



OUR CAPABILITIES

*Pitcher the **Opportunity***

Business Process Re-engineering/Management

“CARS, the software application created for the OET Centre by Pitcher Partners, has greatly enhanced both our administrative efficiency and the quality of service we can provide for all stakeholders.”

Fel Bisiani, Manager
The OET Centre

The Value of Business Process Management

With the information age, companies have been forced to radically review and improve their business processes as customers become more discerning and competitors even more aggressive.

How do you organise yourself to deliver unique value to your customers now that traditional methods of building loyalty are under siege?

How do you cut costs and improve margins simultaneously?

Undertaking a business process re-engineering project is no small task for any organisation. It involves a fundamental rethinking and radical redesign of business processes to achieve a dramatic improvement in cost, quality, service and speed. And it is more than automation. Whilst BPR requires a business consulting approach coupled with technology expertise, industry and market knowledge is also paramount.

Who can Benefit from BPR

Companies with disparate business units which generate and control “information silos”, duplicating effort and creating inefficiencies.

The concept of BPR is industry-neutral, providing long term benefits for medium to large companies.

Identifying hurdles and bottlenecks then **redesigning processes that maximise efficiencies is a cornerstone of BPR activity.**

Pitcher Partners Services in BPR

Our BPR methodology has been specifically designed to be flexible and scalable, enabling clients to select the level of business process review that meets their needs. Importantly, each level of our methodology continually reviews and reflects upon the important BPR components – people, policy, systems, strategies and processes.

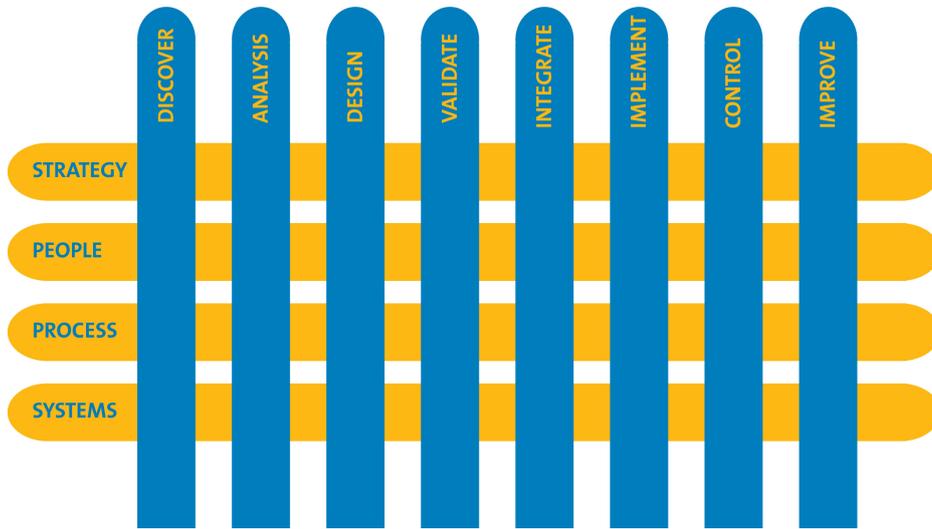
An example of our engagements over the past years are:

- Efficiency reviews
- Business process reviews

- Business process re-engineering (design and development)
- Managing BPR change within an organisation
- Development of business case/ justification to board.

Reasons for BPM Exercise

1. How do you deal with continuous change – new competitors, new business models, new innovations?
2. How do you cut costs and improve margins simultaneously?
3. How do you keep your most productive people content when the market environment pushes you to push them to exhaustion?
4. How do you organise yourself to deliver unique value to your customers now that traditional methods of building loyalty are under siege?
5. How do you keep your company from being commoditised – undifferentiated – swimming in a sea of sameness?
6. How do you make your processes more responsive and your structure more efficient?



Case Study

Centre for Adult Education

The OET Centre, a department of CAE, administers and delivers the Occupational English Test (OET) which is an English language proficiency test for overseas qualified health professionals.

Since CAE acquired the OET in 2004, there has been a concentrated effort to enhance its integrity and reach. Initially minor process improvements were successfully implemented, however the business recognised that a radical change to operational processes and systems would need to occur, in order to achieve its stated strategic expectations and growth.

The OET Centre sought assistance from Pitcher Partners to review their business processes and provide recommendations to the Board for business improvements to achieve its strategic objectives and growth expectations.

In undertaking this engagement we adopted a framework that looked at the business through four key components - Strategy, People, Process and Systems - whilst maintaining a customer centric/profit growth focus. The project concentrated on answering two questions What are we trying to improve? and What should we look like?

Adopting a consultative and collaborative approach with all staff and key stakeholders we recognised some major roadblocks in their current processes:

- Disparate systems that did not integrate, whose functions were unknown to staff and outputs which required manipulation for reporting purposes.
- Duplicated and laborious manual data processing activities across all administration areas.
- Intensively complex test administrative tasks which unduly delayed results to candidates.

Upon completion of our analysis we prepared a comprehensive Business Case and presentation to the Board which included end-to-end process maps - AS IS and TO BE - identified inefficient processes and recommendations to improve. A major recommendation was the development of an end-to-end collaboration system Candidate and Reporting System (CARS) and related processes was achieved.

The benefits derived from the Business Process Review for OET were significant. OET is now an industry leader in its administration of international examinations and candidate management. It has a clear strategic pathway which is fully supported by the Board and recognised by their key stakeholders.

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