

# influential

## **Influential Software**

Company CV

Business Intelligence, publishing sector, CRM (salesforce) consultancy and software development house based in Maidstone (Kent) and 30 St Mary Axe (London), aiming to increase profitability for our clients' complex businesses



**March 2012**

## Bringing systems to life

Since 1993, Influential Software has been driven by a mission to deliver quality solutions to the world's leading publishers and other complex businesses - **to increase client profitability** via a core set of objectives:

- **Drive revenue**
- **Underpin growth**
- **Reduce cost**
- **Reduce risk**

Our tailor-made solutions deliver everything from **premier-grade Business Intelligence solutions** realising past investment in systems and infrastructure and unlocking the drivers of your business to **enterprise-grade bespoke software** to integrate, manage and streamline your processes, to **expert consultancy** - all of which will **improve your bottom line**.

Our main consultancy website <http://www.influentialsoftware.com/> shows all our latest news, client updates, success stories and services.

Our licence sales website <http://www.buyallicence.com/> offers users of Business Objects and COGNOS toolsets the opportunity to acquire or upgrade licences at a very competitive saving to list price.

At Influential Software, we are **fluent in**:

- [Business Intelligence](#)
- [Publishing sector consultancy](#)
- [Software development](#)
- [Public sector IT](#)
- [CRM \(incl Salesforce\)](#), [Contract staffing](#) and [Web design/hosting](#)

but above all; we are **fluent in business**.

To speak to us about the wide portfolio of services we can offer your business, please call our Kent or City of London office on 0845 643 0592 or email us at [contact@influentialsoftware.com](mailto:contact@influentialsoftware.com). We'd be delighted to hear from you.

# influential Company CV (Mar-12)

## Success Stories

Influential Software has partnered with many top names across diverse sectors to produce first rate business-enabling applications.

Our current success stories include:



And our previous success stories include:



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## Example Projects today

### Taylor & Francis (Informa PLC) (since 2005)

- Design, Build & Implementation of an enterprise Data Warehouse, underpinning a Global Management Reporting Solution built on Business Objects XIR2, Crystal Enterprise Server and Oracle 11i, interfacing with VISTA, Klopotek, Oracle Financials, CODA and SAP/R3 systems
- Creation of a bespoke enterprise web-based query and data-maintenance tool using PHP under IIS and Oracle 11i (500+ users)
- Creation of a bespoke integrated Inventory Management enquiry, planning and demand modelling tool, based on PHP under IIS and Oracle 11i (50+ users)
- Project Managed and resourced a warehouse and distribution move from Cengage to Bookpoint; complete with author2reader (a2r) toVISTA data migration
- Contractual support provided for all Influential systems deployed
- Analysis of existing process surrounding Sales Deals functionality within T&F Journals. Requirements gathering, process flow, business analysis, eventual list of suggested improvements to be implemented.
- Analysis of existing process surrounding Societies processing within T&F Journals. Requirements gathering, process flow, business analysis, eventual list of suggested improvements to be implemented.
- Vendor selection for replacement of existing SAP subscription process system. Managed entire project from requirements gathering through vendor presentations and final recommendations. Considered THINK, Advantage Computer Services, Publishing Technology/VISTA and other smaller vendors.
- Vendor selection for replacement of existing VISTA Royalties system. Managed entire project from requirements gathering through vendor presentations.
- Analysis and implementation of complete process and system change to T&F's global eBook billing solution.

### Elsevier (since 2002)

- Design, Build & Implementation of Global Management Reporting Solution using Cognos Impromptu, Powerplay (OLAP) and Upfront (Web distribution), Decision Stream (ETL) over MS SQL Server Database
- Design and Build of a new enterprise web-based query and data-maintenance tool using ASP and SQL Server (750+ users)
- Contractual support provided for all Influential systems deployed

### Phaidon Press (since 2010)

- Design, Build & Implementation of Cognos Management reporting solution to replace all legacy Management Reporting across the Phaidon list
- Full review, recommendation and strategic planning of future Reporting and Enterprise Planning needs (build underway)
- Contractual frontline support for tools and technology deployed

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## **BPP (since 2010)**

- Analysis for Inventory Management solution
- Assistance in WMS improvements

## **Cambridge University Press (since 2010)**

- Project Management for the Digital Asset Management (DAMS) global implementation
- Data conversion
- VB technical assistance

## **SeaCo Ltd (since 2007)**

- Design, build and implementation of a bespoke data-warehouse and reporting system, aggregating data from a remote SAP ERP system and presenting this as a pre-defined pack of management reports using Cognos BI tools.

