

EXPLAINER

# ASSET INTENSIVE ECOSYSTEM

# THE CERTUS DIGITAL ASSET INTENSIVE ECOSYSTEM

Every aspect of our lives is being inescapably impacted by exponential change – across business models, operating models and engagement models. If you are concerned with shifting the digital dial to evolve your business across these models – we are here to help you do it right - first time.

With a deep understanding of Asset Intensive Organisations, we believe in the importance of intelligence, not just as a starting point, but at every point in building a fit for purpose digital systems and digital interaction. We work with you to unlock value through empathy, Insight, and applied methods, so that you can unlock “the possible”, at the same time as realising tangible benefits with the right step change for your asset intensive business. Central to this approach is an ecosystem of specialist platforms and partners all dedicated to you being a successful digital change agent.

Our goal is to help you evolve your organisation into an intelligent digital business that remains relevant in digitally disrupted times.

## GLOBAL EXPERTISE

Your business is our business. With decades of experience in Asset Intensive Industries spanning generation, supply, communications, infrastructure, education and manufacturing. We pride ourselves on understanding the issues that you face in this sector and are committed to delivering to world-class standards.



### ECOSYSTEM

- Local with an SI reach
- Information management
- Property & lease management
- Analytics
- Microsoft
- Design thinking
- Mobile & Web development



### INDUSTRIES

- Utilities
- Education
- Health
- Telco
- Transportation
- Oil & Gas
- Service providers



### CUSTOMER SUCCESS

- 24/7
- Melbourne
- Sydney
- Brisbane
- Auckland
- Wellington



### ALLIANCES

- Largest software reseller in ANZ
- Largest Maximo provider in ANZ
- One of the IBMs largest Maximo clients



### CUSTOMERS

- Over 3000 platform users
- 200+ Platform and IBM clients

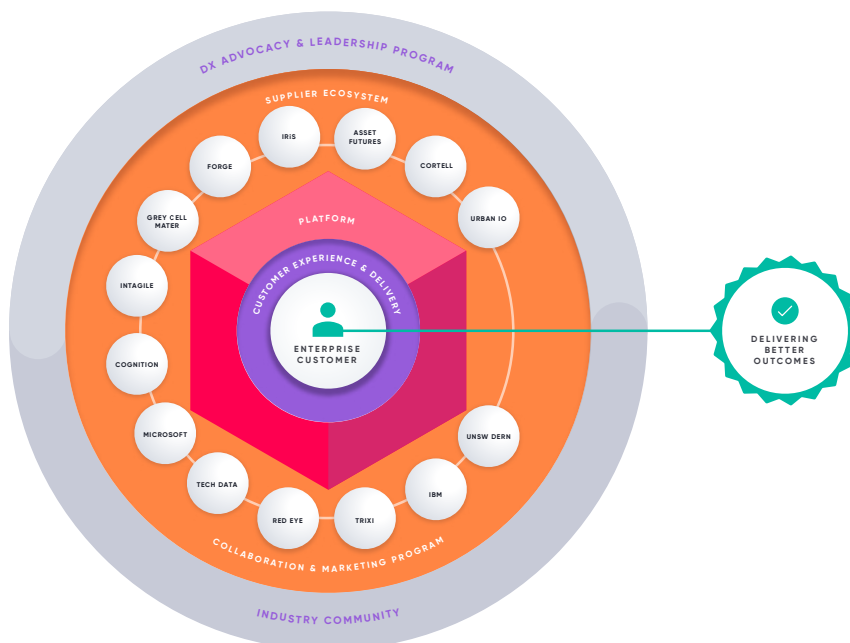
# INTELLIGENT ASSET OPERATIONS PLATFORM

Beyond technology stacks and brands we help you unlock value and both frameworks and be more efficient with methods as well as best of breed cloud and information technologies. As the regions most trusted IBM partner you can be rest assured you are accessing agile platforms that are truly fit for purpose.

