



Elegant MicroWeb
Delivering the Value of Technology

Case Study

**U.K. IT Consulting company Benefits from
Decade Long Offshore Development Partnership**



➤ www.ElegantMicroWeb.com

Elegant MicroWeb Technologies Pvt. Ltd.
A-305, Shapath - IV, Opp. Karnavati Club,
SG Highway, Ahmedabad-380051 India
Email: info@ElegantMicroWeb.com



ISO 9001:2008



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Our Partner

Our partner is an IT consulting company based in the U.K., and a leader in eConsultation, eDemocracy, and stakeholder engagement solutions. Its consultancy and software solutions provide a rich platform for continuous and deliberative stakeholder engagement, and an opportunity for continuous learning and improvement of stakeholder satisfaction. Its client portfolio is comprised of well-renowned, public sector organizations and local authorities.

The Objective

From its inception, our partner was focused on innovation, and on delivering the best IT consulting services and products to its customers. In 2001, our partner developed a concept for a virtual eCommunity environment, within which its clients could engage stakeholders in a deliberative manner, and better understand stakeholder feedback, requirements, needs and views in order to improve its knowledge of customers and stakeholders, and improve and sustain stakeholder satisfaction.

Our partner wanted to create a scalable IT solution that would advance the company objectives, and provide extended reach into the consulting market, with a rich set of eConsulting tools. The solution required simple deployment, an intuitive interface, and an environment that was flexible enough to serve all consulting needs, and structure and analyze customer and stakeholder interaction and research projects.

Because the users would cross all boundaries, the solution would also have to be easy, and participant adoption, and return on investment (ROI) would have to be swift. Our partner envisioned the creation of world-class solutions to serve the public sector, government and other large organisations and institutions, and to delivering these IT consulting and stakeholder engagement products and services with limited risk and financial investment, and a dependable, scalable technology environment.

In considering its business options our partner remained focused on its business objectives, and on creating and sustaining a competitive market advantage. The IT consulting market is a highly competitive, high-risk business, and companies in this market must constantly create and execute new concepts and services to remain competitive. The challenge is to remain agile enough to conceive, test and refine strategies, products, services and market innovations quickly and effectively, and adapt to market feedback and response, so that the company can sustain an edge and focus on what works.

To achieve its goals, our partner chose to engage a technology and business partner that could convert concepts and ideas into prototypes and tools, design architecture, choose frameworks and platforms, and provide quality product engineering services. The selected partner would function as an extension of its team and provide skill, experience and knowledge to select technology and frameworks, design and develop solutions, and support deployment and implementation.



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The ideal partner would go beyond programming and technology to provide knowledge of technology architecture, appropriate IT strategy, and a focused dedication to understanding and addressing the needs of the partner consulting domain. This focus would enable the selected partner to design and IT strategy and engineer appropriate products and complement the partner IT market and technology knowledge and competitive experience, so that the IT consulting business could develop and execute a road map for success.

The Solution

The IT consulting company chose Elegant MicroWeb as its partner to assist in the process of requirements design, proof of concept and product engineering, development, implementation, maintenance and support, and to function in an IT staff augmentation role to help to grow its market presence and its reputation as an innovative, cutting-edge IT consulting company.

Elegant MicroWeb functions as an offshore, IT extension of the business and provides a worry-free environment and relationship that allows our partner to focus on its business, consulting practice and customers. As a partner, Elegant MicroWeb prioritizes and executes technical initiatives and translates concepts into solutions to ensure that our partner can deliver the most cutting-edge technology and eConsulting solutions to its market and sustain a competitive edge and business presence.

Since 2001, Elegant MicroWeb has worked with its partner to establish IT solutions and frameworks, bring market ideas and concepts to fruition, and

design and provide complete service delivery using cutting edge platforms and technology. These products and services provide our partner with a competitive market advantage and have established them as an innovative thought leader in their market segment of the IT consulting industry.

- Stakeholder Management
- Stakeholder Engagement
- eConsultation
- Event Networking Management
- Ideas Management
- ePetitions

These solutions have evolved over the time, and are designed to be flexible and agile, so that our partner can adapt to changes in customer requirements, demographics, markets and technologies. The solutions are architected, designed and maintained with cutting edge technology, and delivery models, and have evolved from traditional software products to Software as a Service (SaaS) solutions that will serve the current and future needs of our partner's customers with technology, business and delivery models that ensure easy access, intuitive use and, hence, a competitive market position for our partner.

Elegant MicroWeb Role

For more than a decade, Elegant MicroWeb has partnered with this IT consulting company to provide IT consulting services, design, product engineering, development and business advisory services. Elegant MicroWeb



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assists its partner in bringing competitive concepts to fruition, and in making that partner a leader in its market of choice. Individual projects and initiatives were designed for swift completion, and executed with rapid cycles, to ensure optimum return on investment (ROI), and to mitigate the risks associated with these concept-driven business models.

In addition to product feasibility and requirements definition, design, product engineering and development, Elegant MicroWeb has assisted its partner in over 50 customer implementations.

The Elegant MicroWeb role also includes an ongoing review of solutions, frameworks and tools to ensure that our partner can sustain the most cutting-edge technology, delivery models, revenue models and IT concepts. For example, the Software as a Service (SaaS) solutions ensure that our partner can sustain a competitive edge and meet the needs of its largest and smallest clients and customers.

The Elegant MicroWeb partnership has enabled this IT consulting company to achieve its goals in the market with well-conceived, quality architected and engineered products that are flexible, world-class solutions. These solutions enable rapid implementation and ease-of-use, and ensure efficient proof of concept and adaptation to market response and feedback, as well as customer satisfaction and improved business revenue - all with low-risk, worry-free implementation, and dependable maintenance and support.

Elegant MicroWeb functions as a virtual IT and strategic partner to translate ideas into solutions and provide a rich body of knowledge and skill in IT staff

augmentation, architecture, design, product development, product engineering, quality management, customization, project management, implementation and support.

Conclusion

After more than 10 years, the Elegant MicroWeb partnership with this IT consulting company is stronger and more productive than ever! This partnership has created a foundation for growth and enabled our partner to become a significant market presence.

Today, our IT consulting partner has a client portfolio that includes over 40 public authorities in the U.K., as well as the Scottish and Welsh parliament, and the Office of the Deputy Prime Minister, NHS UK, U.K. city councils and cities, as well as national parks. Our partner is considered a market innovator and a thought leader in stakeholder engagement, customer and client interaction, market research and relationship building solutions.

Together, Elegant MicroWeb and its partner have engendered and improved business results for the partner business, reduced cost and risk, and improved return on investment (ROI) and value, as well as the competitive advantage and global market visibility our partner enjoys today.



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