## **Eurosat (since 2006)**

- Design and build of an agent's portal, allowing re-sale of BeyondDSL satellite internet access to an end-user community spread across the globe. Central to this system is a bespoke access management system controlling satellite access directly via an XML gateway
- Design and build of a dealer's website allowing registration in the FREESAT initiative
- Build, Integration and automation of internal ordering systems, managing branch credit limits and ordering of stock versus delivery times based on PHP/MS SQL
- Design and build of several web-based shopping portals with on-line credit card validation, stock supply management and user-end reporting
- Integration of various systems with Eurosat's central SAGE accounting system, utilising both direct data-access and SAGE's XML e-mail gateway

## **Capita Registrars (since 2011)**

- Chosen outsource partner for bespoke software development requirements utilising .net 4.0 (C#, ASP.net, SQL Server 2003/8) for multiple client-facing portal based projects

## **Selftrade Ltd (since 2012)**

- Consultancy around a Business Objects -> Cognos conversion, with Oracle d/b and JasperETL

## **Oxford University Press (since 2012)**

- Project Management for DAMS solution across entire OUP business

## Business Intelligence

Making intelligent business decisions is about getting the report you need, when you need it, and being 100% confident about the numbers you are seeing.

Only our very highest, bespoke level of service can give you a **competitive edge** and ensure you see a **return on your BI investment**.

For **accurate, timely, reconciled** information straight to your browser, Influential Business Intelligence solutions are:

- backed by our **years of experience**
- **bespoke** to your requirements
- developed using **multiple sources** within your business

Whatever your business, you need to have the right data at your fingertips. At Influential we choose Cognos and Business Objects Business Intelligence software because:

- it is backed-up by **simple** but **powerful** web portals
- allows you to perform complex **business analytics**
- enables creation, management and delivery of **information-rich** reports and **analysis**
- helps your organisation:
  - gain greater **insight**
  - identify cost **savings**
  - achieve more **profitable** results

We work in **partnership** with our clients so we can get to know your business and fully understand your **business drivers**.

To read articles on the **benefits of Business Intelligence**, click on any of the links below:

- [BI grows despite economic woes](#)
- [BI is recession proof](#)

To download some **marketing material around Business Intelligence**, click on any of the links below:

- [Bringing systems to life with BI \(3.5mb\)](#)
- [BI myths busted \(1.7mb\)](#)
- [BO Edge white paper \(2.5mb\)](#)

Finally, to view Influential's presentation around **proven BI solutions design**, click on any of the links below:

- [BI in Publishing - Influential \(PPS 0.3mb\)](#)
- [BI in Publishing - Influential \(PDF 0.6mb\)](#)

## Data Integration (including Legacy Migration)

Data and Systems Integration is perhaps one of the most overlooked yet pivotal operations that goes hand in hand with every company acquisition or merger. We know from experience it's a daily fact of life within the contemporary Publishing industry.

Unglamorous and if done well, almost unnoticed, data migration and integration isn't something many people get passionate about. Without proper planning and execution, however, badly handled data certainly does get noticed; without trusted historical data, profitability and competitive advantage can be severely compromised. This is why we pay extra special attention to detail and take the time to understand your business processes as well as the data/systems being integrated.

Data and Systems Integration is an area we've specialised in since 1993. We've worked with a range of different clients including **Elsevier, Harcourt, and Taylor & Francis; with list and company mergers and disposals, ensuring their primary systems have the optimal data they need to perform.**

## Project Management

With our *Prince2* qualified project managers, Influential manages its own projects to the highest standard and can also provide project and program management resource to your internal projects

Influential offers a project and program management service that:

- is **tailored** to your needs
- ensures your project runs **smoothly**
- makes certain **key** business drivers are met
- there are **no** unnecessary **delays**
- the project **meets** its **objectives**

Concentrated efforts in the initial stages of a project pay **dividends** later on. All our projects are run from sound **foundations** and we pay particular attention to:

- estimating
- planning & tracking
- change
- risk
- issue management

**Strong** communication and facilitation **skills** are essential. We will:

- be committed to the job
- resolve issues as quickly as possible
- drive towards "Go Live" day with as few hiccups as possible
- monitoring progress to ensure problems are tackled immediately

## Software Development

Every business is unique and so is its software requirement. At Influential we can develop bespoke software solutions to fit the way you work and bring together all your existing data and applications smoothly, effectively and with a clear focus on the results.

Our **progressive** and **visionary** approach to **solving** complex issues and **unique** business processes ensures our **custom** software applications cover **all** aspects of your business such as:

- sales
- financial
- supply chain
- data sharing
- booking systems
- manufacturing MRP
- CRM
- EDI/XML

Through a **combination** of:

- core **technical** skills
- **business analysis**
- **solutions** design
- **database** design
- application **development** and **testing**

We have technical experts on hand in the following:

- C# ASP.NET VB.NET
- Java J2EE Hibernate, Spring
- XML, XSLT
- All major databases including T-SQL, PL/SQL, SQL Server, MySQL, Oracle
- PHP, Magento, Flash
- All major BI tools including Cognos / Business Objects
- Salesforce
- Networking
- System Administrators


Influential's **user-friendly** interface will deliver **quality** software, built by **developers** who will work in line with your requirements, while providing a trusted **support network** you can rely on.

