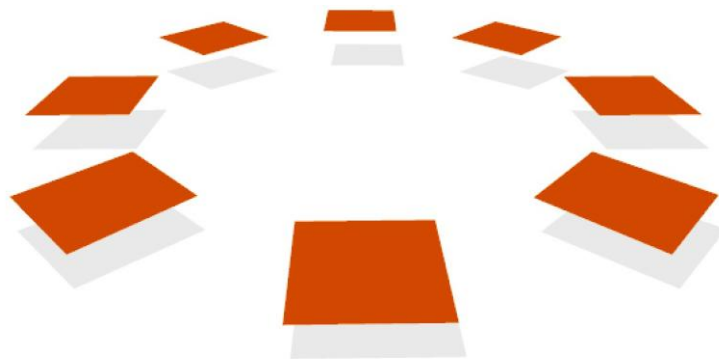


BRAMBLE.CC

VALUE PROPOSITION

FOR A

BENEFITS
QUANTIFICATION
REPORT



1 Introduction

Bramble.cc has developed a method and toolkit for benefits quantification for information management improvement projects, e.g. for changing to a common and controlled information management environment, such as the introduction of electronic document and records management (EDRM), enterprise content management (ECM), or similar technology-enabled business changes. Part of this toolkit is an information management value model (IMVM), developed for The National Archives.

Bramble.cc offers to provide a **Benefits Quantification Report**, using its method and toolkit, which will quantify, in monetary terms, the efficiency savings and other benefits that could be attained for your organisation by implementing a given improvement in information management. It is a prerequisite to have a clearly-defined and appropriate information management improvement, such as implementing EDRM or ECM, with an explicit vision of the current and future states, the "improvement in question".

The details of this offer are contained in the remainder of this value proposition document. For further details, or to discuss your particular requirements, contact Richard Archer of Bramble.cc as follows:

Telephone: 020 7735 0030
Email: contact@bramble.cc
Website: www.bramble.cc
Address: 9e Albert Embankment, London SE1 7SP

Further information can be obtained at the following pages on our website:

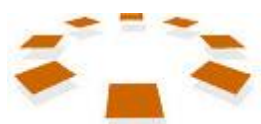
<http://bramble.cc/services/products/>
<http://bramble.cc/efficiency/>
<http://bramble.cc/benefits/>

2 Deliverable

Our output will be a **Benefits Quantification Report**, which will provide ballpark estimates of the monetary value of the savings and other benefits that could be achieved through implementing the improvement in question, based on the information provided by the client organisation during interviews. An error level may be applied to the benefit calculations depending on the quality of information provided during the staff interviews.

The Benefits Quantification Report will be approximately 10 pages in length and will detail:

- short introduction and summary of findings
- supporting data about the organisation employed to calculate the benefits;
- benefit calculations: explanation of the benefits identified and estimates of the savings to be achieved for the following benefit areas (where relevant and appropriate):
 - direct cash savings;
 - efficiency savings;
 - increased effectiveness;
 - risk reduction;
 - improvement in customer service;
 - information as an asset;
- benefits totals table; and
- short explanation of quantification discounts (if applied).



3 Approach

We begin with a discussion, by telephone or face-to-face as appropriate and practical, to discuss expectations, clarify plans and outcomes, and understand the information management context (the improvement in question) of the benefits quantification. Following this, the client will arrange for several days of interviews (in a contiguous block), taking about an hour to 90 minutes each, with appropriate stakeholders, taking place at the same site and with a maximum of four interviews per day.

For organisations of fewer than 500 staff, this will be three days of interviews, for a maximum of 12 interviews. For organisations of 500 staff or more, this will be five days of interviews, for a maximum of 20 interviews.

Areas to visit are likely to include operational areas from across the organisation (taking in different service lines and management and operational levels), corporate support areas such as finance, information technology, and information management, and any relevant programmes or projects. We suggest that when selecting staff for the interviews, focus should be given to the operational areas of the organisation and to those who work on cross-cutting initiatives and projects. Staff selected for interview will need to have an excellent understanding of their business area and be from a suitable grade that has visibility of the operation and management of their department.

