



CONSULTING & PROJECT REALISATION

Blue Lucy are a complete media system solutions company. We recognise that technology and business transformation projects should be approached in their entirety in order to deliver to a clear vision for senior stakeholders.

In all programmes and projects Blue Lucy assist you through every step of the journey, providing relevant expertise at every stage ensuring your project fully realises the business benefits and delivers real change.

What you get with Blue Lucy

- Business benefits focused and cost effective approach
- Relevant expertise and experience through the project lifecycle
- Established governance and control to manage your projects, end-to-end
- Delivery in the context of ongoing operations and other business initiatives
- Delivery of a commercially grounded vision for senior stakeholders
- Full accountability for all aspects of delivery

Our customers



Blue Lucy take a business-centric approach to help define a revised operational organisation structure and ensure that the technology solution design is developed in the context of the people and process that it is to operationally support.

- Strategy development for operational optimisation
- Business case development
- Business analysis and operations modelling
- Requirements capture workshops
- Operational workflow and process mapping
- Process and software system solution design



Delivery focused programme and project management to lead and coordinate resources for effective realisation. Experienced and agile teams ensure successful technical implementation, training and transition to service.

- Board and shareholder level representation
- Programme and project management to deliver systems to time and budget
- Software prototyping and piloting
- Business and operational change management
- Media and system migration
- Training and transition to service

ARCHIVE
DIGITISATION

SPORT
& LIVE PRODUCTION

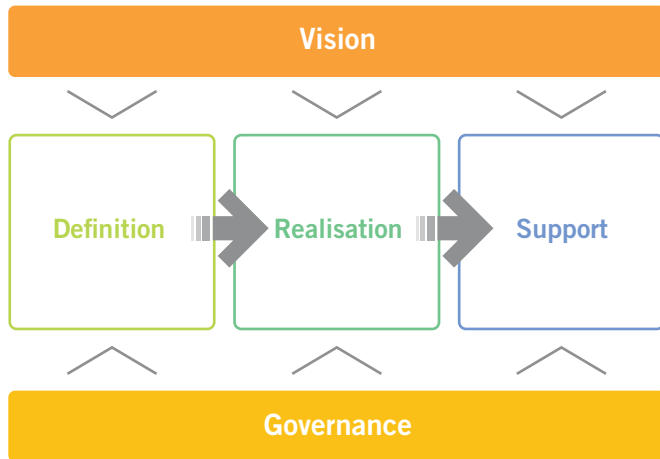
MEDIA AGGREGATION &
MULTI PLATFORM
DISTRIBUTION

CAMPAIGN
MANAGEMENT &
WORKFLOW

CONTENT
SHOWCASE
& MONETISATION

POST
PRODUCTION

Our Approach



- **Vision**
Setting the vision - establish the goal and expected benefits for the programme or project

- **Governance**
Programme management - governance and methodology based framework

- **Definition**
Evaluate current situation - workflow, people and technology. Financial model and other business initiatives
Model future state - workflow, people and technology to achieve the vision
Analysis - business and operational modelling to validate the business case
Justify - finalise the business case and plan for realisation

- **Realisation**
Project management - delivering the work-streams for the program covering process, people and technology

- **Support**
 Continued support available to protect the investment

The Blue Lucy difference

INDUSTRY EXPERTS	EFFECTIVE & EFFICIENT	STRATEGIC AND AGILE
<p>We are a media technology consultancy operated by a team of industry experts with a wealth of experience. We help our international clients develop and manage technology solutions which are right for their business, leading and coordinating their people to implement systems to a commercial objective.</p>	<p>Our methodology ensures the greatest effectiveness is delivered in the most efficient manner. We always provide technology solutions in the context of the business case supporting the people and processes, and utilise, where possible, your own resources, optimising these to rapidly realise business benefits.</p>	<p>We are strategic and take a flexible approach to implementing media technology projects to achieve business objectives, optimising software and systems you already own, augmenting or connecting these as necessary. Alternatively we design and implement new and effective systems based on our pioneering, and extensible BLAM.</p>