

## Information Realisation

Information Technology, or IT, is defined as “the study or use of systems for storing, retrieving and sending information”. However, it is now commonplace to refer to IT purely from a technology perspective – so what happened to the information?

If we return to the definition of IT above, we can see that there are 3 distinct components in any IT system.

- Information
- Processes
- Infrastructure

Ameritas' approach is to work with our clients to help them to optimise these three areas, in order to reduce overheads, increase efficiency and develop a stable foundation for their business

## Turning Data into Information

At the heart of any business is data; whether your organisation has a complex database array, or simply documents, spreadsheets and email, it is important that this data is accessible, understandable, manageable and secure. Ameritas can help your organisation turn its data into information, by making the right data available to the right people. Our approach consists of three stages, designed to ensure that you achieve maximum returns with minimum disruption.

### 1. Data Analysis

The first stage is to analyse your existing data. Using appropriately selected tools and methods, our consultants will model your entire organisation from a data perspective. From this initial analysis we can present you with a 'health check' of your data and a recommendation on how to optimise your data, turning it into useful information.

### 2. Data Optimisation

Once your current data has been modelled it can be remodelled into a more efficient and effective structure. Our consultants will work through this process with you to create a solution that will meet both your present and future business requirements.

### 3. Data Maintenance

There is little point in restructuring your data if you are not going to maintain it. We will work with your administrators to develop a strategy for maintaining your data that enables your business requirements to change and grow.

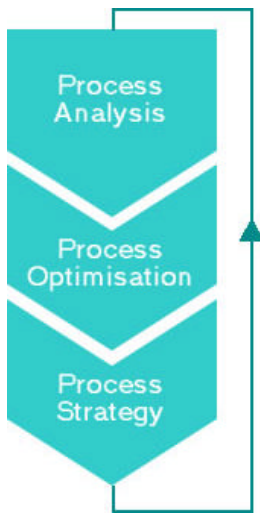
## Matching Business and IT Processes

Every organisation relies on business processes in order to function. Technology solutions also involve processes, however, these may not match the business processes. The result of this mismatch is, at minimum, that business users will become inefficient, and this can in turn lead to user frustration and a further decrease in business effectiveness.

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Ameritas consultants can help you improve the efficiency of your business by ensuring that technology facilitates, rather than hinders your business processes.

### 1. Process Analysis

Using market leading modelling tools, our consultants are able to analyse both your business and your IT processes. We will then look at the discrepancies between these processes, before formulating an action plan to bring them in line.

### 2. Process Optimisation

By modelling your existing processes, our consultants are able to review their effectiveness, identify any scope for improvement and predict the impact of changes to these processes. We can then recommend ways in which you can either refine your business processes, or implement changes to your IT infrastructure to allow you to follow more productive working practices both now and in the future.

### 3. Process Strategy

By developing a process strategy based on the results of business and IT process modelling, your organisation will be able to plan for the future as well as model the impact of any changes to your business processes. Ameritas consultants will not only help you to implement this strategy, but they will also train your own users in how to develop and maintain it themselves.

## Maintaining a Flexible Infrastructure

The importance of flexibility in an IT infrastructure is often overlooked. Technology, by nature, is a rapidly changing environment and, in order to be able to gain the benefits of new developments, the ability to adapt to such changes is essential.

Once you have turned your data into useable information and refined your business processes, you still need to complete the foundation by implementing the most effective technology infrastructure. This can be approached in a number of ways but the most important factor is to ensure that any decision can be quantifiably justified with a suitable return on investment.

At Ameritas we help you investigate whether improving your technical infrastructure can facilitate improvements to your business processes or data accessibility. If these improvements can be made, a return on investment will be realised.

By focusing on two fundamental questions, our consultants will help you to maximise the potential of your IT infrastructure, and ensure that you achieve the best possible return on your investment.

Will a technology based solution improve my existing business efficiency?

Will a technology based solution allow my business to expand?

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If you require any further information on Ameritas and their range of services please contact us.