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## CRM consultancy incl Salesforce CRM

[SalesForce](#) works with leading professional services firms of all sizes that offer a range of consulting expertise, including strategic business consulting, software implementation and integration, training, and custom application development services. As a consulting partner, we join the world's most experienced community of innovators in the cloud who are working with the latest cloud-computing technologies to help companies transform the way they run their businesses

As a company, Influential Software is a qualified **salesforce partner**, which gives us access to the following:

- \*  partner portal
- \* Unlimited Force.com developer & testing environments
- \* Force.com tutorials & content
- \* Developer toolkits & code libraries
- \* Pre-release environments
- \* Embedded & AppExchange distribution options
- \* Participation in the Force.com VAR Program
- \* Marketing & sales best practices & tools

Within the company, we have employees who are certified **salesforce developers** - a professional credential for Force.com developers that is a recognised qualification for competency in the development of Salesforce tools.



## Support Services

Influential already provide a range of support services from technical support to operational support, via a team led by the Head of Support. Currently, we provide 1<sup>st</sup> and 2<sup>nd</sup> line and out of hours support for many of our existing clients and can tailor the level of support to meet each client's exact requirements.

We have our own incident management software accessed via our dedicated client portal, but equally, we can also hook into in-house support software where required.

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## Influential Team

The Team at Influential is based upon a core group of employees at various levels plus specialist consultants brought in to fulfil the requirements that new projects dictate. The senior employees all have a minimum of 10 years' IT experience. The core group are:

### [Andy Richardson \(Managing Director\)](#)

Andy, Influential's founder, began his career in IT in 1987 and has been successful in delivering projects for major Publishing and Banking institutions and in transport and logistics ever since. Whilst in education, Andy was writing commercial gaming software in the home computing market and also won several nationwide competitions for IT, science and technology. Since incorporating Influential in January 1993, Andy has concentrated his efforts primarily in the Publishing sector, accumulating an unrivalled knowledge of the industry from all perspectives, and in the BI (data warehousing) vertical. During these years, he also developed a vast network of associates in both the Publishing and general IT industry, which has proven invaluable as Influential has expanded and required the best people to help it do so.

### [John Simpson \(Director\)](#)

John started in IT in 1994 and his many years of experience have been centred around the Publishing sector where he has been a successful project manager, analyst, designer & developer however his other IT experience includes working on Logistics, Web Design & Transportation. John joined Influential as Technical Director in 2004 and it was at this point that the current structure of Influential was formed

### [Richard Walls \(Head of Support\)](#)

Richard started his IT career back in 1982 as a junior programmer for a software house providing systems to hotel trade. Since then he has held various development and support positions for fruit importers, office product wholesalers, wine merchants, publishers and bailiffs. Richard heads up Influential's support operation in their Maidstone HQ. He lives locally in Aylesford with his wife and two children.

### [Pete Halloran \(Head of Development / Technical Team Leader\)](#)

Pete is a software engineer with over 12 years experience, most recently in the print and advertising arenas. He specialises in Java but also has an interest in computer graphics and the games industry. Outside of work he develops mobile applications and he's also a fully qualified martial arts instructor.

### [David Spearman \(Head of Business Intelligence\)](#)

David has been working in IT for over 20 years across various business sectors with a large proportion in Publishing. In the last 16 years he has specialised in Business Information systems mostly using the IBM Cognos tool set but also using other BI tools such as Business Objects and Crystal. David has designed, built and deployed various successful BI projects along with end user training and support. He heads up a growing team of BI developers within the company as the need for fast, accurate and easy to use BI systems becomes even more important in a challenging market place.

### [Sarah Shah](#)

Sarah has been working in IT for the last 13 years since leaving university where she studied for a Computer Science related degree. Her experience has been mainly in large UK companies, namely MFI, BYSIS-Rothschilds Financial Services, Elsevier and Taylor & Francis. Sarah's specialities are Business Objects design and report writing, alongside business analysis skills honed in the publishing sector.

### [Lynden Dyer](#)

Senior program and project manager with over 20 years' experience in IT of which the past 11 have been managing medium and large scale projects within a range of industries and government departments, including DTI, Cabinet Office, Carphone Warehouse, UKeU, News International, TravelEx, KPMG, MFI, Rothschilds and BP. A Prince2 certified practitioner, who has worked with the full range of analysis and development methodologies, including Waterfall, RUP, BPM and Agile, as well as detailed technical knowledge in internet based architectures (Apache, Websphere), software (Java, .NET, PHP) and design (Xhtml, CSS, XML).

