

Consultancy Companies



WHO WE ARE

Founded in 2008, Cogentus is a small, boutique consultancy which concentrates on data analytics. We are currently engaged on a range of assignments where Multi Criteria Decision Analysis (MCDA) techniques are applied to business problems in the strategy arena. We help organisations to organize and analyze data, creating real added value.

Our name comes from the adjective co - gent (kojent). Our data analytics are designed to be powerfully persuasive and work on a practical level for senior managers.

OUR VALUES

We believe in:

- **Delivering value to our Clients.**
- **Personal and Professional integrity.**
- **Continuous learning.**
- **Practical solutions.**
- **Working as a team.**

OUR VISION

We want to be recognized as the thought leaders in the field of data analytics.

WHAT WE DO

We collect, store, aggregate and analyze data. Most importantly we convert that analysis into value-creating action.

We help to improve an organisation's ability to do more work with less money at all levels:

- Strategy - develop revised strategies to plan for coming out of the recession.
- Program Management - optimise capital expenditure programmes with reduced budgets.
- Project Management - select between competing projects or technologies to create a compelling investment appraisal.
- Monitoring – create auditing systems to evaluate implemented activities, comparing with prospective projects and improving added value.

- Information Management – build modern data capture tools and online data warehouses to help organization dealing with the increasing information flow of the new knowledge economy.

WHAT'S DIFFERENT

Stakeholder Perspectives - our data analytics is unique in that we can take into account stakeholder viewpoints. It is clear that different stakeholders value things differently and that trying to create a single data source that suits all is not going to work. In fact, it papers over a multitude of cracks. Far better to accept those differences and see what effect it has and then **manage those differences**.

Strategic Alignment – our data analytics are carried out such that it aligns with your organisation's mission and vision. This means you can always be sure of a good strategic fit whatever.

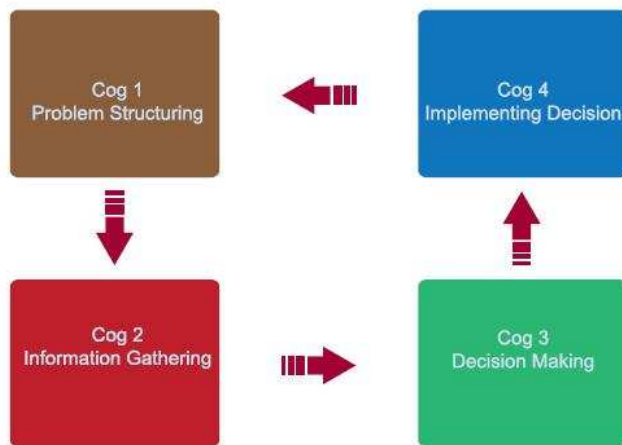
Value For Money – our data analytics are all about demonstrating value for money arguments even where value is hard to measure.

OUR APPROACH

We have a unique mix of academic expertise in strategy and decision science, robust reusable processes and our own analytical tools. These combine together, using facilitated process where necessary, to provide an extremely robust data analytics framework.



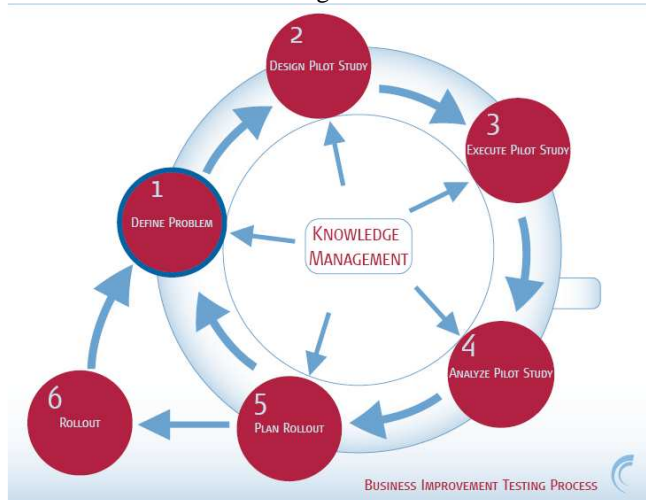
Our four stage process is a proven methodology for a systematic approach which is essential when dealing with decisions involving numerous stakeholders with alternative perspectives.



Our decision support software include Promax Ranking and Promax Efficiency which are leading edge analytical tools based on MCDA techniques. They enable companies of all sizes better understand complex problems to improve their decision making results in a cost effective manner. Their extensive simulation and scenario capabilities provide a less risky approach to test hypothesis, anticipate and adapt to change, optimize decided actions and return on investment for customers. Global organisations across a range of industry sectors use our solutions to maximize project performance, optimize resource allocation, and improve their decision making processes.

HOW WE WORK

We understand that most of our data analytics will fall under the banner of “Business Improvement”. You may already be doing something that seems similar or you may have identified a gap. We therefore always carry out a pilot study which is a very focussed and measurable project aimed at demonstrating that the improvement will, in fact, add economic value to the organisation.



WHAT WE’VE DONE

Program Management – project prioritization (Department of Energy, US)

We have been working with the US DOE Environmental Management group to help prioritize their nuclear research cleanup projects. Since each project has a cost to deliver and some benefits (mostly non financial) we can create a prioritized list based on benefit-cost ratio. However, the department has a limited budget so we created a portfolio of projects that gave the best overall benefit for the given budget.

Program Management – project selection (Foster Wheeler and Santos, UK and Aus)

We helped to determine the best technology for a major (\$8bn) project to process coal seam gas into liquefied natural gas, as a cleaner energy source. Our work looking at the non financial benefits supported the detailed financial models.

Strategy Development – negotiation (Riopaila, Col)

We helped to develop the strategy for negotiation between the Company and the Unions by considering the alternative values of the key actors. In this case, the Government was also a key actor.

Strategy Development – blue ocean strategy (Raytheon, US)

We helped to develop a competitive strategy based on the blue ocean strategy concept. This unique approach focuses on facilitating creative thinking and strategic innovation. The concept has proven to increase profits when existing industry boundaries are expanded. Instead of always trying to offer more to do better our approach focus on the key market factors that allows being more efficient while finding differentiation.

Strategy Development – measures of effectiveness (Department of Defense, US)

We are currently engaged on a number of projects to determine Measures of Effectiveness for the US DOD. This includes their programs in the Middle East, Afghanistan and Mexico and they are all related to looking at issues from the perspective of those in the relevant countries. Once their value systems have been established and understood then there’s a better chance that the programs can be adapted to satisfy them.

Strategy Development – partnering selection (Christian Aid, UK)

We helped this Charity developing a process for working with prospective business partners – ones who may bring expertise, political leverage or money to them. Nowadays, NGOs must learn to work more efficiently and be smarter about their decision making processes. By helping the organization to function more strategically, we can do our part to 'give something back'.

WHAT WE’RE PLANNING

UK University Guide

We are launching a guide to UK Universities in May 2010. This takes official data and aggregates it

into a personalised league table for each student. Choosing a university is a decision which has multiple factors to consider, most of which are not purely financial. The Cogentus University Guide leads students through the decision in a structured way, allowing them to evaluate at every level.

Promax 2010

We are launching our new multi criteria analysis software in April 2010. This updates our Promax Ranking software with a new and improved look as well as extra functionality.

Survey Wizard

We are launching our new market research tool in September 2010. This tool is used to collect and aggregate major market research data online prior to exporting to Promax for subsequent analysis. It can also be used for the data gathering stage for any decision, again prior to subsequent analysis in Promax.

For More information, please visit our website:
www.cogentus.co.uk