

Re-branding one of Oracle's highest performing partners

Prōject is an independent consultancy providing specialist business process and finance systems advice.

We worked with them to find a new direction to take them to their next level of business growth.

# Prōject™

integrated business solutions



Oracle asked us to re-brand one of their best resellers who in their view was badly represented in market.

We ran a workshop with their management team, recommended changing their name from past tense Projected Consulting to forward-facing Prōject and a major overhaul of every aspect of their brand identity, visual communications in all media, internal systems templating and signage.

Post roll-out, Oracle commented that it was now their strongest reseller brand in terms of visual communications standards.

Prōject are now moving forward offering services beyond Oracle Project suite, which their previous brand and name did not support.



TOP LEFT: PROJECTED CONSULTING BRAND  
 ABOVE: THE NEW BRAND AND WEBSITE WWW.PROJECT.EU.COM

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**Make your systems work harder...**  
our people come from all types of disciplines – project management, finance, procurement – that's why we're good at 'in depth' single applications and their integration – because we've been there and done it.

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**Featured...**

- 9 JAN 2014 // NEWS**  
**New training and events public schedule**  
New dates have been added to our training and events public schedule. The new schedule includes Oracle Projects, Oracle E-Business Suite and Oracle Business Intelligence [...]
- 7 OCT 2013 // NEWS**  
**Project have done it again!**  
Project have once again been awarded the UKOUG Partner of the Year Award for Oracle Projects and Primavera, continuing their impressive accolade of achieving this [...]
- 19 MAR 2013 // NEWS**  
**"The chart of accounts – An introduction to best practices design" in the Spring edition of the Oracle Scene magazine**  
Ian Boying and Andy Coates' article "The chart of accounts – An introduction to best practices design" is now available in the 49th edition of [...]
- 6 MAR 2013 // BLOG**  
**Oracle BI Applications Roadmap**  
I have just come across the excellent presentation delivered by Oracle's Florian Schouten (Senior Director, Product Management) at January's BWA Summit. The presentation comprises of [...]

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**Oracle BI Applications Roadmap**  
I have just come across the excellent presentation delivered by Oracle's Florian Schouten (Senior Director, Product Management) at January's BWA Summit. The presentation comprises of over 60 slides detailing the Oracle BI Applications Roadmap, as well as the future direction involving the convergence of related products. The presentation will be available in Oracle's usual subscription statement. Highlights for [...]

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**Simplifying your decision making...**  
every step of our process is designed to make solutions relevant, familiar and easy to deploy – even down to building virtual environments that match your own.

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**with compliments**

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Scope sheet  
Project all  
inclusive  
packages

## All inclusive Oracle Business Intelligence Applications packages

**Oracle Business Intelligence (BI) Applications are complete, pre-built business intelligence solutions that help people at all levels of your organisation better understand how your business is performing.**

**For a limited period Project is offering fully installed BI Applications at prices starting from £60,000 including licence fees.**

I HAVE BEEN WAITING FOR THIS LEVEL OF REPORTING FOR THE LAST SIX YEARS

WE HAVE BEEN ASKING FOR THIS TO BE IN PLACE FOR THREE YEARS

IT MEETS THE DEMANDS OF THE USER. IT IS INTUITIVE TO USE AND SOMETHING WE HAVE BEEN ASKING FOR, FOR A LONG TIME.

Oracle BI Applications are pre-built and pre-integrated with your leading transactional applications, quickly enabling better decisions, confident action and more efficient business processes. The time needed for implementation varies from application to application - durations shown in the table below are for standard, out-of-the-box (OOTB) products and do not allow for extensions.

Price	Oracle BI Application and time needed to implement			
	Financials	HR	Procurement and spend	Projects
From £60k	5 weeks	5 weeks	4 weeks	4 weeks

Oracle BI Application licences are packaged in bundles of 10. Multiple bundles can be purchased for more than 10 users of more than one BI Application. We can calculate the time needed to implement and the cost of your package following your completion of an E-Business Suite (EBS) configuration questionnaire. Implementing more than one application saves cost, as the platform and some of the configuration is common.

