



# **PA Consulting** & our Microsoft capability

**Bringing Ingenuity to Life**  
[paconsulting.com](http://paconsulting.com)

# Our values

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## 1 Passionate about people

We are proud to be part of a team of brilliant people – our firm’s most prized asset. We are passionate about supporting each other in our continued growth to fulfil our ambitions.

## 4 Prizing our ethical approach

We prize our integrity and honesty. We strive to do ‘the right thing,’ rather than ‘the easy thing,’ which guides us through the responsibility of day-to-day activities and our most difficult challenges.

## 2 Inspired by client value

We are committed to creating visible and sustained value for our clients. We are proud of our clients and what they think of us; we build long-lasting relationships with them, responding to and anticipating their needs.

## 5 Seeking to excel

We seek to excel in everything we do. We aspire to continually enhance our learning; we are ambitious to grow our innovation and insight.

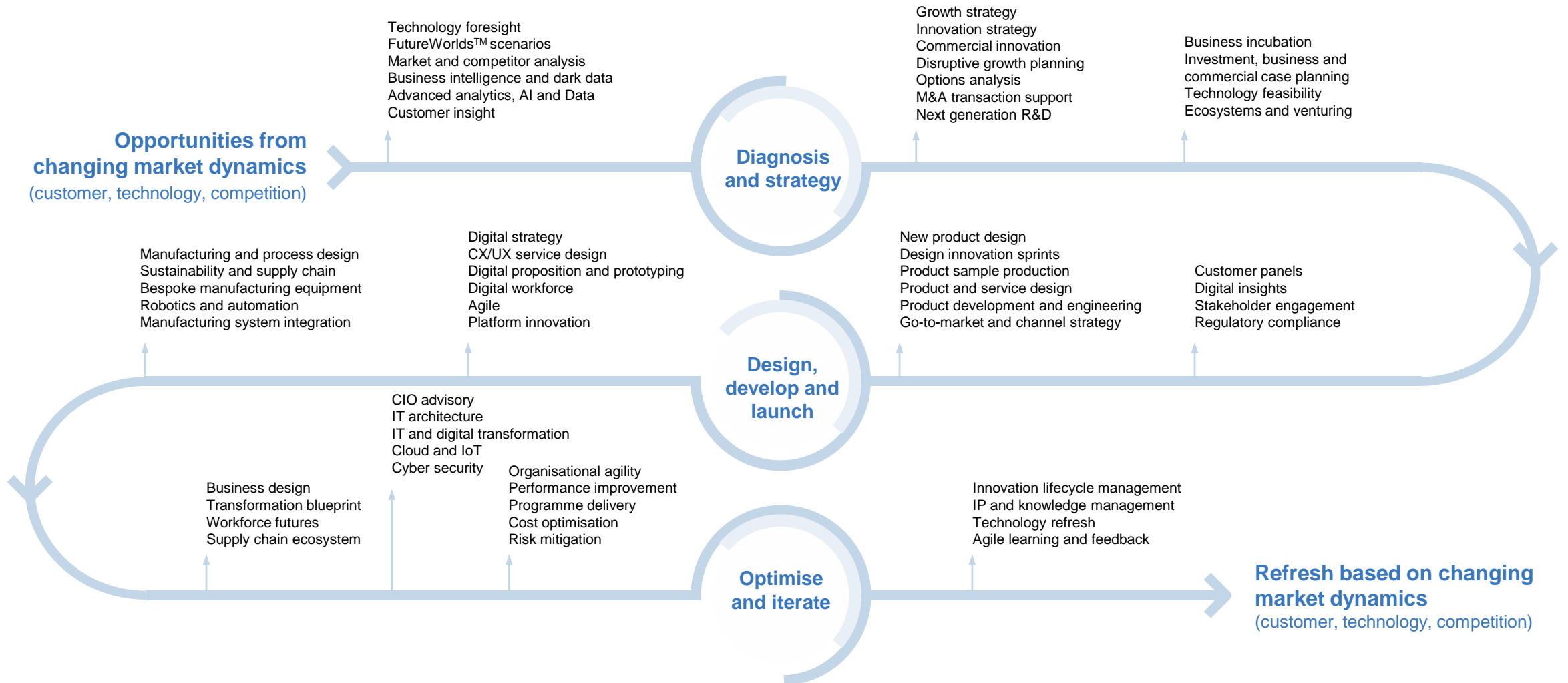
## 3 Achieving success through shared endeavours

We work collaboratively in diverse teams, shoulder to shoulder with our clients. We achieve more together than we could alone.

