feasibility Reports* • *Detailed Project Feasibility Reports* • *Technology Options / Process Know-How Selection*	• *Project Management* • *Erection and Trial Run* • *Commissioning Services* • *Demonstration of Performance Guarantee Parameters*	• *Post Commissioning Services*	• *Industry Sector Analysis* • *Transaction Advisory Service for PPP projects* • *Computerization & Industrial Automation* • *Environmental Engineering* • *Health & Safety Studies* • *Asset Evaluation / Residual Life Assessment (RLA)* • *Restructuring & Engineering for Plant Relocation* • *Computerization & Industrial Automation* • *Digital Innovation* • *Information & Data Management.*

KEY AREAS OF ACTIVITIES:

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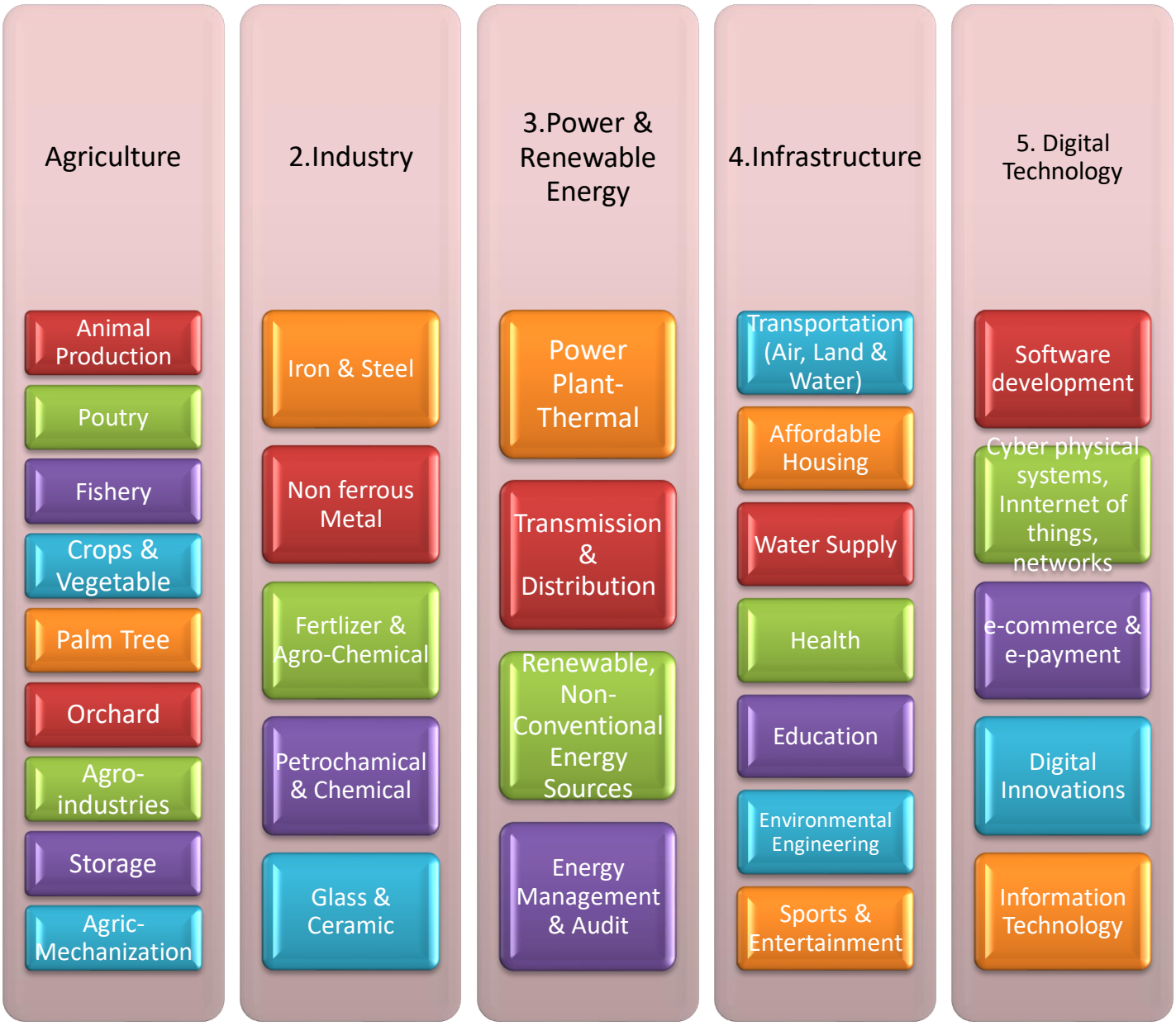

EPC PROJECT EXECUTION

3PL has put together a team of high caliber and capacity with cognate experience in diverse fields having unique talents and skills. 3PL offers our clients the complete range of engineering, procurement and construction (EPC) services. The serves spread through critical specialists to handle basic and detail engineering, procurement, plant construction, erection, start up, commissioning and post commissioning services.