**PROJECT CUSTOMERS**

Number of applications	Estimated minimum time needed to implement	License cost	Implementation cost	Total cost
1	4	£28,454	£32,000	£60,454
2	7	£36,998	£36,000	£73,000
3	11	£95,363	£88,000	£173,363
4	16	£113,817	£128,000	£241,817

**We have developed a phased approach to implementing Oracle BI Applications**

Phase 1	Phase 2	Phase 3
<ul style="list-style-type: none"> <li>Fixed price offering</li> <li>OOTB implementation of Oracle Business Intelligence Enterprise Edition (EBS) and analytic applications</li> <li>Minimum timeframe</li> <li>Roll out to superusers to familiarise them with content and technology</li> <li>Early realisation of benefits begin the BI journey</li> </ul>	<ul style="list-style-type: none"> <li>Gap analysis and requirements gathering</li> <li>Extensions to analytics applications</li> <li>Tailored dashboard creation based on specific requirements</li> <li>Single sign-on and security</li> <li>Roll out to business</li> </ul>	<ul style="list-style-type: none"> <li>Requirements gathering</li> <li>Inclusion of additional systems</li> <li>Multifunctional dashboards and management packs</li> <li>Phase 3 benefits realised</li> </ul>

The development of our phased approach has been informed by Project customers' experiences. By reducing the duration of Phase 1, costs are minimised and the analytics applications can be populated quickly with real data in a production environment.



Scope sheet  
Project all  
inclusive  
packages

## All inclusive Oracle Business Intelligence Applications packages

PROACTIVE AND POSITIVE IN WHATEVER WAS NEEDED - ENGAGING WITH END USERS, DEVELOPING OOB, TRAINING, QUERIES, SUPPORTING OTHER MEMBERS OF THE TEAM, DOCUMENTATION - PROJECTS CONSULTANTS HAVE BEEN IDEAL COLLEAGUES AND HAVE SET A HIGH BENCHMARK FOR ALL OF US.

You can plan the transition from phase 1 to phase 2 to suit your needs. For example, you may wish to give your users time to familiarise with the content and new technology before resourcing for gap analysis and requirements gathering.

This will enable your users to learn about BI concepts and wide-ranging capabilities, and will help avoid the potential for your new system to be used simply as a different way to replicate old reporting methods. We will be available to advise at every step of your business intelligence journey.

The table below provides a typical overview of Oracle BI Application dashboards and the reporting they provide. However, please note that the reusability of your content is dependent on your current EBS configuration.

**PROJECT CUSTOMER**

Financials	HR	Procurement and spend	Projects
<b>OOTB dashboards for</b> <ul style="list-style-type: none"> <li>Accounts payable</li> <li>Profitability</li> <li>Accounts receivable</li> <li>Revenue analysis</li> <li>General ledger</li> </ul>	<b>OOTB dashboards for</b> <ul style="list-style-type: none"> <li>HR manager</li> <li>Business unit manager</li> </ul>	<b>OOTB dashboards for</b> <ul style="list-style-type: none"> <li>Supplier performance</li> <li>Spent analysis</li> </ul>	<b>OOTB dashboards for</b> <ul style="list-style-type: none"> <li>Project executive</li> <li>Project management</li> </ul>
<b>Covering</b> <ul style="list-style-type: none"> <li>Balance</li> <li>Trends</li> <li>Transactions</li> <li>Profitability</li> </ul>	<b>Covering</b> <ul style="list-style-type: none"> <li>HR performance</li> <li>Operations (workforce profile)</li> <li>Learning enrolment and completion</li> <li>Absence</li> <li>Recruitment</li> </ul>	<b>Covering</b> <ul style="list-style-type: none"> <li>Buyer productivity</li> <li>Purchase cycle time</li> <li>Direct/indirect spend</li> <li>Employee expenses</li> <li>Cost analysis</li> <li>Profitability analysis</li> </ul>	<b>Covering</b> <ul style="list-style-type: none"> <li>Funding and agreements</li> <li>Budgets analysis</li> <li>Revenue analysis</li> <li>Bidding analysis</li> <li>Cost analysis</li> <li>Profitability analysis</li> </ul>

**Credentials**

We are proud to be an Oracle specialised partner for both the Oracle Business Intelligence Foundation Suite and Oracle BI Applications. Project is the only Oracle Gold partner in the Europe, Middle East, and Africa region to have achieved the Oracle BI Applications specialism, and one of only eight partners in the UK to have achieved both the Oracle BI Foundation and Oracle BI Applications specialisms.

To achieve Oracle Partner specialism status, an Oracle-specified minimum number of employees must pass inviolated Oracle implementation exams. Our policy is to ensure that all of our BI consultants pass these exams to become Oracle certified implementation specialists, offering the highest possible standards of service.

**Next steps**

Please contact us at [OBI@project.eu.com](mailto:OBI@project.eu.com) to discuss this promotion, book a demonstration or to find out about our successful Oracle BI Applications implementations across multiple sites.

