



How can Best Value help with the business transformation of a Dutch based IT Company?



Best Value Congres Europe
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Director Ordina

Mid 2014 joined **Ordina** and responsible for **Sales**.

49 years, young at **heart**.

'Enthusiastic, building bridges, open, and **think different**.' Cool head, **warm heart**.

25 years in ICT and technology. Very experienced in management and sales.

Graduated in 1989 as an **economist**.



My goal for today

- To briefly explain to you what's going on in the IT sector
- How this is effecting Ordina and other companies
- How BV can be used as **transformation** approach to
 - **increase business** success
 - conduct **transparant** communication to the market and media
 - **create success stories** that speak for themselves

Ordina a major player in IT Industry

- **Largest independent service provider** in the field of consulting, solutions and IT
- Focus on Public, Healthcare, Financial services and specific segments in Industry sector
- More than 2900 professionals
- Revenue 366 million (2014)
- **Mixed population**: youngsters for new technology and 'old dogs' for legacy systems
- **Top Employer of 2015** (3rd year)
- Best score in standard application management (Giarte monitor 2015)



**TECHNOLOGIE
KOMT STEEDS
DICHTER BIJ...**

Wij nemen je bij de hand!

ORDINA ICT. MAAR DAN VOOR MENSEN

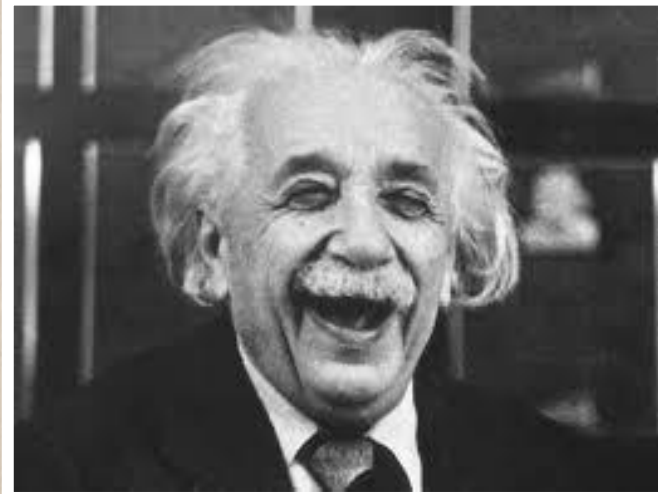
- Recent media reports and the debate related to the Public sector IT projects have led to **a delay in decision-making**
- A number of large industrial clients are **in the middle of cost cutting exercises**
- **Fast moving world of technologies**

How can Best Value help us?

By utilising a Best Value approach we aim to:

- **Increase business performance**: more jobs, lower costs and higher customer satisfaction
- **Continuously learn** from and improve our results
- **A culture of transparency** and responsibility by measuring publishing metrics
- **Be a magnet** that allow us to attract the best talent to employ and the best clients to work with
- **Stay alert** for best value opportunities to increase the number Best Value jobs won

My personal belief



This is the beginning of a new approach

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- **Start small**, implement BV for the Oracle department
- Do Best Value on an **existing project** and collect and measure relevant improvements (metrics)
- Create a **learning circle from the BV bid** process for future tenders to raise the hit ratio
- **Educate and encourage**: internal communications with to the positive results from BV projects
- Conduct **open** and effective communication with the media market place
- **Create success stories** that speak for themselves

Educate, encourage, increase # experts⁹



Our Best Value success story Port of Rotterdam ¹⁰



POR Best Value: rational & emotional approach

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- Customer satisfaction: average score/sprint 7,5
- Delivered on time, scope and budget @ 1 juli 2015
- As a result more jobs and revenues
- The best digital transformation experts Clockwork/Ordina
- Great chemistry between experts Port of Rotterdam and Ordina
- Combination of Best Value and agile way of working

Onze grenzeloze ambitie verdient een goed vertrekpunt en die basis hebben we met ClockWork gelegd', Thea de Vries, manager Marketing Communications



What could this mean to you?

- Think about Best Value as a **transformation approach**
- In a fast changing environment, Best value can possibly help to **regain trust and transparency**
- For the long term future: **I believe** it may help **to reinvent** the IT industry and **renew the relationship** between vendors and buyers

ICT. MAAR DAN VOOR MENSEN

www.ordina.nl