DRIVERS:		OPERATIONAL EXCELLENCE	BUSINESS INTELLIGENCE	WORKFORCE PRODUCTIVITY	WORKSPACE OPTIMISATION	ASSET PERFORMANCE
<b>1. DIGITAL PLATFORMING SERVICES</b>  Mapping to understand existing investments, processes, ecosystems & platforms.  Developing a roadmap for augmentation & implementation of platforms.  Solutioning and Enablement Services as required.	<b>4. INNOVATE DIGITAL BUSINESS SERVICES</b> (Intelligent Interfaces)	Continuous Engineering Mobile Applications Intelligent Interface Development	Enterprise Asset Operations Data Ops, ML Ops, AI Ops, Analytics	Mobile Application Development Digital Assistants Drone Ops Intelligent Knowledge Transfer	Intelligent interaction across: Kiosks, Apps, AI, Digital Assistants	Cognitive Search Prescriptive Analytics Mobile Insights Workforce Empowerment Predictive Analytics Digital Intelligence
	<b>3. OPTIMISE DIGITAL BUSINESS SERVICES</b> (Systems of Intelligence)	<ul style="list-style-type: none"> <li>Enterprise Asset Management</li> <li>Supply Chain – Resource Management (Materials, Suppliers, &amp; Contractors)</li> <li>Spatial Systems</li> <li>Work Planning</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Asset Management</li> <li>Supply Chain – Resource Management (Materials, Suppliers, &amp; Contractors)</li> <li>Spatial Systems</li> <li>Work Planning</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Workforce Scheduling</li> <li>Field Service Apps</li> <li>Knowledge Bases</li> <li>Contractor Management</li> <li>Health &amp; Safety, Management &amp; Compliance</li> </ul>	<ul style="list-style-type: none"> <li>Facilities Management</li> <li>Resource Planning</li> <li>Financial Management</li> <li>Asset &amp; Property Lease Management</li> <li>Asset Analysis</li> <li>Asset Records</li> </ul>	<ul style="list-style-type: none"> <li>Asset Repository</li> <li>Asset Health</li> <li>Single view of Asset</li> </ul>
	<b>2. INFRASTRUCTURE &amp; SYSTEMS MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Cloud, Security, Analytics, Systems of Record, Engagement, Finance &amp; Information, Data Warehouses, Information Management &amp; Governance</li> <li>IoT, Network Infrastructure, GIS and Spatial Systems, API's, Asset Insight Repository</li> <li>System Integration, Enablement, Modernisation Services</li> <li>Application Support Services</li> </ul>				

# POWERFUL ECOSYSTEMS

As part of a multi-disciplinary partner ecosystem that delivers digital transformation business outcomes – across operations, information management, finance and customer engagement – as well as strategic change. We leverage the best-practices of old, with the innovative methods of the new – to co-create and collaborate in the delivery of effective DX.



## MEET OUR PARTNERS

Learn more about our technology and ecosystem partners and why we chose to work with them.



### THE FUTURE OF UTILITIES

IBM help utilities boost efficiency with sustainable practices – good for the planet and the bottom line. Let's put smart to work.

### ACCELERATE

#### DX PROFESSIONAL ENABLEMENT

Accelerate is an ecosystem development, marketing and delivery consultancy, that empowers DX platforms to reach and engage end-user customers.



#### WORKSPACE OPTIMISATION

TRIXi design, implementation and support services for integrated workplace management systems for building spaces, delivering you insight, efficiency and simplicity.



#### DIGITAL ENABLEMENT

Forge leverage industry-leading technology stacks, intelligent digital platforms, and best-in-class capability to make your digital ambition a reality.



#### ACCURATE ASSET DATA

RedEye help large complex asset owners and critical infrastructure operators improve asset safety and performance with user-friendly Software-as-a-Service (SaaS) solutions.



#### TRANSFORMATION SERVICES

From implementing new digital or business strategies to ultra-efficient work processes, IntAgile is ready to tackle the important challenges of digital transformation and put you on the path to success.



#### DIGITAL CONSULTING

Cognition use a combination of cognitive methods, design thinking principles, and agile work practices to help you realise the investment you are making in digital transformation.



#### PERFORMANCE MANAGEMENT

Cortell is a Business Performance Management practice who helps customers improve visibility, transparency, accuracy and efficiency for all aspects of the business performance management cycle.



#### INDUSTRY EXPERTISE

Grey Cell Matter is a specialist transformation consultancy focused on driving enhanced business outcomes for asset intensive organisations.



#### ASSET PLANNING

AssetFuture gives you the intelligence to enable robust decision-making, empowering individuals and organisations to achieve outstanding business outcomes.

## WANT TO LEARN MORE?

If you're a senior executive who has a 3–5-year time horizon for implementing digital transformation or a Customer Engagement focused Executive with a 1–2-year time horizon for implementing digital engagement change speak to us today about how our ecosystem can support you to embrace the possible.

## GET IN TOUCH WITH MICHAEL

Michael Cahir has over 20 years' experience in asset centric industries. He combines a consultative approach, with a deep knowledge of IBM and emerging technologies. This enables unique and innovative business solutions, that build a true competitive advantage.



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[GET IN TOUCH](#)