# Templates and guidelines



### The basic elements

The logotype - dos and don'ts for designers

**Correct usage**

The logo can be placed on an ever background colour and image providing there is sufficient contrast between the logo and background so that legibility is not impaired.

The choice of whether to use the black or white version of the logo should be determined by the designer but the options should be those of greatest legibility.

The graphic colour should only be used in reproduction applications, never in colour applications.

**Incorrect usage**

### The basic elements

The colour

Project red and Project black-grey have been selected for their power and vibrancy when used in isolation and in combination.

Project red must never be used as a tint under any circumstances/circumstances but Project black-grey has been carefully chosen for its warm properties when used in reduced percentages.

Designers are encouraged to explore this addition to the primary colour pairing.

**Primary colours**

Used for the logo

	<b>Project Red</b> PANTONE® Reference: 485 Four colour process (CMYK): OC 100M 100Y 0K RGB: 237R 29G 36B Hexidecimal: #E01C24
	<b>Project Black-grey</b> PANTONE® Reference: Black 6 C 2X Four colour process (CMYK): 50C 100M 90Y 50K RGB: 40R 19G 29B Hexidecimal: #2B131D
	<b>50% tint Project Black-grey</b> RGB: 121R 103G 103B Hexidecimal: #796767
	<b>25% tint Project Black-grey</b> RGB: 177R 164G 164B Hexidecimal: #B1A4A4

**Do not use tint values of the Project Red**

**You can use tint values of the Project Black-grey**

**Secondary colours**

OC 50M 100Y 0K 247R 148G 29B #F7941D	OC 20M 100Y 0K 255R 203G 5B #FFC805	40C 0M 100Y 0K 166R 206G 57B #A6CE33	62C 40M 0Y 0K 36R 132G 198B #2484C5
50% Tint 25% Tint	50% Tint 25% Tint	50% Tint 25% Tint	50% Tint 25% Tint
50C 100M 0Y 0K 148R 39G 143B #0C229F			
50% Tint 25% Tint			

### House style

Example style and guidance for creating content - the scope sheet, front page, created from a template

**Capitalisation:** this is a generic term, not a brand name, therefore it is not capitalised.

**Acronyms:** in the first instance of a term (which includes the first reference to an acronym) always use the full name of the acronym in brackets next to the term.

**Introduction text:** should communicate the overall proposition of the document.

**Acronyms:** always use an acronym once it has been introduced. The exception is if you want to emphasise a full brand name on a page.

**Text headings:** wherever possible these should form part of the proposition, and this heading should not be 'Same question'.

**Bullet lists:** try to ensure that the list is relative, eg each item in the list begins with a verb so each benefits the reader.

**Important note:** First person to second person. All of our written communications speak from us in the first person plural (we) to the reader in the second person (you). The exception to this, on each new page or page of text, is that the first reference to us can be by name where this adds clarity.

**Objectivity:** Only use adjectives when they have purpose. In this case, Oracle-accredited is useful information. Adding further adjectives like 'expert' or 'knowledgeable' do not add value and are artificial. The rule of thumb is to use as little language as possible to make each point, especially in the case of adjectives.

**Capitalisation:** an example of the same words used in isolated and generic contexts.

**Subjectivity:** there are many occasions where subjectivity and opinion provide valuable evidence, generally relating to what we believe and our values. As this page is communicating products, services and solutions, there is no opportunity for subjectivity. This should not be confused with writing in an informal style, which is encouraged and should be guided by the way that you would typically speak with a customer in a business context.

**Important note:** Consider copy overall, the editorial requirement for scope sheets and any other marketing materials is to be concise, positive, factual, and objective. You can test whether you have achieved these qualities by assessing whether you would speak to a customer using the same language that you have used in your text.

**Document type:** Identifier and product brand or other subject.

**Document title:** can be either a product name or descriptive text. This title includes a brand and descriptive text, so only brand names are capitalised. If there are no brand names, this should only be a capital at the beginning of the title.

**Acronyms:** do not introduce acronyms in document titles.

**Repetition:** when you have a paragraph heading (on a subject list), ensure you do not include the same information in both.

**KEY BENEFITS**

- Have the benefits to your BI business been realised?
- Do you feel you are getting the most out of your BI investment?
- Does the performance of your BI system meet requirements?
- In the uptake of BI by end users an expert?
- If you are currently implementing BI, is the project going to plan?
- Overall, are you satisfied with your BI implementation?

**FURTHER QUESTIONS**

- Are you confident for all of the above Project BI Health Check service? If not, our accredited consultants will explore the problems relating to your BI implementation.

