

MobyL Business Systems



'Systems by Design'

Telecommunications



Consumer Technology



Operating Control Systems



Financial Systems



Mobyl Business Systems (Since 1997)

Strategy Development and Implementation, Solution Design and Systems Integration 'Systems by Design'



Thank you for allowing us to introduce you to our range of products and services:

Mobyl is a world-class strategy, design and integration practice.

We focus on accelerating strategy development and implementation, solutions design and systems integration efforts in an integrated, managed and controlled way. For more than a decade we have been creating and adding value to local corporate through an associated collaborative engagement model.

Given increasing competitive pressures and ever-changing technology and business environments, we have structured our products and services into a compelling offering that provides significant value towards new business development towards rapid systems renewal projects or programs.

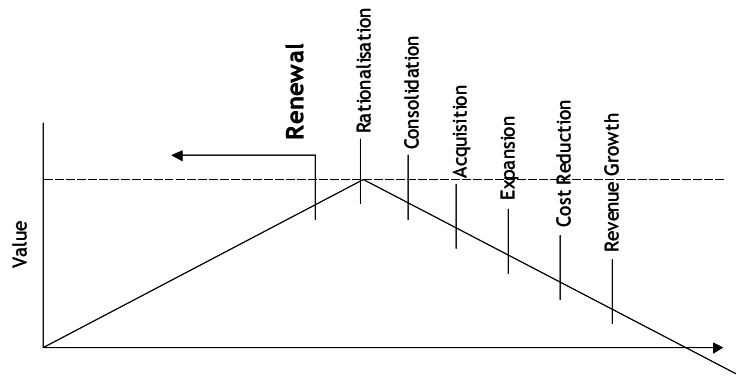


Figure 1: Mitigating Innovation Saturation through Renewal

Strategic Management of Technology - Strategy Development

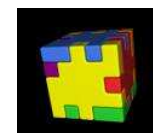


- Consumer Research / Market Analysis
- Technology and Business Environmental Scanning
- Competitor Positioning (Technology and Business Perspectives)
- Feasibility Analysis and Impact Assessment (Technology and Business Portfolio Perspectives)

Solutions Design

Essential to the sustainability of IT systems and applications, companies seek to understand the scope and impact of change, and need to successfully navigate through towards fit-for-purpose solutions.

- Business Analysis (As-Is)
 - Process Analysis and Modeling (IDEFO Process Hierarchy, Use Cases, UML)
 - Systems Requirements Definition
- Systems Analysis (As-Is)
 - Functional Data and Information, Applications and Technology Specification
- Business Design (To-Be)
 - Process Design and Modeling (To-Be) (IDEFO Process Hierarchy, Use Cases, UML)
 - Systems Requirements Definition
- Systems Design (To-Be)
 - Functional Data and Information, Applications and Technology Specification
 - Conceptual Design
 - High Level Design



Systems Integration

- Systems Design, Development and Implementation
 - Process, Data and Information, Infrastructure, Applications and Technology Aspects
 - Detailed Infrastructure and Application Design and Development
 - Testing and Implementation
- Product / Service Design, Development and Implementation
 - Product / Service and Organisation Structuring and Implementation



Project Management

- Planning and Organisation
- Program Coordination
- Resource Allocation and Management

Products and Services (Advanced)

Mobyl has developed a set of advanced products and services key to interpret and translate the implications of the environmental change essential towards crafting sustainable IT strategies, for creating relevant solution designs and to contextualise these architected systems through a process of managing the relationship between the business and their preferred IT partners.

