

Professional Practice III Client Case Study Video Written Point Summary

INTRODUCTION

Hello Professional Practice III students, I'm Sousan and I'm a consultant at PWC Australia. Today, it is my pleasure to introduce your professional project for the second half of your course.

For those of you who are not familiar with the world of professional services, PWC is one of the leading consultancy organisations in the world. As a consultant, it's our job to add value and solve problems on behalf of our clients. These problems are extremely varied in nature, from tech and systems solutions, through to data analytics, finance, tax, auditing and policy. As a consultant, every day is different and every client is different, from large corporations to start ups, government and not for profits.

For the next six weeks of your professional practice, you will be taking on the role of a consultant and delivering solutions for a client. There are many different aspects to this client's business challenge, and at PWC Australia we usually find that working in teams will lead to better outcomes than working as an individual. Therefore, it may be beneficial to collaborate with other students on this project.

You will now have access to the client briefing. On this client briefing document you will find details about the client and their business requirements.

THE CLIENT

An introduction to the case study- who is the client- what is the purpose

I will now talk you through the scope of the project and aspects that you may wish to take into consideration when approaching a solution.

The World Museum has approached us to assist them in digitising their approximately 25 million objects. In the initial stages we have identified their business requirements, categorised the artefacts into different objects types and have identified different topics that need to be addressed in order to meet their business requirements and completely digitise their 25 million objects.

Although digital practice is now very common in organisations, this was a first for The World Museum, which is why they engaged the services of PWC Australia.

At PWC Australia, we are a client focussed organisation, which means that when we approach this problem, we would firstly assess a client's motivation for undertaking a digital development

process. Consider whether the client is looking to a) solve a problem b) reduce costs c) increase engagement or revenue d) create loyalty e) reach new audiences f) fill a gap in the market

THE ROLE OF A CONSULTANT

When you first look at this case study, you may feel like you don't know where to begin, but please bear in mind that consultants don't always have the right answers and often they must research a lot to even get close to the answer. Confidence is key as consultants, so if you truly believe in your solution, then be confident in yourself and research as much as you can to support your response to this case study.

Please note: A Consultant does not need to have all the answers immediately, but they must research background information at length to understand the problem and get close to the answer.

1. Key considerations

- It's okay for you to interpret the information in this case study however you like, as long as you can justify your interpretation.
- Because the museum doesn't have a digital record of all the objects that belong to the museum, 25 million objects is a rough estimate and the real number could be less or more so any percentages and numbers presented in the case study are purely estimates.

2. Getting started on researching the topic

- To get started on researching the topic. Ask questions. Lots of questions and who to ask those questions to and get the answers you need. There are a lot of resources online and also in museums.
- Resist the temptation to focus purely on the specific technical solutions. Yes, these are important, but our focus is on delivering an outline of workable digital concepts, without going too far into the implementation side.
- Remember to track your research you will be required to present this in Harvard Referencing format within your Final Report.

3. Financial considerations/ cost

- Cost of the technology, workforce and resources need to be considered but don't be limited by it. Don't suggest solutions that cost excessive amounts of money as the stakeholders won't find value in the digitisation of the artefacts. If your solutions are a bit more on the pricier side, I'm sure you could somehow convince the stakeholders to spend a bit more money than they've planned.

STAKEHOLDERS (This is a word that is used in professional services and it means, people that are involved in the project, such as the client organisation, investors, technical developers, and customers)

When considering potential digital concepts for this client, it may be advisable to undertake some desktop research on your intended audience.

4. The Six Topics

- **Topic 1. Information Gathering: Vision capture techniques**

Video, photography, 3D imaging, etc - for information gathering. - what kind of information can be collected from an object and the methods of collecting the information.

- **Topic 2. Artificial Intelligence and Machine Learning**

Solutions for analysis of unstructured data e.g. text, images, video. - technology is increasingly advancing every year and the stakeholders are eager to see what possibilities lie in AI and ML and how they could be applied to gather information from the artefacts faster.

