

mckay Computing



mckay's business

mckay Computing, a software company based in Winchester, was working in a number of fields—database specialists with Oracle, Business Objects Alliance Partner, Asset Tracking software, and specialist consultancy in the CRM field.

As with any small company, resources for strategic planning, sales and marketing, and financial planning are always in short supply. In addition, despite mckay's specialist skills and impressive customer base, competing with very large organisations in this field was proving to be difficult.

The Managing Director needed additional resource to achieve a number of both short and long term objectives -

Examine and define product strategy

Prepare 3 year business plans

Review and create marketing material

Review sales strategy

Energising the sales activity was another aspect that needed to be addressed.

Desire to find a partner

mckay's work regularly involved systems using Computer Telephony Integration (CTI) and in this market there was a feeling that a combination of mckay's software expertise linked with a partner's hardware capabilities would be a winning combination. Customers typically looked for a single supplier for complete solutions and hence, in addition to mckay's ongoing strategy there was an intention to find a suitable hardware supplier to merge with in order to create a more competitive and full service provider that could satisfy this market demand.

Our experience and knowledge of this market and technology allowed mckay to hand over this project to pharos with a high degree of confidence.

How did we help?

pharos was engaged to work on the key objectives listed and to help with advice on finding the partner.

The stepped approach to achieving these objectives involved -

Gaining an understanding of mckay's history and current situation

Running a number of company wide workshops to gain input from staff

Analysing the market place

Creating a written strategy proposal

Once agreed, detailed business plans were produced

Marketing and sales material "overhauled"

Sales structure modified to align with new strategy

How did mckay benefit from this work?

The immediate outcome was to increase mckay's revenues as a result of the cumulative effect of the strategy, the plans, the focus, and the sales and marketing changes. Employees had a greater enthusiasm for success and knew exactly where they were heading.

The longer term objective was also achieved within 6 months with the successful conclusion of negotiations to merge mckay's software business with a telecomms equipment supplier to create a single

Gordon Mackay, Managing Director; "By using pharos' expertise I was able to concentrate on running my business whilst benefiting from a fresh look at what we do, and also having detailed strategy and business plans that were invaluable in negotiating our merger with our chosen partner. In summary—a great outcome!"

source of supply. The MD joined the main board of the newly created

joint company once the merger had been successfully concluded.

mckay achieved its objectives as a direct result of pharos' input.