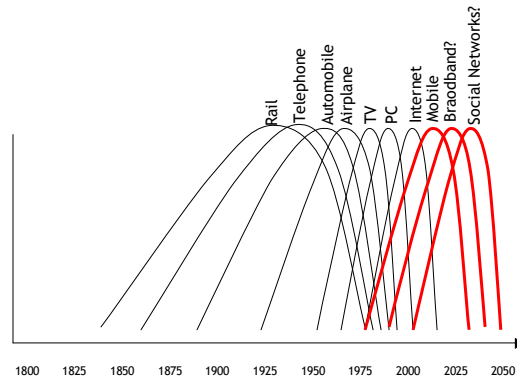


Figure 2: Economic Energy - Shorter Impacting Cycles

Strategic Management of Technology - Strategy Development and Implementation

Strategy Development

- Technology Roadmapping and Foresighting
- Competitive Intelligence (Technology and Business Perspectives)
- Decision Making and Economic Evaluation (Scenario Development)

Strategy Implementation

- Balanced Scorecard Strategy Implementation
- Strategy Communication and Program Design, Development and Deployment
- Message Modelling and Constituent Assessment



Solutions Design

- Optimization in Design
- Principles for Design
- Designing for Operations



Systems Integration

- Control Concepts and Methods
- Waterfall Approach, V-Model and Iterative Development



Project Management, Control and Evaluation

- Business Systems Architect Planning and Organisation
- Critical Path and Theory of Constraints

Business and IT Relationship Management

- Conflict Resolution and Negotiation
- Vendor or Preferred Supplier Management
- Prioritisation and Program Management



Significant Project and Program Involvement from 1995-2009

The role of the Business Systems Architect is to interpret, translate business requirements and contextualise strategically aligned solutions and drive systems integration. The Business Systems Architect is required to play an overseeing role across the innovation life cycle to ensure strategic alignment and that design principles are adhered to in development and implementation.

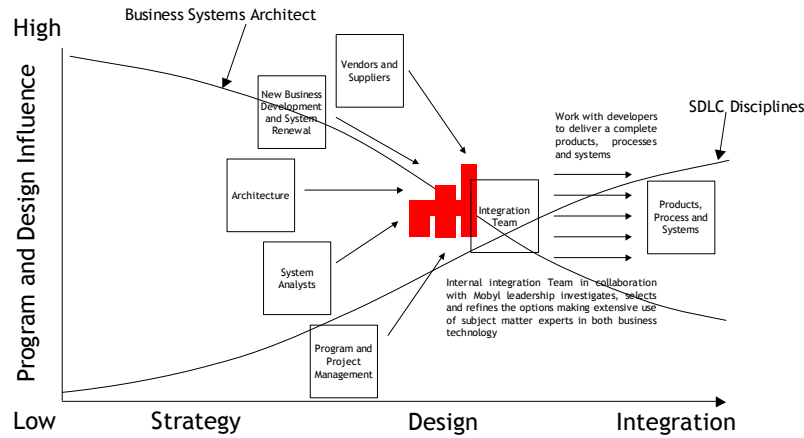


Figure 3: Business Systems Architect Project and Program Level of Influence and Involvement

Strategic Management of Technology

- Strategy Implementation (Basic and Advanced) - ABSA Group Technology Communication Program, 2009
- Strategy Implementation (Basic and Advanced) - Nedbank Group IT Strategy, 2005-2006
- Strategy Development (Basic and Advanced) - Nedbank Group IT Strategy, 2002-2006
- Strategy Development (Basic) - SASOL Coal Mine IM Department, 2000

Solutions Design (Basic)

- Business Analysis and Design (To-Be) - MTN, Asset Management (eTOM/TAM/SID; IDEFO in Provision), 2008
- Systems Analysis and Design (As-Is and To-Be)- Technology and Application, ABSA Generic Payment System, 2008
- Systems Analysis and Design (As-Is and To-Be) - Technology and Application, ABSA Cross Border Money Transfer, 2007
- Business Analysis and Systems Design (As-Is and To-Be) - Product, Technology and Application, ABSA Loyalty Program, 2007-2008
- Systems Analysis and Design - Technology and Application, ABSA Wealth Management, 2006-2007
- Systems Analysis and Design - Technology and Application, ABSA Electronic Statement Distribution, 2006
- Business Analysis and Modelling (As-Is and To-Be) - SASOL Coal Mine IM Department (IDEFO in P-Tech), 2000
- Business Analysis and Modelling (As-Is and To-Be) - RMB Bank, Department of Defence (Logistics IDEFO), 1997

