



# Blue Platforms

## Company Overview

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Blue Platforms is a digital adoption consulting firm specialising in strategies, process improvement and digital channel presence, with a significant experience in manufacturing, healthcare, retail, financial and telecom sectors. Our 15+ year experience with business process improvement, IT technologies, integrations, cloud hosting platforms and security requirements in regulated industries make us a valuable partner in your organisation's digital strategy.

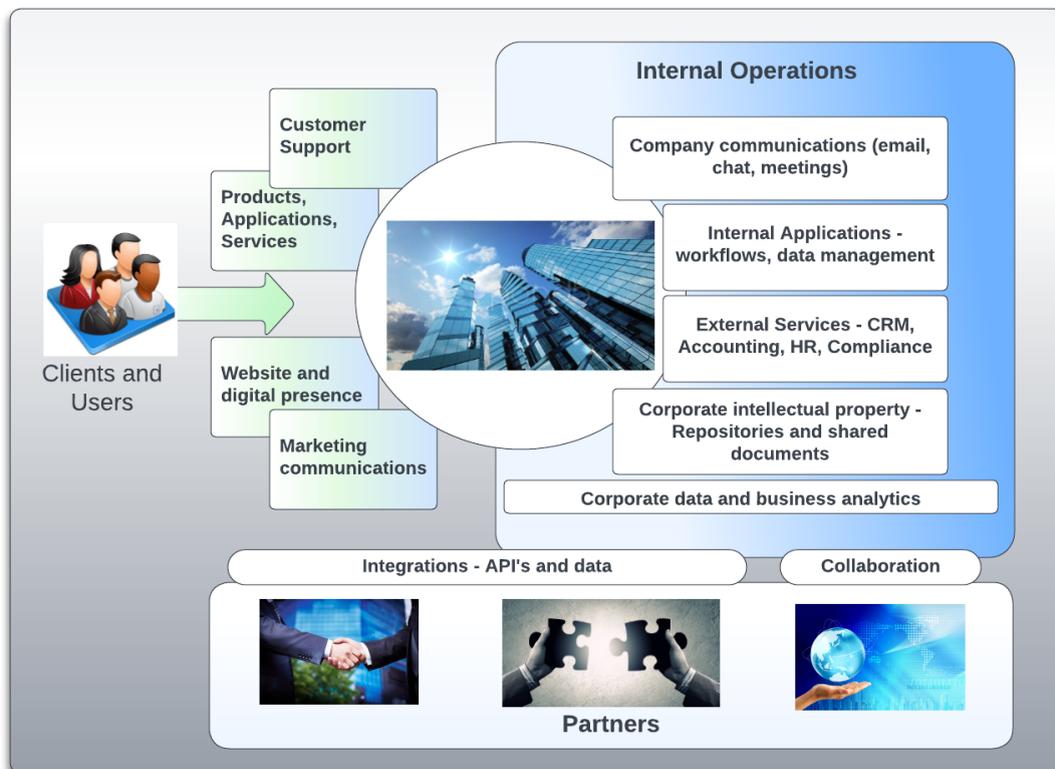
### Our Philosophy

Agile thinking, agile strategy, agile planning - we focus on achievable goals, planning measured improvements, minimising costs and allowing flexibility to re-assess along the way. User experience, data integrity and security are always top priorities.

## Digital Strategy Consulting

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Businesses have very different needs, and digital strategies have to be relevant and flexible.



Blue Platforms focuses on understanding business processes, mapping them to technologies, and providing plans for resulting digital strategy implementation. Digital strategy itself addresses all necessary areas of business and operations.

## Customer-facing

- **Products, Applications, Services**  
Improvements in client-facing services and applications
- **Website and Digital Presence**  
Marketing website, SEO, social channels, publications, ads
- **Customer Support**  
Contact channel for end-users, individual security procedures, manual services, dispute resolutions
- **Marketing communications**  
Platform selection, campaign management, user data integration, user segmentation, CASL regulations

## Internal Operations

- **Company communications**  
Interoffice communications, scheduling, messaging, voice and video, administration
- **Internal applications**  
Custom-developed applications to address process and management needs, such as custom inventory, data entry, process control, reporting and more
- **External Services**  
Business support services such as CRM, procurement and ERP, financial/accounting, HR systems, data analytics, and more
- **Corporate intellectual property**  
Services and platforms to safely store and collaborate on the development artefacts such as source code, documents, financial models, art work, and more.
- **Corporate data and business analytics**  
Client details, transactions, behaviour streams, telemetry streams, surveys, reports, regulatory submissions, and so on

## Partners

- **Integrations**  
Applications and services connected via a programming interface to bring additional capabilities into both client-facing and internal business applications
- **Collaborations**  
The need to exchange data between partners and work towards shared artefacts and added value activities such as cross-marketing campaigns, cross-research, and rewarding clients for using partner products and services

# Services

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Blue Platforms provides a number of services that form the required components of a digital strategy adoption.

## **Business Analysis, Process Mapping and Requirements Definition**

- Document main business workflows, key actors and data, identify opportunities for improvements
- Optional: Apply LEAN principles to create process maps and find optimizations
- Create Business Requirements Definition document with detailed analysis improvements, new processes, new user experiences, new data and reports

## **Evaluate off-the-shelf tools, solutions and services**

- Identify available off-the-shelf solutions
- Provide a framework for evaluation and selection

## **Solution Architecture**

- Map technologies to business requirements
- Define system and vendor functional responsibilities
- Define cloud strategy for corporate computing and networking resources
- Provide solution context for application, integration, data and technology layers

## **Security, Privacy and Data Protection**

- Identify security aspects which may include regulatory requirements for storage, encryption, access controls and privacy
- Recommend assessments, penetration tests and compliance certifications

## **Vendor Selection and Project Management**

- Assist in selection and onboarding vendors
- Define roles and responsibilities as per digital strategy and solution architecture
- Plan the phases of delivery and create high-level project management charts
- Oversee and track progress towards delivery and business acceptance

## **Training**

- Assist with knowledge transfers
- Train in the use of newly developed solutions