ANNEX 1

With the acceleration in digital, the demands on technology—for speed, flexibility, reliability, security, and value—have radically increased. Amidst this reality, the increasing complexity of IT systems and the emergence of a broad range of new technologies, from cloud to artificial intelligence (AI) to machine learning, have increased the challenges.

A few companies, however, have started to crack the code. Companies winning in this arena have identified at a granular level the tech skills they need to build value for the business, have developed a clear view of their present and future talent needs, and are intentional about finding both top talent and adaptable learners. Crucially, these leaders understand that it's impossible to hire everyone you need; training and reskilling the existing workforce has to be a core part of the strategy to win the talent battle.

Seven emerging tech-talent battlegrounds, or clusters of need (see chart on Table 1) are identified as relevant skills and roles to the most significant emerging tech trends and business needs. For example, given the increasing importance of using data to make better and faster decisions, the ability to rapidly build infrastructure and architecture for data (data-engineer skills) is likely to become more of a bottleneck than the ability to generate insights (data-scientist skills). Cultural and change management aspects, including social and emotional skills, are also important. Significant skills gaps in these seven areas already exist, and are expected to become more severe over time. Executives expect skills mismatches in functions that have already started adopting automation and AI technologies, according to McKinsey Global Institute analysis.[1] The largest percentage of survey respondents (more than 30 percent) ranked data analytics, IT, mobile, and web design as the skills with the highest expectation of a mismatch over the next three years.

[1]For the full McKinsey Global Institute report, see "Skill shift: Automation and the future of the workforce," May 2018, on McKinsey.com.

Table 1: Seven emerging tech-talent battlegrounds

Battleground	Rationale	Tech skills (sample set)
DevOps	Faster and continuous delivery of features, more stable environments, and reduced operations time. (For more, read "Agile, reliable, secure, compliant IT: Fulfilling the promise of DevSecOps," on McKinsey.com.)	• Agile product-life-cycle management • DevSecOps • Continuous integration and delivery (CI/CD) • Microservices architecture
Customer experience	Significant shifts in customer behavior as a result of COVID-19 and rising customer expectations; need to deliver top experiences across a wide array of channels; prioritization of personalized over generic design (while maintaining privacy); continuous test-and-learn cycles. (For more, read "Elevating customer experience excellence in the next normal," on McKinsey.com.)	• Predictive/nudge analytics • Design thinking • Test-and-learn at scale • Automated testing • Prototyping
Cloud	Infrastructure increasingly provided through next-gen cloud architecture, the time to market of services is vastly improved, solutions are more easily scalable; acceleration of transformation and increased source of competitive value. (For more, read "Capturing value in the cloud," on McKinsey.com.)	• Kubernetes • Docker • Multicloud and hybrid-cloud architecture • Security • Smart distribution/metering • Edge computing

Automation	Significant number of tasks automatable: about 22 percent of workforce activities across the European Union could be automated by 2030,[6] for example, through end-to-end automation across development, testing, and deployment processes—accelerating development and reducing errors. (For more, read "The imperatives for automation success," on McKinsey.com.)	• Cognitive AI • RPA technologies • Automation anywhere • Machine learning • AI-enabled analytics • Quantum computing
Platforms and products	Platform-as-a-service (PaaS) operating model provides foundation for development with reusable code; "building-block" product approach to development speeds up releases and makes process more flexible. (For more, read "The platform play: How to operate like a tech company," on McKinsey.com.)	• Life-cycle management across platform layers • Industrial Internet of Things (IIoT) • Vertical software as a service (SaaS)
Data management	Need for real-time data-driven insights, data democratization (nonexpert users making advanced data queries), acceleration of both data quantity and variability. (For more, read "How to build a data architecture to drive innovation—today and tomorrow," on McKinsey.com.)	• Use-case life-cycle management • Synthetic data • Data governance • Automated machine learning
Cybersecurity and privacy	Data breaches are increasing while data-privacy concerns are resulting in varied regulatory changes, forcing companies to rethink security and compliance protocols. (For more, read "A dual cybersecurity mindset for the next normal," on McKinsey.com.)	• Shift-left security • Automated testing • Zero-trust security • Data-protection law and practices

For more, see "The future of work in Europe," McKinsey Global Institute, June 2020, on McKinsey.com.

Closing the talent gap To succeed in the seven tech-talent battlegrounds, companies will need to use a set of well-considered strategies: hiring, reskilling (training employees for new roles), upskilling (training within an existing role), reallocating, and sourcing. Which strategies to pursue depend on a company's starting point and specific needs (see sidebar "Four archetypes for addressing talent gaps"). For this article, we focus on hiring, reskilling, and upskilling. The first step in closing the skills gap is rigorous discipline in identifying specific talent needs. In a McKinsey survey, nearly twice as many respondents who report successful transformations say their companies set hiring goals based on specific skills needs, compared with respondents whose organizations don't set those same kind of goals.[9] They do so by evaluating relevant trends, identifying the corresponding skills needed over the next three to five years. Importantly, they identify skills at a level of precision necessary so they can target the right hires and build out relevant training programs.