## 6 Creating commercial success

We are proud of what we are worth to our clients. We take personal responsibility for our commercial success, sharing and reinvesting our rewards.

# We're the only firm to offer end-to-end innovation



# We have a highly differentiated competitive position

**Teams with senior people and real-world experience who advise and deliver. We don't just create reports.**

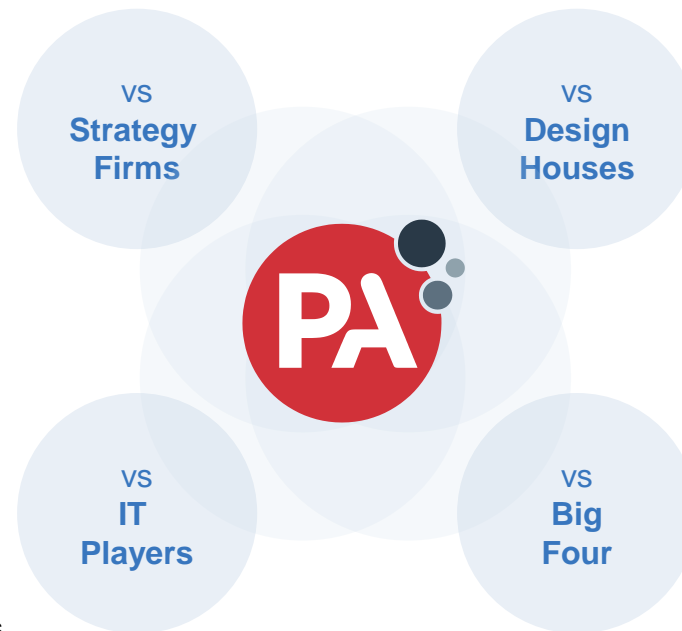
We offer:

- innovation growth strategies to increase revenue
- product design and development strategies
- digital strategy development and execution
- a 'think big, start small, scale fast' methodology
- teams with high emotional quotient, working collaboratively with our client.

**On-shore expertise that's platform/vendor agnostic, and without an 'IT outsource' agenda.**

We offer:

- one-stop-shop expertise and unbiased advice that's independent of IT platform and vendor
- world-class digital and Agile delivery capabilities
- fast time to value – we're not wedded to 5-10-year IT strategies
- integrated business and IT transformation approaches.



**An end-to-end offering across sectors and geographies. Not just stand-alone design.**

We offer:

- strong commercial and business acumen as well as cutting-edge design and innovation capabilities
- a full-service capability set
- multi-sector experience
- the ability to scale innovations fast
- supporting manufacturing and supply chain expertise.

**A focus on consulting from one global firm, not a federation of P&Ls. We don't have audit or advisory conflicts.**

We offer:

- a responsive and flexible united global firm without country P&Ls
- senior teams, without the graduate army, who have diverse backgrounds and significant industry experience
- the ability to quickly deliver value that's cost-effective and profitable at smaller deal sizes.

# Our capabilities

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**Our world-class capabilities enable us to spot new opportunities and take our clients further, faster.**



## Agile

We combine Agile techniques with deep industry knowledge and change management expertise to create enduring results.



## Analytics

We extract value from data and identify opportunities to gain real benefit from evidence-based insights.



## Applied Sciences

We translate an understanding of fundamental science to de-risk and develop breakthrough products and services.



## Architecture

We design and deliver the most complex business and technical solutions through robust and innovative enterprise and solution architecture.



## Asset Management

We help clients with complex infrastructure manage their valuable asset base more efficiently and effectively through innovative use of data, technology and people.



