

Case Study

AAT

Company Profile

Established in 1980 to provide a recognised professional qualification and membership body for accounting technicians, The Association of Accounting Technicians (AAT) is an established and well-respected professional membership body with over 100,000 student, full and fellow members worldwide.

The AAT is committed to improving standards of competence and professional development in accounting and related areas. It is proud of the extensive support that it is able to offer all its members, through its qualification, continuing professional development (CPD) scheme, professional regulations, ethical standards and more.

The Challenge

The AAT recognised that information was the lifeblood of its organisation. They also realised that the systems and processes surrounding the management and dissemination of information to their stakeholders may benefit from improvements, but that they lacked the skills in-house to carry out such a review. They approached a number of organisations and selected IndigoBlue to carry out the work. "We chose IndigoBlue because they offered an Agile approach. This involved carrying out the work in short iterations, communicating with all levels of the organisation and prioritising our requirements to deliver key benefits early, which closely mirrored our own ideas for the review," explained John Heycock, Finance Director of the AAT.

Our Approach

IndigoBlue's proposal was to carry out the Strategic IT Review as 3 one month iterations. At the end of each iteration, the results would be presented and discussed with the directorate and the key tasks and objectives for the next iteration agreed. IndigoBlue also put forward a communications plan ensuring that all staff could contribute to the review and be kept informed of progress.

Over the course of the study, IndigoBlue carried out over 40 interviews with staff, members, suppliers and other stakeholders. All aspects of the business were analysed and a comprehensive list of improvements identified. These were refined and prioritised with the stakeholders and a 5 year plan put forward, which is now being implemented with IndigoBlue's assistance.

Benefits Realised

The AAT realised several short-term benefits from the strategy as well as having a plan to deliver many more benefits in the medium and long term. These include:

- Immediate cost savings and business improvements identified and implemented during the study
- More effective market alignment, including identifying competitive threats and new business opportunities
- Greatly improved management reporting; timeliness, comprehensiveness and accuracy
- Expected increased revenues, reduced costs and improved customer service
- Better relations with suppliers
- Improved organisation structure

At the end of the study, the AAT went on to employ IndigoBlue via their AgileCIO services, enabling a very cost effective way of overseeing the implementation of the strategy.

"IndigoBlue worked closely with us to understand our business, our requirements and our culture. They worked in an Agile manner to deliver a comprehensive review of our information needs and formulated a plan to help us deliver excellent service to our members. IndigoBlue offered a very cost effective solution and delivered on-time and to budget."

Jane Scott Paul,
Chief Executive,
The Association
of Accounting
Technicians