- **Topic 3. Sensor-based Tech for Tracking and Registry**

Sensor-based technologies for item location tracking and digital registry. - The museum's current barcoding system lacks the influence of technology and therefore doesn't prevent theft of the objects.

- **Topic 4. Automation Opportunities for Workflows and Asset Management Systems.**

The museum stakeholders would ideally like to have all the objects fully digitised within 5 years. To achieve this, automated workflows and smart asset management systems are key. For example, taking images of all the objects could be the initial strategy in the workflow and later, when required, information and data could be extracted. Such as, the

size or location of the object.

- **Topic 5. Access to a Scaled Workforce**

25 million objects to digitise is no easy task and will require a scaled workforce. Provide a plan on where and how to utilise the workforce to maximise the digitisation process.

- **Topic 6. Ideas on Value Creation**

How can the museum make money from having everything digitised? What value would the museum get from having everything digitised? Through the digitisation process and final digital collection?

5. The Business Requirements

- The business requirements identified are for you to understand what the museum stakeholders aim for with this project. You do not have to create a populated asset register (database). But you could design how an asset register could look like and what capabilities it could have. This would fall under topic 4 - Automation opportunities for workflows and asset management systems.

6. Expected outcomes

- Provide a response to the topics and propose an efficient solution to the museum's stakeholders. Which topic/s to address for which object/s, is completely up to **you**. For example, you could choose to address topic 1 for pinned and small dry objects but not for liquid preserved objects, or vice versa. Or you have a brilliant solution for topic 3 for all the objects. The response will ideally aim to meet the museum's own business requirements in order to appeal to the stakeholders.
- Propose a timeline of implementation for your solution. Multiple implementations of technology can be executed in your timeline consecutively, especially if you choose to address more than one topic or for more than one object. For example if you choose to address both topics 1 and 3. Topic 1 for only pinned and small dry objects, and topic 3 for all objects. You would need to show the timeline of implementation for both topics and their objects. You might choose to start the implementation of topic 3 first and after 2 years, you would implement topic 1 within the timeline. Ideally you want to win over the museum's stakeholders with your 'Road to Digitisation' timeline.

7. Successful Project Management Strategies

- As consultants there are a lot of project management styles that we incorporate into our engagements and it'll change and differ depending on the clients. And you are more than welcome to choose your own project management styles and while working on this particular project for The World Museum, I'd recommend investigate project management software and styles that can support your team. If you are working within a research team, have regular meetings with your team members and take detailed

minutes of the progress. You could use Google docs, Box or a similar software to keep your information collaborative.

- Working collaboratively, dividing tasks and ensuring clear positive communication are key aspects of successful project delivery. You can use this project as an opportunity to improve your skills in these vital areas.

Important project management skills include taking detailed minutes, timelines, flexing comms style with the client and team members, EQ, teamwork, having difficult conversations, report writing etc.

8. How to Articulate Timelines

- Make it presentable enough to pitch to the museum's stakeholders. It's safe to guess and make assumptions if you can justify them.

9. Strategies to assist students get started – FAQs?

- Research. Online and in person. There is a museum near you.

10. Evaluation of success

- For the evaluation of success, it will be the justification of implementation and commercialisation of your solution.

At PwC Australia, we look forward to receiving your recommendations in relation this project. You will have the opportunity to clarify any queries you may have, and your course coordinator will give you more details on this.

I hope you do enjoy this project.

Please note that due to privacy rules around clients, you will not be permitted to discuss the client identifying specifics of the client brief in future interviews with employers or on job applications. This is an important role of a consultant to ensure that our client confidentiality agreements are adhered to.

THE PRESENTATION & WRITTEN REPORT

Your written report and presentation will be aligned with your client audience; thus, you must ensure that you avoid any highly technical terms that cannot be easily understood by non-

technical audiences.

A short Presentation Video will be delivered by PwC Australia informing you on what is required for a consultant presentation- this section is an important professional communication skill that will be required for the professional world of work.

The emphasis on having the ability to present to inform or to persuade your work in response to the efficient solution to the World Museum stakeholders will be discussed further.

Specific details on Professional Formal report writing will be provided by the University of Adelaide's Writing Centre Program Coordinator.