## Change

We harness the power of people to help organisations prepare for and deliver sustainable, value-adding change.



## Complex Systems

We enable organisations to better understand complex, dynamic and interconnected operational environments, and how to optimise business performance.



## Delivery

We integrate innovative approaches and diverse thinking to initiate, manage, assure or recover large-scale transformations in a sustainable way.



## Design

We inspire and supercharge end-to-end innovation through smarter user-centred design to deliver breakthrough products, services and brands.



## Digital Design and Delivery

We seize new opportunities, considering people, processes and technology as one to move digital from the edge to the core.



## Digital Trust and Cyber Security

We help protect your organisation's most important assets against cyber threats.



## Economics and Investment Strategy

We combine economic theory, quantitative modelling, and business case expertise to provide insights that underpin the most valuable investments.

# Our capabilities (cont.)

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**Our world-class capabilities enable us to spot new opportunities and take our clients further, faster.**



## Electronic Systems

Our engineers help clients understand and apply the latest electronics technology to create ingenious concepts, products, prototypes, systems and applications.



## Growth Strategy

We help organisations grow their core business, create sources of major new growth, and build innovation capabilities to sustain growth.



## Human Capital

We help you get the best from your people in a world marked by continuous and disruptive change.



## Human Insight

We unearth powerful insights about people to excite and inspire innovation.



## Mechanical Engineering

We take concept thinking and translate it into desirable and capable physical products and processes that are fit for purpose and scalable.



## Networks

We advise on the technology, operations and business cases to help organisations adopt and benefit from new communication technologies.



## Operating Model

We design and model organisations to understand and release your potential, while overseeing delivery to reduce transformation risk.



## Operations and Improvement

We transform operational performance for maximum competitive advantage.



## Risk and Regulation

We combine insight into how regulators work, technology and data to improve governance, risk management, financial crime and regulatory compliance.



## Software and Control Systems

We design and build software for real products and devices, some of the most innovative and life-changing imaginable, from small medical devices to large transport networks.



## Sourcing, IT Strategy and Corporate Services

We transform delivery organisations, helping them source, design and build infrastructure, technology and business services effectively and efficiently.

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# Our Microsoft Alliance

Microsoft  
Partner  




We deliver deep capability and expertise across all aspects of Microsoft to drive digital transformation and reimagine businesses through data-powered innovation.

## PA is a Microsoft-certified Gold Partner and In-Direct Reseller

We have 100+ Microsoft certifications.

This includes all key disciplines on the Azure stack comprising data engineering, architecture, analytics, IoT, DevOps, and MLOps, in addition to expertise on modern workplace with Microsoft 365 and automation through Power Platform.

PA holds the following competencies which demonstrate our expertise and technical proficiency leveraging Microsoft technologies as well as our proven success in delivering value to customers in specialised solution and service areas:

**Cloud Platform**  
**Data Platform**

**Data Analytics**  
**DevOps**

**Application Development**  
**Security**

**Application Integration**  
**Project & Portfolio Management**

PA has more than a decade of experience working with the full breadth of the Microsoft technology ecosystem. We have significant experience and expertise architecting & delivering robust, scalable, and maintainable cloud-native solutions leveraging modern cloud capabilities. This includes contemporary engineering practices such as infrastructure-as-code, pipeline-as-code, and fully automated CI/CD deployment pipelines in Azure DevOps. In addition to this engineering capability, we have highly skilled data science and architecture experts who utilise tools and approaches such as Azure Synapse, Purview, and Project Bonsai.

PA Consulting has close relationship with Microsoft, spanning over several years, including a named Partner Development Manager and Technology Strategist providing us with access to top-tier partner benefits including readiness, preview technologies, client investment opportunities, and product development engagements. In return, PA has a Microsoft Alliance team dedicated to managing this relationship along side developing our internal capabilities, market offerings, and employee skillsets.

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# Our Microsoft Competencies

Over the duration of our partnership with Microsoft, we have worked to achieve the following competencies, demonstrating our prestige in these key cloud business areas.

