

## THE CLIENT

A leading operator of pubs and restaurants in the UK.

## THE OPPORTUNITY

The Company's IT Director of the initiated a review to create a new IT strategy grounded in the business and aligned with its aspirations to grow while maintaining tight management of costs and investments.

Significant outsourcing of some IT provision had already taken place to key partners and the existing technology was a combination of acquisition legacy and new developments. Whilst the IT team wanted to rise to the challenge, they had a healthy scepticism having seen no strategic work on strategy in the past few years, and had endured annual rounds of cost-cutting and headcount reductions.

The new IT Director recognised an opportunity to engage with us not only to extend his own bandwidth but to exploit our process facilitation skills in bringing the members of his IT team together to deliver a credible and confident strategy while stretching their thinking with fresh and objective challenge.

## VIRTRIUM'S APPROACH

Virtrium suggested an intense, but rapid, fixed-price engagement working directly with senior members of the IT team. We deployed two highly experienced retail IT consultants supported by the wider Virtrium team and used our extensive business network. Using tried and tested tools, templates and techniques we helped the IT team through:

- *Interviewing key stakeholders, across IT and other business areas, including Board Directors;*
- *Collecting, collating and co-ordinating information around IT, business current state, future requirements, expectations, aspirations and points of view;*
- *Identifying hospitality and retail market-place trends, innovations, developments and emerging IT solutions;*
- *Developing and agreeing the IT responses required to support the changing needs of the organisation, its Board and its business model;*
- *Articulating the IT imperatives, prioritisation and outline delivery plan.*

## VIRTRIUM'S APPROACH

"It was a very effective engagement, involving two very hands-on consultants working with our team and our business colleagues. Whilst the work was practical and applied, Virtrium brought a healthy and objective challenge to our thinking and helped us fill in the gaps in our options and opportunities."

"As a result, we now have a clearly documented strategy, which has been presented to and agreed by my board."  
IT Director

*"Virtrium applied their knowledge and experience in both business and IT, together with a good appreciation of the ongoing changes in our marketplace, to help us complete the IT Strategic Review.", said*

IT Director