

# Business Development Function and Integration



**OMEGA**  
OPERATIONS CONSULTANTS

## KEY FACTS

SMEC, Australian Operations  
Infrastructure Consulting Services  
2015 revenues c.\$224m | 5,400 employees

## CHALLENGES

SMEC was faced with the following challenges:

- Lack of alignment and synergies following integrations of business solutions with an international mining firm. This is caused by lack of knowledge of cross capabilities across business functions.
- Need for major refurbishment on integrated capabilities to ensure firm continues to satisfy client needs with diversified services in various sectors served.

**Impacts from doing nothing** means risks of losing competitive advantage due to lack of synergy from integration.

## CLIENT OBJECTIVES

Client's primary objective was to sustain current contracts, diversify services in various industries/sectors and win new work by leveraging an integrated business approach.

## SCOPE

The need to revamp and integrate service offerings provided an opportunity for Omega to perform the following scope of work:

- Review and analyze service lines;
- Identify services with greatest potential ;
- Develop unique services value proposition and integrate into service lines;
- Define and implement service lines;
- Design and establish the Business Development Team;
- Establish the Business Development processes and client engagement model.

## KEY DELIVERABLES

- Collaborative approach taken with service line team and business development team established and functioning;
- Practical analysis of services lines and their potential. Priority improvement areas identified and action plans implemented;
- Service lines defined and implemented along with worked examples and client engagement tools to ensure the service line could be replicated;
- New clients and industry sectors were established;
- Integrated business development strategy and planning sessions held in each state, actions identified, tracked and implemented;
- Scope completed over an 18 month period.

## CLIENT BENEFITS

Client benefited from improved service lines with greatest potential implemented and major contracts won. This was due to improved synergies across various business units that formed collaborative Business Development efforts that maximizes the potential from sharing cross functional capabilities and knowledge.

## VISUALS



### 2. from Prospect to Target



## KEY LEARNINGS

- Synergy is the creation of a whole that is greater than the simple sum of its parts.
- An aligned organization with cross-functional teams that leverages key learnings and synergies in other areas of the business could enhance the overall value proposition.

