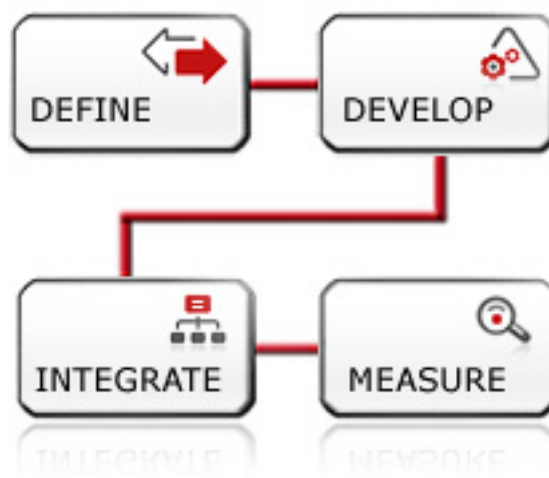




# BEST PRACTICE EXPERTISE

The Severn way to get it done



## \_ The Severn way to get it done

**Dr. W. Edwards Deming said, "You can expect what you inspect". Dr. Deming emphasized the importance of measuring and testing to predict typical results. In getting it done the Severn Way we **define** the objectives, **develop** the solution, **integrate** the change and **measure** the results.**

## \_ Together with our clients, we **DEFINE** the business objectives

- \_ When defining objectives we also attempt to quantify the anticipated business benefits (Often these are presented in the form of a Profoma Profit and Loss statement or as a business case.)
- \_ We thoroughly diagnose the business problems so that we may quantify the anticipated benefits
- \_ Analysis of relevant regulatory and legal requirements
- \_ We use techniques to address the human side of change management
- \_ We prepare a Stakeholder Analysis in preparation for later stages of the engagement
- \_ We establish a structure for efficient communications

## \_ We **DEVELOP** solutions that deliver measurable results

- \_ We use our thorough knowledge of Financial Services
- \_ We apply best practice with an element of Pragmatism
- \_ We quickly and flexibly prepare implementable solutions
- \_ We develop innovative and forward-looking solutions that anticipate your future needs
- \_ We prepare realistic project plans for to support our implementation process
- \_ In our planning we look for low hanging fruit in terms of benefits
- \_ Our planning uses advance Risk Management and mitigation techniques

— **INTEGRATE** normally involves the alignment of people, process and technology. Severn's professional expertise is in making change work

- \_ We deliver solutions with clarity through the previously definition of objects and statements of quantified benefits
- \_ We use our expert Project Control techniques to ensure the efficient realisation of the desired change
- \_ We use change management techniques for the establishment of new strategies, structures, systems, processes and behaviours
- \_ Where appropriate we transfer specific expert knowledge to the client's employees
- \_ We provide support through trial or pilot phases
- \_ We continuously evaluate any project-jeopardising risks or issues that threaten achievement of the anticipated benefits

— Our track record is that we deliver concrete results that bring our clients measurable success. Our final step is to **MEASURE** the improvements we have made

- \_ We use the measures developed during the diagnosis to provide a quantitative measure of success
- \_ We prepare key performance indicators and monitor these
- \_ We appropriate we provide post engagement support
- \_ Active knowledge transfer on new requirements and current developments through existing customer relationships

— We are **Experts of Action** in the Financial Market

**Our Behavioural specialists design change programmes from the people side. Our Process Engineers design lean solutions. Our Technologists lead technology change and our Project Managers co-ordinate and implement.**

**\_ Your Partner**  
Next Generation Consulting  
for Finance Companies



\_ Severn Consultancy has a track record of implementing change in the back offices of Financial Institutions. Our successful formula aligns people, processes and technology. We employ recognised best practice and specialist subject matter expertise.

\_ Founded in London in 1987, now headquartered in Frankfurt, our philosophy remains the same: "deliver excellent consulting and produce effective solutions for our client". Specialist professional management consulting paired with effective project management are all components of "the Severn way to get it done".

\_ With over 20 years of consultancy experience we have helped a significant number of Financial Service Companies with the efficient execution of projects and optimisation of in-house processes. Our clients value our innovative consulting concepts, our methodical approach as well as our profound knowledge of the market and industry.

**\_ Contact**

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