

SwitchedOn Resource

YOUR TALENT. OUR STAGE

THE BIG IDEA IN 142 WORDS:

In your business, **there is always something new to be managed**. Be it SEO, Cloud Computing or those up and coming challenges like Mobile Advertising & Digital Currencies. These all turn into projects that require the right people to work on them.

At this point every organisation is faced with a choice: to resource with internal staff OR through the external market, which is typically three times more expensive.

However, the binary approach often fails to deliver the best decisions.

There needs to be the right combination of internal knowledge with support from external insight and expertise.

When you can identify and manage the internal staff very quickly and guarantee value for money from the external market, then you win big.

This deck illustrates how our technology helps organisations to make the right decisions and save millions of pounds; examples to follow...

THE OPPORTUNITY

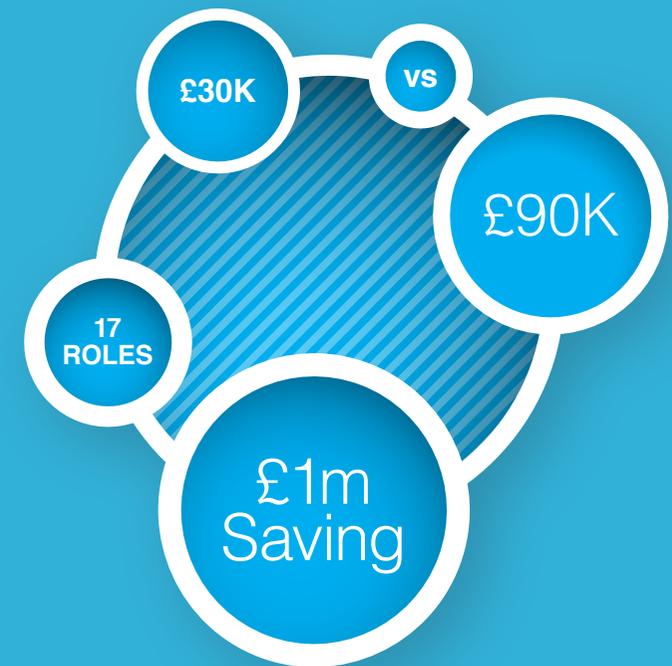
USE YOUR INTERNAL STAFF LIKE CONSULTANTS

FOR EVERY 17 ROLES AT £30K
VS £90K, SAVE £1M+

The potential when using SwitchedOn Resource is significant. Managers surveyed believe that they can save at least 10% (some think 50%) on their agency and consultancy budgets. For many organisations, this runs into millions of pounds.



The 10 PCTs in Greater Manchester built their business case on a prudent 10% saving on their agency and consultancy bill and this represented an annual saving of £3.5M.



SO WHAT IS THE PROBLEM?

If you are like most organisations with a workforce of 100+ employees you find it difficult to quantify the value of human capital you have within your four walls. Recruitment is not the only problem.

How do you make the right decisions around restructures and cost reduction initiatives?

How do you manage:

- * Disruption of the workforce
- * Loss of key knowledge and skills (most organisations don't understand their competencies)
- * Potential employee relations issues (both individual claims and mass action)
- * Disenchantment and "presenteeism" arising from the lack of clarity around resourcing decisions
- * Making the wrong people redundant (you have to understand competencies in advance of a restructure)
- * Severe strains on current HR functions



SOCIAL NETWORKS ARE NOT THE ANSWER

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Your business will have working networks right now (and these will evolve in the future with the likes of Office 365 & Yammer). However, are these links the most efficient and effective? Also, what makes a person right today does not necessarily mean they'll be right for tomorrow.

Therefore it is essential that organisations continuously review:

- * Their understanding of their human capital – and put a value on it
- * The flexibility of the workforce
- * Organisational needs for the future
- * Measure the supply & demand gaps
- * Set appropriate development goals
- * Monitor and measure the progress

Social Networks are not the solution to your recruitment requirements either. The knowledge and skills of your workforce are **the most valuable intellectual property your business controls** - you need to keep it that way; Social Networks are public and can signpost your greatest asset out of the front door.

POSSIBLE SOLUTIONS:

The market for e-recruitment / talent management solutions is dynamic & fragmented, making selecting solutions difficult for IT and HR leaders. However, there are already several products in the market:

SMALL

<\$200M

GIS

JOBVITE

PEOPLEFLUENT

MEDIUM

\$200M - \$1BN

TALEO

SUCCESSFACTORS

KENEXA

LARGE

\$1BN +

ADP

SAP

ORACLE PEOPLESOFT

Many of these systems can be described as comprehensive - don't take our word for it, take a look for yourself. **What do these products have in common?**

**COMPLEXITY
(& FEATURE CREEP)**

VERY LENGTHY INSTALLATION

**SIGNIFICANT
EXPENSE**

But above all, they are designed by HR administrators. They are bureaucratic, slow and try to make all businesses the same. SwitchedOn Resource has been built by commercial people, conscious of compliance, but practical management is the key.

THE SWITCHED ON RESOURCE SOLUTION:



YOUR TALENT. OUR STAGE

SwitchedOn Resource has been designed to focus on the core requirements of a no nonsense organisation - it's like being able to throw a spot light on homegrown talent giving your people a stage on which to show off their true abilities. We have many benefits but there are four areas where we really stand out from the crowd:

1. THE "CORE" DESIGNED FOR USER SIMPLICITY



2. FOCUS ON PEOPLE AS KEY SOURCES OF INTELLECTUAL PROPERTY

Our system takes a lot of the hard work out of capturing all relevant competencies in your organisation so that your managers can reduce their 1:1 investment yet improve productivity through focus on the two ends of the bell curve.



