



ICT Consulting In Jordan

Professional ICT Consulting Services In Emerging
Economies

A Practical Guide



Topics

- Players In The Market
- Progress Of Profession
- Typical Clients
- Business Objectives
- Consulting Office Organization
- Common Contract Types
- Positioning Within Client Chart
- Dos And Don'ts
- Final Tips



Players In The Market

- International Consulting Houses
 - Multi-disciplined Experience
 - Large Organizational Structure
 - Strong Financial Standing
- Local Consulting Firms
 - Country Specific Experience
- Freelance Independents
 - Subject Specific Experience

Progress Of Profession

- Systems Consulting
 - 1970s – 1980s
- Computer Consulting
 - 1980s – 1990s
- IT Consulting
 - 1990s - 2000
- ICT Consulting
 - 2000+



Systems Consultants

- Period
 - 1970s – 1980s
- Typical Services
 - Programming Languages
 - File Design
 - System Requirements
 - Logical System Design
 - Physical System Design

Computer Consultants

- Period
 - 1980s – 1990s
- Typical Services
 - Technology Selection
 - Database Design
 - Hardware Specifications
 - Networking
 - Functional Requirements

IT Consultants

- Period
 - 1990s – 2000s
- Typical Services
 - Technology Selection
 - IT Planning
 - IT Contracts
 - Systems Integration
 - IT Project Management
 - Y2K ?

ICT Consultants

- Period
 - 2000+
- Typical Services
 - Strategies, Policies & ICT Legislation
 - Alternative Dispute Resolution
 - Technology Validation
 - ERP, Workflow & EPP Systems
 - e-Services



Typical Clients

- Banking & Finance
- Insurance
- Industry
- General Commercial Companies
- Government & Public Sector
- Law Enforcement Agencies
- International Consulting Houses
- International Organizations



Business Objectives

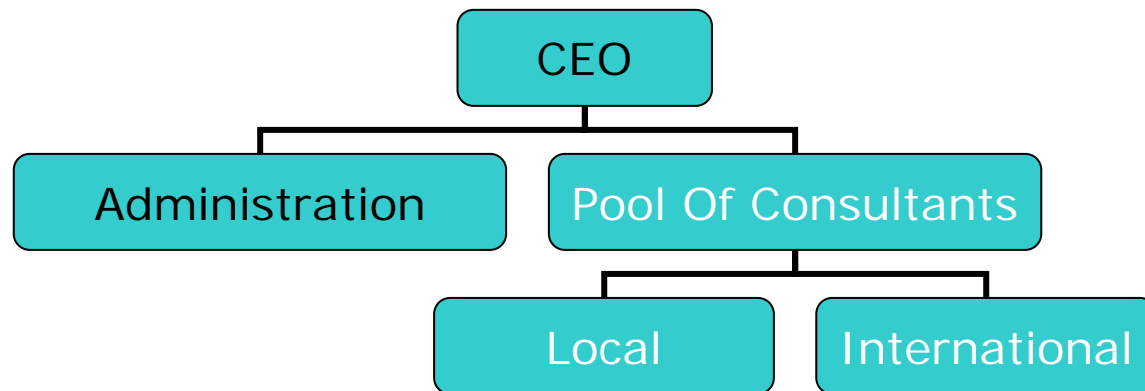
- Wide Ranging Expertise
- Sustainable Growth
- Vertical & Horizontal Markets
- **Minimum Overheads**



Consulting Office Organization

- Minimum Permanent Staff
- Full Time Administration
- Pool Of Consultants – Local
- Pool of Consultants – International
- Contracted On Project Basis

Controlled Outsourcing Model





Common Contract Types

- Annual Retainers
- Job Specific
- Man Day Charge
- Man Hour Charge
- Combinational

Annual Retainers

- Long Term Involvement
- Continuity Of Services
- Wide Range Of Responsibility
- Multiple Projects Per Client
- Cost Effective Blanket Rates
- Favoured In Emerging Markets

Job Specific Contracts

- Medium Term Involvement
- Single Assignment Per Client
- No Continuity
- Job Specific Responsibility
- Job Specific Rates
- Favoured For Subcontract Work