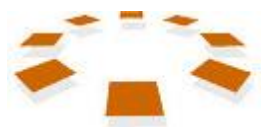
Following the interviews and background research, we shall analyse our findings by running our toolkit to quantify the benefits identified and draft our report. This work will be done off-site, and we may contact you again by email or telephone, as required, to clarify any further points raised during our analysis. A final report review meeting will be scheduled to present and discuss our findings with the client's assignment owner.

Following this meeting, our report will be updated with comments and forward to the assignment owner for agreement and formal sign off. We would expect this to happen approximately two to three weeks after the end of the interviews, although a more definite plan will be agreed at the beginning of the work.

4 Assumptions

Additional to any contained above within the text of various sections in our proposal, we have made the following assumptions:

- Sufficient members of staff to represent the organisation will make the necessary time available for interviews as described in this document.
- The client organisation will arrange and confirm all interviews and meeting sessions prior to our consultant arriving on site.
- Timely availability of appropriate staff and stakeholders throughout the assignment for interviews, answering queries, the final review meeting, and so on.
- A suitable working environment will be provided for the consultant conducting interviews and meetings on the client's site (e.g. be appropriate to noisy and interruption).
- Information discovery from the organisation's partners and suppliers is out of scope.
- It is a prerequisite to have a clearly-defined and appropriate information management improvement, such as implementing EDRM or ECM, with an explicit vision of the current and future states, the "improvement in question".
- Interviewees will have been suitably briefed as to the background to our work, the information management improvement in question, and their task during the interview session; we will not need to spend time explaining this to them, answering questions, or having to convince them of the merits or otherwise of what is being attempted.
- Interviewees will feel sufficiently confident to speak intelligently and assuredly in the abstract about their area, and related areas, of the business, and to make reasonable estimates and extrapolations based upon their knowledge and experience.
- Interviewees and the client generally will be reasonable, constructive and positive in identifying benefits.



- If any part of the business is unrepresented in the information gathering or interview sessions, or otherwise unable to give us requested information or feedback within the defined timescales, we reserve the right to rely on standard or publicly available material to provide deliverables for such business areas, or to reasonably extrapolate from other information.
- There will be a full-time assignment owner or similar to guide and support our consultant in contacting relevant staff in the client organisation to obtain information and in resolving risks and issues in a timely manner.
- The amount of information gathering that we have estimated is appropriate and sufficient in order to gain sufficient knowledge and detail from across the client organisation, i.e. that it is a sufficient sample size (given the unknown complexity of the client organisation) to get a sufficiently fit-for-purpose output;
- Our deliverable will not be a detailed business case or contain any costing information for any initiatives or projects under consideration by the client organisation.
- The client organisation will provide all feedback, questions and requests for modification to the final report during the final review meeting or within one week at most (or as otherwise agreed to meet the timescales of the assignment); if no feedback is given within this period, the deliverable shall have been accepted.
- Final agreement and sign-off of the final report will be provided within one week of receipt of the final report.
- Operational costs of the knowledge-based part of your organization will be calculated as total staff-related costs of all knowledge workers (on a broad definition) within the client organisation.

5 Contract

The Benefits Quantification Report, as detailed in this document, can be purchased via our website – or otherwise by order form – through a Buying Solutions framework agreement (dependent upon the ones offered and chosen). The contractual terms and conditions will be the standard Model Contract of the relevant framework agreement.

The price will be that offered on the website. This price is exclusive of all expenses and of Value Added Tax, which will be charged in addition at cost and at the prevailing rate respectively.

If we are unable to identify tangible and reasonably achievable **annual efficiency savings and other benefits of at least 5%** of the operational costs of the knowledge-based part of your organization (i.e. of staff costs), there will be **no charge**. Where we do identify benefits of at least 5%, an invoice for the work will be raised by Bramble.cc at the end of the assignment, and payment will be due within 10 days of receipt of invoice, in line with current government policy for small businesses.

