G10 Service Definition

Objectivity proposal
Our values

We are a values driven organisation and people are our greatest asset.

Our focus is delivering a quality service that provides a Win Win outcome for everyone.

“Being values driven isn’t always easy, but we believe it is the best philosophy for successful, long term relationships.”

Peter Brookes-Smith
Group Managing Director
Testimonial

“

In my role as independent sourcing advisor I work with a large number of customers and providers of technology services helping to ensure that the relationships that they enter into together result in a positive outcome for all involved. I was recently engaged in a project with Objectivity and as a result learned a great deal about the organisation, the philosophy that permeates their business and their points of differentiation in a very crowded marketplace. What struck me most was the focus on people and customer satisfaction above all else. Their commitment to a “promises made, promises kept” principle has inspired 20 year+ customer relationships and their evolution of near shore, agile and iterative methods has meant that those long standing relationships continue to flourish as conditions and trends change over time. Their number one priority is the satisfaction of their employees and their customers and that shines through both internally and in their customer engagements.

Barry Matthews
Managing Director, Alsbridge Ltd
Objectivity timeline

We are a bespoke software development company, operating since 1991.

We provide our clients with dedicated teams of people to design, create and support your business critical IT systems. We have a head office in Coventry, central UK and a purpose built development centre based in Wrocław, a university city in south west Poland.

Our outsourcing model provides a unique blend of UK account management and nearshore software delivery. This combination delivers quality services and great value for money that result in long-lasting relationships with our clients.
Core capabilities

The services we provide fall into five broad categories.

Each category describes a capability that delivers a tangible outcome for your business.

Categories consist of a number of discrete services such as cloud migration, software development and business analysis.

Create
- Design, build & deploy new systems to address your business problems
- Early & frequent releases to deliver value quickly & continually
- Close collaboration to ensure we meet your expectations

Replace
- Replace existing systems that are near end of life
- Re-engineer applications that pose a risk to your business
- Focus on business continuity at all times
- Gracefully decommission old systems as new ones come online

Extend
- Enhance existing systems to provide new capabilities
- Extend packages, COTS and SaaS solutions
- Integrate discrete systems to share information

Support
- Ensure your live systems continue to operate at expected levels
- First, second and third line support options
- Office hours or 24x7x365 cover
- Adherence to SLAs and OLAs, close collaboration with 3rd parties

Transfer
- Transfer care of business systems from incumbent to Objectivity
- Well-defined handover process to ensure you are fully protected
- ESCROW agreements for system documentation & artefacts
Capabilites & service coverage

The diagram shows the relationship between our core capabilities and the services we provide.

For example, requirements for the Testing service may occur within any of the categories.

The Support service, by definition, will only occur during the Support phase.
Key facts

As bespoke software specialists, we are accustomed to measuring client data.

As a values driven company we also have some metrics of our own. We work hard to maintain, and improve upon, a healthy working environment and keeping our people happy.

Zero
Junior employees
Minimum 3 years of commercial experience for all technical staff.

13% total
Attrition rate
Regrettable <9%.

Since 1991
Primark, 27 years
Longest-standing client.

645
Total employee count
429 in Poland, 22 in the UK.

100%
Technical staff
With a master's degree or higher.

>50%
New staff
As a result of employee referrals.

Years of Objectivity
HR strategy

1. Attract
   - showcases our reality
   - starring at conferences
   - writing blogs and articles
   - active in the social media

2. Recruit
   - modern adverts
   - thorough interviews
   - assessment centre for top posts
   - detailed feedback
   - check of adherence to our Values

3. Develop
   - extensive induction process
   - competence ramp up for new projects
   - Strength Finder tests
   - coaching and mentoring
   - knowledge sharing initiatives

4. Retain
   - One to One meetings with leaders
   - Happiness Index
   - Great Place to Work studies
   - no periodic personal appraisals
   - carefully chosen set of benefits
Our clients

We prefer long standing relationships with our clients. This way, we are able to deliver better value.

The diagram shows a mixture of recent and long standing customers, most of whom we continue to work with today.
Outline case studies

**Ascentric**

Part of the Royal London Group, provides a financial aggregation service for advisers.

- Replaced and extended legacy Dealing application, which had significant performance risk and capacity limitations to support growing order volumes.
- With some 70,600 client accounts, this system is used to process an average of 45,000 trades per week, across a user base of some 4,000 platform users.
- Objectivity used an Agile approach based on Scrum, to build a high performance solution using .NET MVC, Orchard CMS platform, WCF Services and SQL Server technologies.

**ImmobilienScout24**

Germany’s largest real estate market place.

- Created the Rental Reference Service online service to provide financial information about tenants to landlords, allowing tenants to move quickly.
- Over 500,000 properties, with approximately 70 percent of German internet property searches.
- Objectivity completed this project using the Agile approach based on Scrum and using Java, Spring Boot, AngularJS, MongoDB and REST core technologies.
Outline case studies

**Hospira Pharmaceuticals**

Global pharmaceuticals and medication.

- Created a resilient workflow based system to provide Hospitals and other medical institutions with direct, secure access for online ordering and order progress tracking.

- The system processes approximately 700 orders per day, across a user base of some 390 active users. 280 of these users are customers accessing the system remotely.

- Objectivity completed this project using Microsoft technologies: Microsoft ASP.Net, C#, HTML & JavaScript, SQL Server, Reporting Services and JQuery.

**Primark**

FTSE 100, specialises in value for money clothing with Global stock purchasing.

- Created a sophisticated thin client stock replenishment system with rich filtering and scheduling functionality to satisfy the needs of the store managers, and the ability to intelligently manage depot stock flows for area and national managers.

- Provide daily stock replenishment management for over 300 Stores. Objectivity client since 1991 years.

- Objectivity provides ongoing development using Java, Spring, Hibernate, Wicket and Microsoft SQL Server.
Our agile process

Agile as a way of thinking and approaching the project as a whole, to deliver your solution in a more streamlined way.

Hybrid approaches with tailored processes, to deliver solution in a more streamlined way.

Methodologies and approaches:
• Scrum
• Kanban
• Test Driven Development
• User Experience (UX)
• Exploratory design

Focus on the most important features first
Short cycles of delivery with frequent stakeholder’s feedback
Effective governance with project assurance
Predictable delivery
Unlimited transparency
Prompt delivery of Minimum Viable Product (MVP), ideally at the conclusion of the Alpha phase
High quality due to thorough and extensive tests

OBJECTIVITY PROPOSAL

Version 1
Confidentiality level – Public