### [Des Crocker](#)

Des has been working in IT for over 15 years, in a variety of roles from software development to project management (including Prince2 accreditation). He has spent time in both the public and private sectors, spending 7 years working for Elsevier (formerly Harcourt Publishers) one of the leading medical publishers of textbooks and journals. Here he specialised in Business Intelligence and Data Warehousing. A few years ago Des established his own music publishing company dots4strings which sells string quartet arrangements to a global audience. This combines his technical skills with a great love of music. Away from work he is a jazz musician, playing bass in various ensembles in Kent.

### [Simon Bennett](#)

Simon has worked for 10 years in enterprise systems development and support. He spent most of this time in the electronics industry but has also worked in other sectors including publishing and insurance. In 2007 he completed the 1200 kilometre Paris-Brest-Paris cycling endurance race in just over 73 hours. He is now taking it slightly easier, but keeping up the miles for the 2011 event.

### [Paul Forsdick](#)

Paul has worked in IT, on and off, for 20 years, in a variety of roles and in different sectors. The last 7 of those years have been as a consultant in the book publishing industry. In his spare time he is interested in travel, the environment and wildlife, and is a keen ornithologist.

# influential Company CV (Mar-12)

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## **Ian Woodhouse**

Ian has worked in the IT industry for over 20 years starting off as a software developer. For much of that time his efforts have been concentrated in Project Management and Business Analysis areas and is Prince2 qualified. Ian has worked for a variety of companies from large software consultancies to large financial organisations.

## **Dominick Rankin**

Dominick graduated from university in 2007 with a BSc in Computer Science. He joined Influential in 2008, after spending a year developing his skills. Outside of work he enjoys photography, reading and working on his own web development and mobile applications projects, and is always trying to learn something new.

## **Ashley Snowdon**

Ashley finished college in June 2008 after studying for a BTEC National Certificate for IT and almost immediately landed a job at Influential. Ashley has also accumulated software development experience by working on mini projects for non-profit organisations in his spare time. Since his arrival, Ashley has been working on a variety of Influential's development and integration projects.

## **Adam Palmer**

Adam has worked in IT for over 20 years, in a variety of roles, primarily in the retail and publishing sectors. He joined Influential in 2007 and specialises in PHP development.

## **Kieron Mitchell**

Kieron started his IT career in 1987 working on operations within the Oil exploration industry. Since then he has progressed in the IT industry working within operations, development, information security, project management, business analysis and most recently Head of IT for the financial services division of a £1bn turnover company within the retail sector. He has solid experience working for businesses within the publishing, shipping, transportation, warehousing, logistics, retail and financial services industries.

## **Martin Walls**

Martin recently graduated from studying a degree in photography, where he also developed a keen interest in graphic and web design. He has joined Influential as a trainee developer, where he hopes to forge a career in software development.

## **Ian Main**

A publishing system professional with 20 years experience across a wide range of publishers in the UK, he has previously worked for both Autofile & Vista. Main areas of expertise are journals and WMS, with a more general knowledge of order processing. Very much a hands on individual, used to working closely with clients to develop solutions.

## **Andrew Gillies**

Andrew has been designing and writing software for 25 years. He has spent the last 10 years using Java, specialising in developing web applications for the airline and pharmaceutical industries. Outside work, after 18 years of competitive sport, he has recently decided to relax and now makes do with a book and a cryptic crossword.

## **Ken Black**

Ken joined Influential in the summer of 2011, and brings many years of Publishing IT experience, including VISTA and Business Intelligence knowledge, to the team from Elsevier, Pearson/Penguin and other traditional book/journal publishers.

## **Rajesh Kumar**

Rajesh joined Influential in 2010 as an IT graduate with over 5 years commercial experience. He has previously been involved in support, implementation and various development projects. Rajesh is currently working as a support analyst which involves regular monitoring of different systems. Outside of work his hobbies include movies, music and travelling.

## **Susanna Simpson**

Susanna is from a Customer Service Management background and has past experience in managing teams of all sizes from 5-500 gained during years in retail management and more recently has worked as an investments expert in a leading high-street bank. Now looking to use these skills to help support the development of the team at Influential.

## **Heather Medcraft**

Heather started her professional career working for the Government sector in a hectic Administration role. After several years she moved into Leisure industry management, becoming one of the youngest duty managers within the organisation. Since 2002 Heather has gained valuable experience across the consulting, retail, finance & banking industry and is fully versed in all aspects of both secretarial and administrative subjects.

## **Vivek Krishnan**

Vivek has over 8 years of software development experience in a variety of domains (Telecom & Travel being the major of them). He specialises in Java and great interest to learn other programming languages. Outside of work, he enjoys photography, running, cycling, music, movies and travel.

# influential Company CV (Mar-12)

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## Contact

We'd be delighted to hear from you. Our contact details are:

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Twitter: <http://twitter.com/influentialdev> (development team news)

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