Systems Integration

- Organisational Design (To-Be) - MTN, Asset Management, 2008
- Detailed Infrastructure Design and Implementation- RMB Mobile Banking, 1997
- Detailed Application Design, Development and Implementation - BSW Data, Operating Control Systems, 1996
- Detailed Application Design, Development and Implementation - SAFEX Futures Online Trading System, 1995

Change Management

- Architecture Program Definition (Change Agents): Process (BPM), Application and Technology Architecture - Nedbank Innovation and Architecture, 2001-2004

Project Management

- Solution Design - ABSA, 2006-2008
- Architecture Program Definition - Nedbank Innovation and Architecture, 2001-2006

Business and IT Relationship Management

- ABSA, Solution Design 2006-2008



Mobyl Business Systems - Portfolio of Product and Service Delivery

Our Value Network and supporting Products and Services

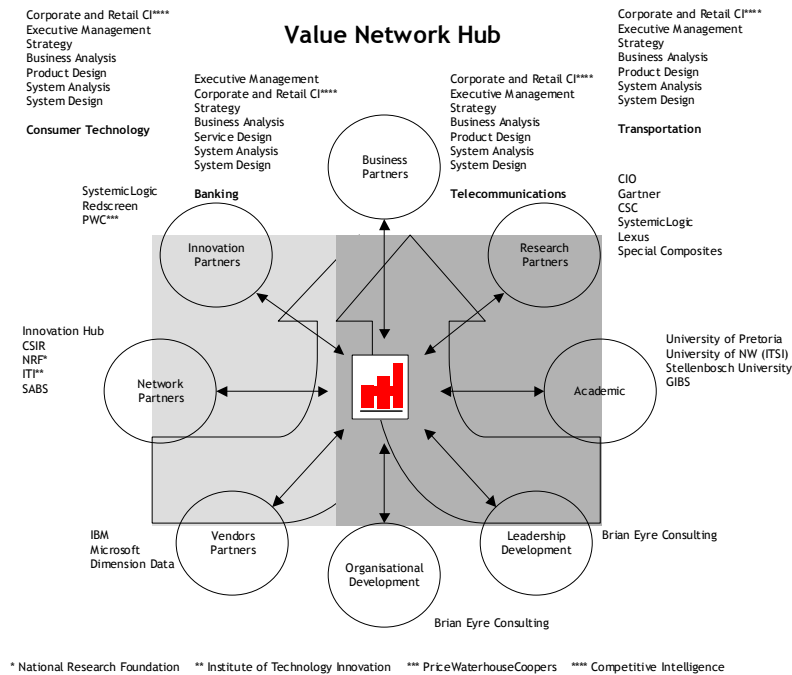


Figure 4: Mobyl Node positioned within the Expert Network

Industry Focus

Financial Services
Telecommunications
Consumer Technology Products
Transportation



The Monitor - Free Newsletter

The Monitor is a quarterly publication highlighting key developments within the local Technology and Business Landscapes offering insight and invites participation from interested communities on:

- Technology Trends
- Technology developments over time can give an indication of key trends that can provide opportunities to those who are positioned to exploit it in advance or those who wants to move early.
- Emerging Technology
- Emerging technology also provides insight into what to prepare for and how to position to exploit opportunities and mitigate threats.

Research Portal - Free Subscriber Based Access

The research portal is available to all and offers insight into data and information that forms the basis for competitive analysis.

Consumer Technology Emporium - Free Community Participation

It also allows for collaboration and participation from interested parties and invites comments and suggestions from the various communities of practice dedicated to the art and science of strategy, design and integration.

Consumer Technology Product Innovation

'New Wave' products or consumer technology help people achieve significance in their lives and provides a source of excitement and inspiration as it opens the mind to new possibilities.

Contact Details

Marius van der Leek (Director)
eMail: marius@mobyl.com
web: www.mobyl.com
mobile: 27 83 458 4120



Private Bag X1028
Postnet Suite 299
Lyttelton
0140