3. TECHNOLOGY

If you like the quality and the way that Google gives you search results, then you will love the way we do it; we copied their approach of signals and algorithms to generate amazing results.

4. FOCUS ON THE CONCRETE RATHER THAN THE ABSTRACT

What has most impact? Talking about "Maximising Shareholder Value" OR Focusing on the individual to enable them to make an impact eg qualify as a Prince 2 Practitioner...

THE SWITCHED ON RESOURCE SOLUTION:

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What is the most challenging element of Talent Management?
i.e. getting the Right People in the Right Place at the Right Time?

ANALYSIS AND EVALUATION.

To review thousands of people for specific scenarios accurately and fairly involves hundreds of thousands / millions of signals to be considered; quite simply - people can't do it. SwitchedOn Resource does this heavy lifting EXCEPTIONALLY WELL and also tailors the analysis to your organisations choice of particular algorithm preferences.

WHAT WE DO:

Fix The Challenges associated with Internal Resource Selection:

1. Build your competency map (easily)
2. Understand Knowledge & Skill Gaps
3. Manage Internal Capacity
4. Maximise Time and Speed

WHAT WE DON'T DO:

Interfere with your existing systems

- we work with and enhance benefits of your existing systems
- there is often no need to invest more time and money on what you already have
- SwitchedOn Resource is a SaaS solution, so NO UPHEAVAL

WHAT WE FIX

1. BUILD YOUR COMPETENCY MAP:

- Through mapping your Job Descriptions and Grading systems
- We capture concrete knowledge and skills (like never before)
- We create a GOLDMINE of Intellectual Property for the organisation

2. UNDERSTAND KNOWLEDGE & SKILL GAPS:

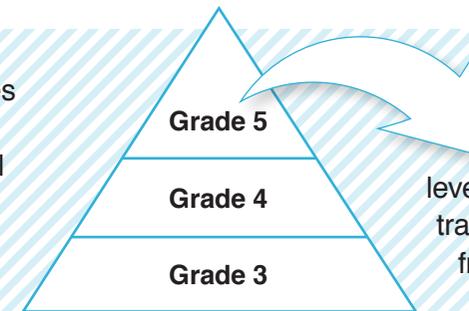
- We enhance your existing 1:1 process (20% effort 80% results)
- We can track whole organisation K&S and measure gaps within seconds

3. MANAGE INTERNAL CAPACITY

Appropriate internal staff pick up the new challenge to work within project team. And lower grades second up.

Usual Scenario with External Consultants:

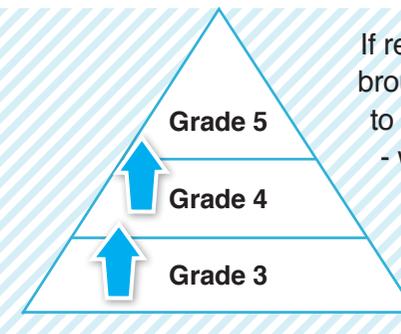
Organisation struggles as senior managers invest time in external consultants



Consultants enter at senior levels and require sig't transfer of knowledge from senior / middle mgt staff.

The SwitchedOn Resource Solution:

Appropriate internal staff pick up the new challenge. And lower grades second up. Organisational continuous development.



If required, external support brought in at this lower level to support the organisation - where business is stable and performance easily measured.

This is only possible due to a) the organisational knowledge managed and b) the speed and efficiency of the system

WHAT WE FIX

4. MAXIMISE TIME & SPEED

TRADITIONAL SYSTEMS:

- Find it difficult to compile requirements
- Are inefficient and waste a huge amount of time
- Hope that people have spotted the opportunity & put the effort into the application
- Are usually subjective and inefficient in the evaluation phase
- Can be prone to nepotism in the selection phase
- And the timeframes involved can be as high as 90 days

SWITCHED ON RESOURCE SYSTEMS:

- Easy to compile role requirements
- Very efficient, fast AND NO SPAM
- Super fast and super accurate evaluation
- EASY for staff and they will never miss an ideal opportunity again
- Robust & Fair
- Can be completed within a few days

THE VALUE PROPOSITION:

We have a policy of only working with companies where this type of work is high on their strategic agenda. We are dealing with peoples' careers - this has to be done right.

Initial Consultation. In order to determine a good strategic fit and to make sure the solution will meet your needs (to both our satisfactions) we have to begin the process with an initial consultation.

One of the key drivers for this is to be certain of a positive Return On Investment.

The charge for this consultation will be below market rates because it is in our interests to be sure of the viability of the project.

Assuming that the initial consultation is positive, you then have two options to consider for the Pricing / Commercial Relationship:

OPTION 1

Fixed price per Employee
(with a decreasing rate with higher staff members)

OPTION 2

Risk / Reward Model
Portal Set Up fee but Free Software –
Remuneration based upon results and profit share.

WHAT IS YOUR VISION?

What is your Company's vision? Is it more like A or B?

A Halve your companies Agency and Consultancy fees whilst simultaneously improving productivity?

B Tick one of your HR managers annual objectives of implementing a talent management system?

If you are an A type company, then we need to talk...

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