**A health check delivers business benefits**

- A Project BI Health Check is primarily designed to help you assess the effectiveness of your BI system has been implemented correctly and is being used to its full potential. A health check can lead to improved system performance, greater user uptake and more efficient business processes. The service can also give you better insight into future team, enabling a prioritised course of remedial action.

**Calling on industry expertise to create a bespoke diagnosis**

Once our consulting team has built a complete understanding of your BI challenges, they will design a bespoke health check to focus on your areas of concern. Typically, an Oracle Health Check will include:

- Consultation with stakeholders, BI developers and end users
- Business process review, from requirements capture to development and migration
- BI implementation and configuration review
- BI applications configuration review, including Informatica PowerCenter
- Data warehouse configuration review
- Review of hardware usage and vendor selection
- Performance benchmarking and tuning advice
- Identification and resolution of 'pain points'
- Recommendation of the data warehouses to source systems, for example Oracle Business Suite.

**Preparing for your Oracle BI 12 upgrade**

Project Health Check consultants engage with you to understand where you are in your journey to an Oracle BI 12 upgrade. After defining and agreeing the scope of the Health Check, we will provide you with project planning guidance during the assessment phase, optimising team efficiencies.

If you are thinking about upgrading to Oracle Business Intelligence Premier Edition (BI11.7.1), a Project BI Health Check can help ensure that your existing implementation is ready, and will help you to plan for the upgrade through a project roadmap.

"The connectivity between Oracle products provides a springboard for Prōject's future trajectory - driving growth in our teams and our services portfolio."

Donna Butchart  
Managing director, Prōject

# A strategy to Prōject

Oracle Gold Partner, Prōject, is refreshed in many ways beyond its recent rebranding from Projected Consulting. More than three years of developing a broader service range and winning new business are all part of an audacious business plan.

The driving force behind Prōject's impressive growth is Donna Butchart, inescapably not the average chief executive in a male-dominated industry. Donna and her consulting team are demonstrating that ambitious objectives can be realised through significant investments in people with talent, career subject experience and deep product knowledge.

"The connectivity between Oracle products provides a springboard for Project's future trajectory - driving growth in our teams and our services portfolio."

Donna Butchart  
Managing director, Project

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Working in close partnership with Oracle's technical and sales management teams has been an essential ingredient in Prōject's transformation. Jeremy Harding, from Oracle's business analytics sales team, has recently worked closely with Prōject's executive team, and agreed to pose a few questions to better understand the mind behind the strategy.

**JH:** Your repositioning is a strong statement to the Oracle market. What is the difference between the before and after?

**DB:** As Projected Consulting we built a strong reputation as Europe's leading Oracle Projects consultancy - and we were perceived to have a single specialism. However, we realised that as business advisers we needed a broader portfolio of Oracle solutions to help our clients across all of their key decision-making areas. We had to broaden our consulting teams and services portfolio and our culture changed accordingly. These teams are now consolidated and have been delivering solutions in multiple specialisms for years - so we simply outgrew our old identity. Project as a verb is about planning and acting - Projected became the past tense!

**JH:** What Oracle specialisms have you developed over this period?

**DB:** We describe ourselves as specialists in complete, integrated solutions. With Oracle at the core of our offering we are now accredited with a variety of E-Business Suite, Business Intelligence and industry specific Oracle Specialisms. We also have developed industry-leading knowledge in integration tools to ensure that we can operate effectively to improve any existing customer business and financial management environment.

**JH:** Can your growth be attributed to selling up to existing clients or to developing new markets?

**DB:** Both. Our long-standing customers are delighted to be able to work with a known and trusted supplier rather than go to tender every time they identify a need to improve their business management systems. Also, we can see areas for improvement that perhaps our customers have not yet recognised, so increasingly we are enlightening them, driving new standards in their management systems efficiencies and reporting power.

We have had strong success in breaking into new markets with our integrated approach and understanding of the issues that many businesses face, as they seek improvements and efficiencies in managing and growing their businesses. We are particularly excited by our latest offering using Oracle Business Accelerators for the professional services industry, so much so that we are implementing it ourselves to run our own business. Also, we enjoy introducing the power, knowledge and tangible results that BI can bring to the boardroom, which can bring quantum changes through simple applications.

**JH:** You have been nominated for four UKOUG Partner Awards this year. If you are successful, how will this affect your business?

