



DATANAUTS DISCOVERY MISSIONS

PREPARING YOUR BUSINESS FOR LIFT-OFF



HELLO!

We're Datanauts, a Brighton-based team with a proven track record of helping small businesses do big things. We started out way back in 2002 by building innovative 'whole-business' web applications to help companies unlock growth and increase profitability.

Over the intervening years we've become experts in helping people examine their existing business processes and identifying areas where the web enables them to work smarter. The results can be anything from reducing your team's administrative workload through to delivering completely new business models.

Every one of these 'discovery missions' is different but, whatever direction the project takes, we always try to add a little bit of rocket science to every one. Let's get ready for lift-off!

Peter & Simon

Chief Datanauts



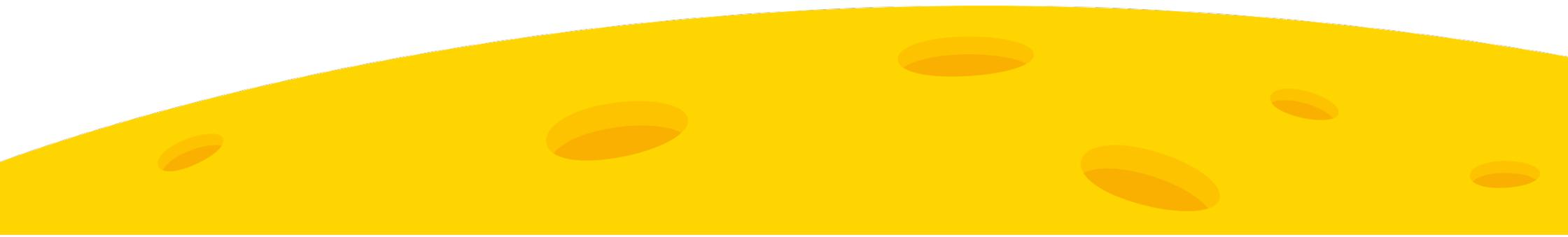
INTRODUCTION:

WHAT IS A DISCOVERY MISSION?

When you run a business it's all too easy to get to a point where you can't see the wood for the trees – where you're so busy ensuring everything gets done that there's no time left to think about whether there might be a better way of doing it.

We'll come and talk to your team members about what they do and how they do it. We'll talk to your management team about your business goals, and to your stakeholders & key customers about their needs. By drawing these threads together we'll get a clear picture of your business, the information your team need to operate effectively and any areas where your current systems and processes are hindering staff rather than helping them.

A discovery mission is not about making decisions for you, or coming into your company and pretending we know your business better than you do. It's about helping you shine a light on the way you work now and assessing whether a different way of doing things might do more to help you achieve your business goals.



STEP 1:

WE'LL LEARN ABOUT YOUR BUSINESS GOALS

It's vital that all the recommendations we make are aligned with your business goals. So before we do anything else we'll discuss your vision for your company's future. Amongst other things, we'll explore:

- How much the company wants to grow
- How your market is evolving
- How you see yourself positioned within that market
- Who your most important customers are today
- Who your most important customers will be tomorrow
- Identifying other stakeholders important to the success of your business (e.g. architects)
- Whether there's an exit strategy (and what the timeframe for it is)

From these discussions we'll gain a clearer picture of the types of solutions that fit into the 'bigger picture'.



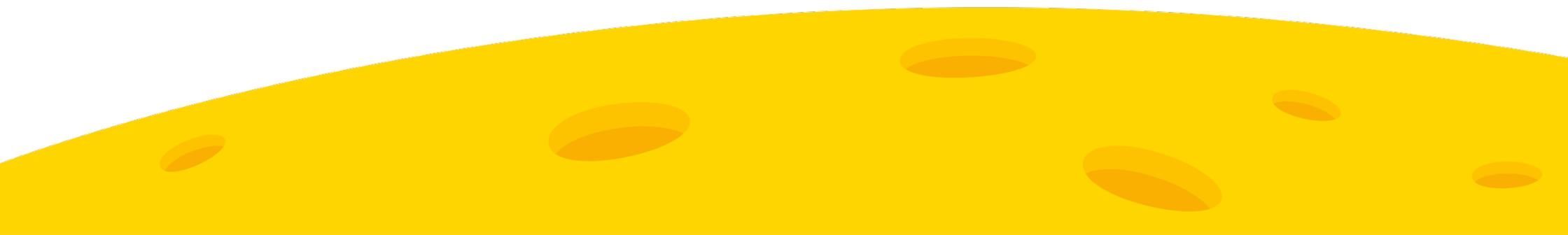
STEP 2:

WE'LL LEARN HOW YOU DO THINGS NOW

We'll talk to staff members to find out how they do things today (and what gets in the way of them doing their jobs). This usually involves:

- Understanding their role in the company (e.g. "I'm responsible for managing customer orders")
- Learning about processes, systems & software they currently use to do their job (e.g. "I check new orders from the web site and enter any new customer details in Salesforce")
- Understanding their pain points (the things that make them feel they're banging their heads against a brick wall)
- Listening to what **they** think would make things better
- Eliciting feedback about other possible approaches & processes

We'll use these findings (along with those from our discussions with other stakeholders) to gain a clearer picture of your business processes at the shop-floor level.



STEP 3:

BRINGING IT ALL TOGETHER

Once we fully understand your business goals, your current processes, and the needs of your staff, stakeholders and customers, we can start to think about how you move forward.

The goal at this stage is **not** to provide a detailed blueprint for future development, but to lay out a range of possible ways forward and to give some idea about the benefits and risks in each.

Unless you've got a bottomless pit of Venture Capital behind you (in which case we'd **love** to work with you) all approaches are going to involve some degree of compromise in terms of functionality, budget and/or timescale. The aim of a discovery project is to give you a better understanding of the available options, so that you can make an informed decision about the best route forward for your company (and be certain that it's one that ensures everyone has access to the information they need to do their jobs well).



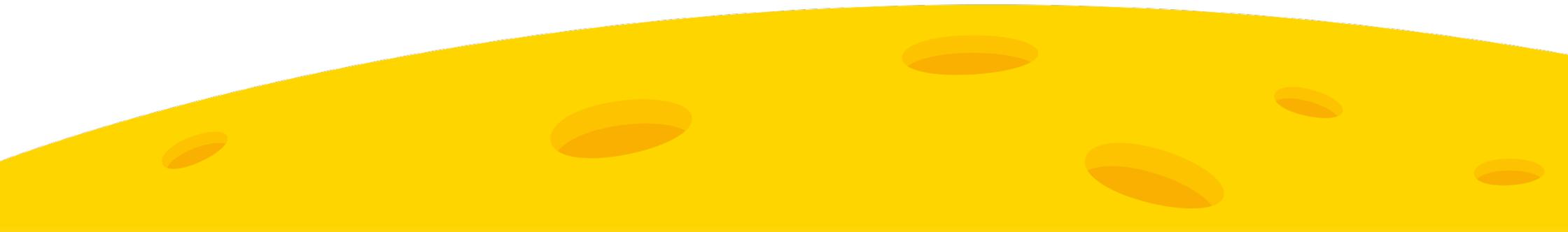
HOW WE GET THERE

TIME LINE

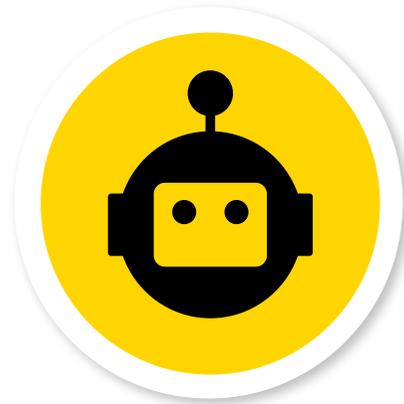
Our Discovery missions usually involve:

- Goals and processes fact-finding
- Follow-up fact-finding & stakeholder discussions
- Understanding the current solutions and roadmap
- Collating findings
- Presentation of findings / workshop

The process normally involves 5-10 days consultancy over a period of 3-4 weeks



WE'D LOVE TO WORK WITH YOU – GET IN TOUCH



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