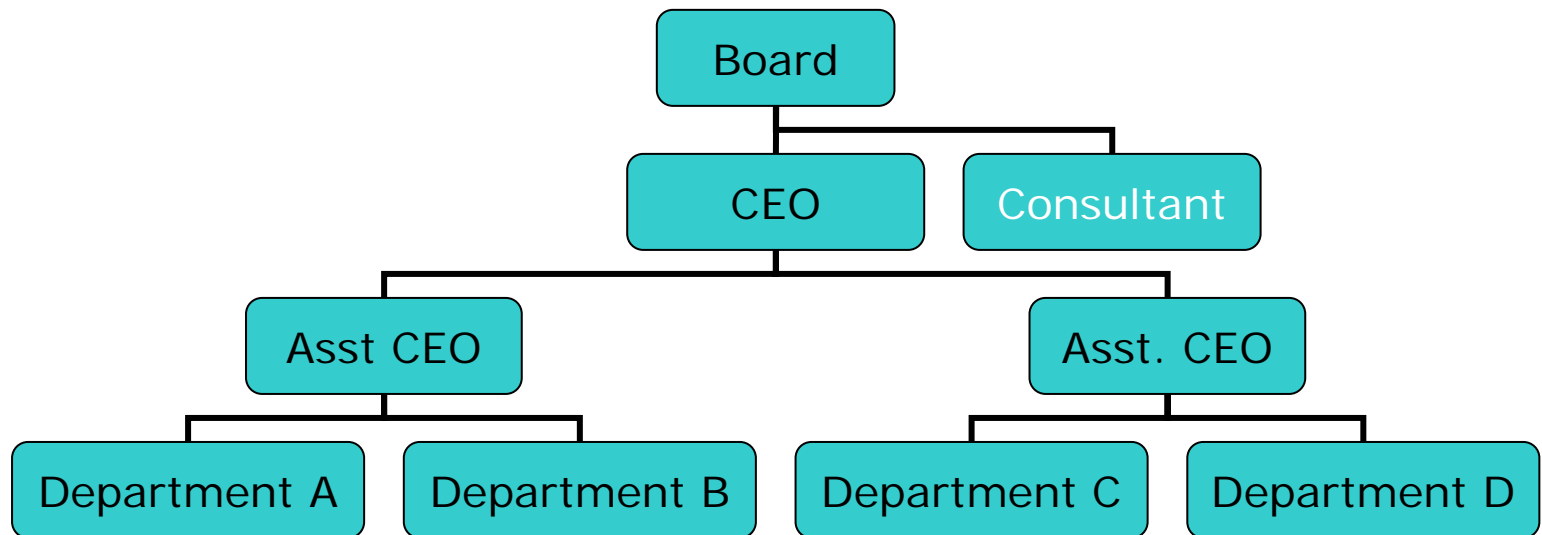
Man Day & Man Hour Rates

- Short Term Involvement
- High Rates & Expenses
- Publicly Declared Rates
- Applicable To Out Of Country Tasks
- Favoured By Big Players

Position Within Client Chart

- Insist On Correct Positioning
 - Board Level – Too High
 - CEO Level – Recommended
 - Assistant CEO Level – Recommended
 - Departmental Level – Too Low

Position In Client Chart



Executives versus Managers

○ Executives

- Conceptualizers
- Proactive
- Create Visions
- Personal attitude
- Values
- Commitment
- Change
- Do the right thing

○ Managers

- Problem Solvers
- Reactive
- Short Term Goals
- Impersonal
- Coordination
- Control
- Maintenance
- Do things right

Resistance To Change

- Change Acceptance Levels
 - Board Level – Low Level
 - CEO Level – Very High Level
 - Assistant CEO Level – High Level
 - Manger Level – Very Low Level

Do

- Establish A Strong Web Presence
- Join Professional Associations
- Contribute Articles To Publications
- Advertise Success Stories
- Adopt Well Known Methodologies
- Get Listed With Big Players
- Diversify Expertise

Don't

- Promote Services Directly
- Volunteer Services To Clients
- Accept Borderline Assignments
- Concentrate On Narrow Specialties
- Fall Into “Years Of Experience” Trap



Final Tips

- Provide Solid Technical Advice
- Emphasis On Personal Services
- Be Proactive Not Reactive
- Pre-empt Services
- Adapt To Market Changes
- Fill IT Vision Formulation Gap