

## COMPANY PROFILE

LEVERAGING  
TECHNOLOGY  
FOR INTELLIGENT  
BUSINESS  
OUTCOMES



braestone

## THE BRAESTONE STORY

Customer expectations, and the levels of service they demand, have changed significantly.

Braestone was established, in 2010, when the founding directors saw a need for a more personalised consultancy based in Perth.

We have found that many organisations either don't have the time, skills or resources to do the work themselves, or are simply seeking a fresh perspective and independent advice.

## LEVERAGING TECHNOLOGY FOR INTELLIGENT BUSINESS OUTCOMES

In the digital era, effectively addressing changing customer expectations is critical to business success.

This requires organisations to embrace new IT capabilities that can provide intelligent solutions leveraging cloud and digital delivery technologies, backed by consistent IT service and project delivery competencies.

The best IT solutions in this new digital era require significant effort to assess, recommend and implement.

To lower the risk of failed IT investments and maximise benefits, organisations need independent strategic advice and proven implementation skills.

Information technology needs to be leveraged to achieve intelligent business outcomes by a new breed of IT consultancy.

Braestone is well positioned with the skills and experience in the latest digital technologies to assist organisations in achieving intelligent business outcomes.



**braestone**



## WHAT WE DO

We help you address your biggest business challenges to deliver lasting value to your organisation.

Our work is complex, but our mission is simple. We determine the root causes, identify the risks, provide the advice you need and create an actionable plan to empower your organisation. We turn what may feel impossible into a series of practical steps and solutions.

Braestone offers a range of specialised consulting services across six key areas.

- » Managing Business Critical Programs
- » Controlling IT Costs
- » Realising the 'Digital' Organisation
- » Managing Cloud Migration Risks
- » Effective Information Management
- » Leveraging IT for Competitive Advantage

We employ a range of flexible and effective methodologies in the completion of our engagements. We meet or exceed customer expectations by providing rigorous, targeted and business outcome-related results that enable large, time constrained organisations to take full advantage of information and digital technologies.

In the digital era, the old ways of working with IT no longer apply, and a new set of skills and services are required. Assisting organisations with these challenges is at the forefront of the work we do.



# WORKING WITH BRAESTONE

When you work with us, you work closely with our senior consulting team and with our directors, who remain closely involved in all our consulting assignments.

We are independent of any vendor alignments, provide truly impartial advice, and have a flexible organisational structure. Our core values of being ethical, approachable, diligent and professional are the key to our success.

When you engage our services, we create solutions based on proven industry standards and methods, tailored for your organisation's specific needs.

We maintain open channels of communication throughout every stage of an assignment, providing you with status reports, effective issue and risk reporting and easy access to our team.

We want you to feel so satisfied with the results of your assignment that you will work with us again and recommend our services to others.

## Our Approach

- » Work collaboratively with key stakeholders at all levels of your organisation to understand the business problems, opportunities and challenges you face.
- » Provide pragmatic, actionable advice. We stand behind our recommendations and have the resources and experience to implement our plans and strategies.
- » Leverage our broad experience to combine technology and business change outcomes, taking a holistic approach to deliver the benefits you need.
- » Work in an approachable and open way. You'll find our consultants easy to work with. We're honest, reliable and will always focus on your organisation's best interests.
- » Work independently, with no vendor alignments or affiliations. We'll ask the challenging questions and keep your service providers and vendors accountable.



## CUSTOMER PORTFOLIO

Our success is built on referrals and repeat business, which is the result of our successful track record and the value we bring to our customers.

We've earned the trust of clients across a broad range of industries including emergency services, higher education, insurance services, mining, oil and gas, engineering and construction, healthcare, utilities, state government, local government and not-for-profit.

Our client list includes some of the world's largest multinational corporations.

Over the last few years Braestone has undertaken an extensive portfolio of engagements aimed at helping organisations respond to the challenges of the newly emerged digital economy.

When you're ready to invest in your organisation's future and engage our team to deliver results, we're here to help.

## KEY CAPABILITIES

### Strategic Focus

- » IT Capability Assessment
- » Enterprise Architecture
- » Cloud Migration
- » Digital Transformation
- » Sourcing and Procurement
- » Information Management
- » IT Governance Review

### Delivery Focus

- » Business Case Development
- » Delivery Assurance
- » Program and Project Management
- » Architecture and Project Office Establishment
- » Organisational Change Management
- » Business Process Improvement
- » Solution and Integration Architecture



## DIRECTORS



### Craig Brown

Craig is a founding director of Braestone with over 25 years of IT strategy, architecture and project management related experience across a wide range of sectors including health, education, oil and gas, finance, state government and local government.

He has a track record of successfully establishing and managing IT consultancy organisations over the last 15 years in both NSW and Western Australia.



### Mark Gray

Mark is a founding director of Braestone with over 25 years of international project and program delivery experience.

His business acumen includes strong financial and commercial skills, with experience in the lead negotiation and contract management of development, service delivery and engineering contracts, across emergency services, law enforcement, financial services, oil and gas and mining.



### Michael Copcutt

Michael is a director of Braestone with a wide range of experience and skills that spans application development, IT strategy, architecture, and CIO level management.

He has developed IT strategies and enterprise architectures for many public and private industry organisations and guided major IT projects to success through his understanding of the role IT has in supporting business objectives.



# CONTACT US

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