

Press Release

“Boutique Consultancy” addresses the challenges of Managing IT Production

When looking for IT consultancy services, many peoples' thoughts turn to the familiar large multi-national organisations.

It is easy to forget, however, that alongside such Goliaths, there are some much smaller, so-called “boutique” consultancies that have built up a strong reputation in specialised areas.

Dennis Adams Associates is one such organisation.

The company was created with a very clear vision to address a perceived gap in the IT market – the challenges associated with IT Production.

And their success may well have lessons for the larger organisations.

IT Production Management

In any IT organisation in a medium- or large--size company, the division of responsibility is typically split between IT Development and IT Production functions.

Traditionally, CIOs and CTOs have been primarily concerned with the project development process, the number of new applications and services that are being deployed, and the business benefits they should deliver (“IT Development”)

Once these new applications are deployed, however, they become the responsibility of the teams who deliver the day-to-day operational support of the system.

Dennis Adams Associates use the term “IT Production” to refer to this function, and it is this day-to-day running of IT Infrastructure, and the Service Management behind it, that gives companies the competitive advantage which they require from their IT investment.

Dennis Adams Associates specialises in **Consultancy for IT Production Management.**

Market Trends

From a market perspective, the justification for this specialisation is very powerful. **Studies have repeatedly shown that a typical mid-size organisation might have 75% or more of it's IT budget taken up by “Business as Usual”, or “Keeping the lights on” IT, as distinct from project-driven innovation.**

There is every reason for believing that this percentage will continue to grow.

Hence, the company believes that the focus of IT Management is moving from the challenges of developing new IT applications (“IT Development”) to the challenges of managing existing systems (“IT Production”),

There is an increasing need for consultancy services that can help the IT Production Manager deliver improved effectiveness and efficiency.

The “MOPS” methodology

Such consultancy services need to be resourced by consultants who are able to combine both technical IT knowledge and generalised Management knowledge. This is because Management of IT Production is both an IT skill and a Management skill.

Dennis Adams Associates was specifically formed as a consultancy to demonstrate these key skill combinations.

To supplement the Consultancy resources, the company has also developed a comprehensive approach to IT Production Management Consultancy – the “MOPS” (™) approach.

Drawing on both generalised Management knowledge and skills and a solid background in IT, the MOPS approach delivers a strong management framework that can be used to manage, and continually improve the management of, IT Production.

Value Proposition

The company draws on the skills of a group of experienced consultants who have an established career history in IT production. These are “grey hair” consultants

The company has demonstrated an ability to help IT Production Managers to:

- Improve cost controls and cost visibility.
- Create a more “client-focused” culture.
- Smooth application deployment and operational handover.
- Pro-actively manage the Production environments.
- Justify future IT Production expenditure to the business

Existing clients include FTSE 250 companies, in such areas as Banking, Insurance, Property and Publishing.

The Future

Dennis Adams Associates may well have identified a gap in the IT Consultancy market place.

As a small “boutique” consultancy, they are pioneering an approach that draws on both IT experience (such as Enterprise Architecture) and Business Experience (using ITIL and Six-Sigma).

It will be interesting to see how the market responds to this hybrid approach, and whether the “boutique” can grow to something larger.

For further details

Dennis Adams Associates Limited
114 Pinner View
Harrow
Middlesex
HA1 4RL
UK

Office: +44 (0)845 055 8935

Email: info@dennisadams.co.uk

Company web site: <http://www.dennisadams.co.uk>