ANNEX 2

How to Monetize Your Company's In-House Knowledge

With outcome-based business models, service firms can turn their biggest asset, institutional expertise, into customer-friendly and consistently profitable revenue streams

BY JONATHAN RHODES, VICE PRESIDENT, PROFESSIONAL SERVICES, SAP@SAP

As hyper-focused as professional services firms--such as consultancies, tax, legal and audit practices, etc. -- can be on uncovering new sources of value and growth for their clients, it's never been more important for them to do the same on behalf of their own bottom lines. Because if they don't, they may well miss opportunities to capitalize on their customers' growing appetite for outcome-based digital services that leverage a firm's most valuable asset: its specialized in-house knowledge.

Intellectual property remains one of a firm's most important competitive differentiators. But instead of making that IP available to clients only in the context of a formal engagement, firms are finding creative ways to monetize their institutional expertise and their service lines with productized offerings like knowledge "vaults," along with new business models built around tax advice, business analytics, research, etc., delivered digitally as a service, typically by subscription. During the COVID-19 pandemic, we saw these types of services provide timely and highly resilient revenue streams. Longer term, they hold great potential for their ability to provide firms with diverse, recurring and highly profitable sources of revenue. The value of the global analytics as a service market alone, for example, is expected to grow from $9.62 billion in 2018 to more than $126 billion by 2026, according to projections from Allied Market Research.

Lofty projections like these reflect an emerging client preference for digitalized services that are available anytime, anywhere, delivered via e-commerce technology that is both intelligent and invisible, with privacy, security, and trust assumed and assured. Amid these shifting market dynamics, the edge goes to firms that have the wherewithal to reengineer the traditional leveraged talent, time-and-materials business model to create the kinds of outcome-focused digital services and engagements that their clients crave: subscription platforms, on-demand knowledge-as-a-service, etc.

The possibilities with outcome-based services are many. Deloitte's Reimagine platform affords clients access to ready-to-deploy business blueprints, accelerators and SaaS products, for example. CenturyLink's Lumen Big Data as a Service provides on-demand access to analytics without an upfront investment in an on-premises solution. Similarly, a tax or legal firm could develop a knowledge vault from which it draws packaged advice to help clients navigate laws when opening a new office in a specific country. Instead of committing to a full-blown engagement, the customer gets a bite-sized, discrete and highly specialized service.

Article continues after video.

What's especially compelling about services like these is their potential for non-linear growth-- their ability to boost revenue without increasing headcount by monetizing a firm's institutional knowledge and expertise. But they also appeal for their ability to:

- Provide consistent, reliable annuity-like revenue streams from subscription-based services;
- Open doors to deeper, broader engagements;
- Extend a firm's access to customer segments they may not otherwise engage;
- Enable a firm to expand its service "storefront" by leveraging its contingent and contractor workforce to add skills.

- Reduce overhead as a result of a lower cost of sale and lower-touch processes, enabling smaller firms to be more cost-competitive;
- Enable a firm to scale its contractor and contingent workforce to meet demand for certain services, without making those fluctuations visible to clients;
- Foster client loyalty and trust via an elevated customer experience.

As valuable as a firm's institutional knowledge is in and of itself, maximizing the value of that IP -- and making new outcome-focused revenue streams like these sustainably profitable -- does require a certain set of intelligent digital capabilities. Perhaps most importantly, firms will need a digital core to manage and support the full lifecycle of these new delivery models, one that enables them to capture, "platformize" and modularly "productize" their expertise, and make it available via a user-friendly e-commerce experience. They'll also need the ability to test and implement flexible, sophisticated outcome-based pricing and revenue-recognition models that reflect the transfer of performance risk from the client to the firm providing the service, as there is great value in the customer getting a more predictable performance from a service. And they'll need the ability to connect those services not only to every aspect of the enterprise, from pricing/revenue recognition and staffing to delivery and billing, but also to clients and the entire value chain, creating a closed loop in which they can refine their offerings and create new ones on the fly, based on client feedback, operational and market realities, and shifting business priorities.

Across the business landscape, all sorts of companies are exploring new business models in response to customer demand for digitalized, outcome-based services. Even venerable old Rolls-Royce, for example, is no longer just an engine and auto manufacturer. It now offers turnkey, performance-based services around its jet engines, creating a profitable new revenue stream while sparing customers a major capital expense. Professional services firms can do likewise, with their institutional knowledge and expertise serving as the engine that enables them to finally break the link between headcount and revenue, and in doing so, to position themselves to thrive in an increasingly outcome- and experience-driven market.

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