**DB:** There is no doubt that the industry recognition provided as an UKOUG Partner Award winner adds a strong credential in dialogue with new customers. It is evidence that we can 'walk the talk' rather than simply claim our credentials through rhetoric. Winning industry awards also demonstrates that our consulting teams do a great job, so builds our confidence in our own abilities. Awards have a positive effect internally and externally.

**JH:** How important to your growth is your resource distribution and central training facility?

**DB:** Our consultant teams have been built on the basis of personal credentials rather than geographical location, so we have senior resources across the country. As much of our work is conducted on-site, mobility and accessibility are both extremely important to our success. Investment in training technologies at our Hensel Hempstead building has enabled us to complete our implementation programmes in a specially designed environment, bringing customer teams to us to focus entirely on developing appropriate skills to work effectively with the systems we supply. It is difficult to achieve this level of intensive training in customer environments. The outcome is a better trained user group, therefore a more successful implementation, and so is an asset to our overall proposition to customers.

**JH:** I have to ask - is being a female leader in a male-oriented industry a challenge or an asset?

**DB:** On the practical side, raising a family alongside leading a growing business presents obvious challenges which are manageable - if a little time consuming. But in our internal operations and customer relationships I don't experience any sense of discrimination or other signs that my gender makes any difference to our business. I believe as a society we have now moved beyond seeing women in leading roles as unusual, and would welcome seeing more female executives in the top tier of IT practice, as I believe there is no valid reason for gender asymmetry in business management.

**JH:** What are the next steps for Prōject?

**DB:** We will continue our current programme in the short to medium term. We are enjoying a stimulating journey of growth in expertise and services and our strategy is clearly working. Our policy is to continually review every aspect of our business and act dynamically as opportunities arise. You can be sure that we will ride the wave of technological advances created by Oracle and pass the benefit on to our customers.

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Integrated business solutions

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**Slide title**

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**2013**

January	February	March	April	May	June
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**Project**  
integrated business solutions

**E-Business Suite**

- Oracle Business Accelerator accredited
- Oracle Accelerate Solutions accredited
- Oracle Certified professionals
- UKOUG category award winner

**Oracle Projects**

- Biggest practice in EMEA
- First globally recognised Oracle Projects Specialist organisation
- UKOUG category award winner

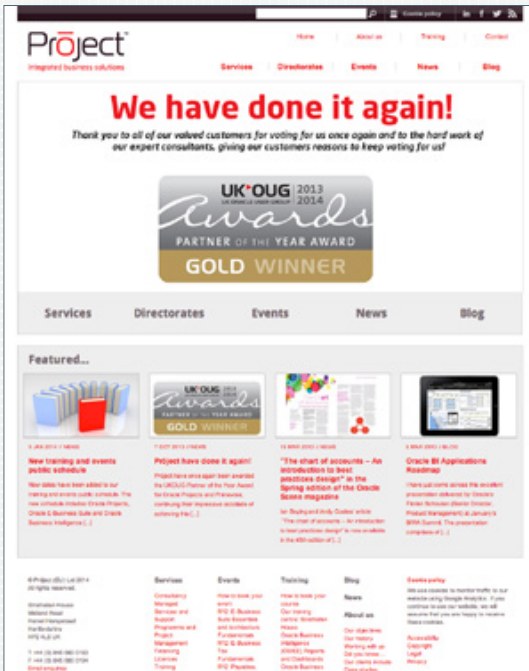
**Business Intelligence**

- Specialised in Oracle BI Foundation
- Specialised in Oracle BI Applications
- UKOUG category award winner





# Outcomes



A brand which more accurately reflects the size and stature of the business.

Templates and collateral which enables the inhouse team to promote a range of offerings, using a variety of routes to market, while maintaining a strong brand presence.

*"As Projected Consulting we built a strong reputation as Europe's leading Oracle Projects consultancy – and we were perceived to have a single specialism.*

*However, we realised that as business advisors we needed a broader portfolio of Oracle solutions to help our clients across all of their key decision-making areas. We had to broaden our consulting teams and services portfolio and our culture changed accordingly. These teams are now consolidated and have been delivering solutions in multiple specialisms for years – so we simply outgrew our old identity.*

*Our new brand has enabled us to build on our successes and we now look like the market leader we are"*

DONNA BUTCHART, MANAGING DIRECTOR, PROJECT

Our consultants are Oracle accredited industry specialists in:

- Education and research
- Engineering and construction
- Travel and transport
- Professional services
- Aerospace and defence
- Public sector

**Voted Gold by UKOUG users in the Partner of the Year awards 2012/13 Public Sector category**

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Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

### **Our credentials**

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.