Microsoft  
Partner



Gold Cloud Platform  
Gold Data Analytics  
Gold Application Development  
Gold Application Integration  
Silver Data Platform  
Silver DevOps  
Silver Security  
Silver Project and Portfolio Management

## Cloud Platform

Help customers modernize their infrastructure & software as a service through migrating applications and data to the cloud

## Data Analytics

Help customers to discover deeper insights, make predictions, or generate recommendations to transform their businesses

## Data Platform

Help customers design and develop powerful and versatile database platforms to run their business

## DevOps

Help customers manage software lifecycles by leveraging the DevOps features of Microsoft's development platform

## Application Development

Help customers enable faster software delivery and continuous improvement, along side providing development services on an enterprise-proven platform

## Application Integration

Help customers integrate unique applications and solutions into various products across the Microsoft ecosystem

## Security

Help customers comply with security and compliance regulations, protect information, implement identity and access management and defend against cyber-security threats

## Project & Portfolio Management

Help customers to deliver enterprise project management solutions to customers



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# Our Microsoft Skills

Our cross-organisation Microsoft skillsets span the entire ecosystem: Azure, Microsoft 365, Dynamics 365, and Power Platform. Our current capability is ever growing, and we expect to double our expertise this year.



## 100+

### Cloud Experts

A foundation of people who understand the fundamentals of cloud, data and AI.

## 10+

### Azure Architects

Based in London and Belfast, led by a highly experienced team of technology professionals.

## 30+

### Azure Engineers & Developers

Highly skilled Azure engineers able to build modern applications leveraging the best of Microsoft Azure.

Working seamlessly with over 3000 innovation and transformation experts across 8 sectors

## 50+

### Microsoft 365, Office, & Automation Experts

An experienced team able to help you go from walking to running and extracting further value and automation from your Microsoft 365 and Power Platform investment.

## 10+

### Microsoft Cyber Security Experts

Specialists in developing the systems, processes and culture to manage and reduce security risks.

## 50+

### Analytics & Data Scientists

Specialising in data engineering, data analysis, machine learning and artificial intelligence.

- Consumer and Retail
- Defence and Security
- Energy and Utilities
- Financial services
- Government and Public sector
- Healthcare & Life Sciences
- Manufacturing
- Transport Travel and Logistics

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# PA Digital: Our People

Our expert multidisciplinary firmwide digital capability draws from our diverse teams of designers, engineers, architects, product managers, delivery managers and cyber security experts.

## 550+

### Digital Specialists

Our Digital team has end-to-end capability from strategy, through to the execution, and delivery of digital products and services at scale.

## 3700+

### Broader Team

Supported by broader team made up of: Agile Practitioners; Data Scientists; Product Designers; Innovation & Change Specialists.

## 300+

### Architects, Engineers, & Cloud SMEs

Led by a highly experienced team of technology professionals. We are a Microsoft Gold Partner, AWS Premier Consulting Partner, and GCP Premier Partner.

## 100+

### Agile Scrum Masters

We are a SAFe Gold Partner with SPC trainers, certified scrum masters, trained consultants, and Agile practitioners aligned throughout our capabilities.

## 125+

### Digital Trust & Cyber Security Experts

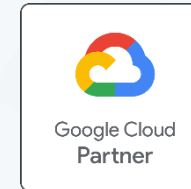
Specialists in developing the systems, processes, and culture to manage and reduce security risks.

## 80+

### Strategists, Service, & Product Designers

Covering Target Customer Experience, UX, UI & Design strategy, and leadership.

Gold  
Microsoft  
Partner



# Highlights of our work



**UK Ventilator Challenge**  
Achieved the impossible to save lives through a pandemic




**PulPac**  
Developed a low-cost approach to producing sustainable packaging



**Rentokil**  
Launched an Internet of Things platform to transform pest control



**UK Space Agency**  
Designed the UK's regulator for space flight



**Ørsted**  
Led the transformation to green energy at Denmark's largest energy producer



**WePROTECT Global Alliance**  
Encouraged a global response to child exploitation



**Tea Sheets**  
Reinvented the tea bag to be plastic-free



**San Diego Gas & Electric**  
Created smart technology to predict the failure of utility assets



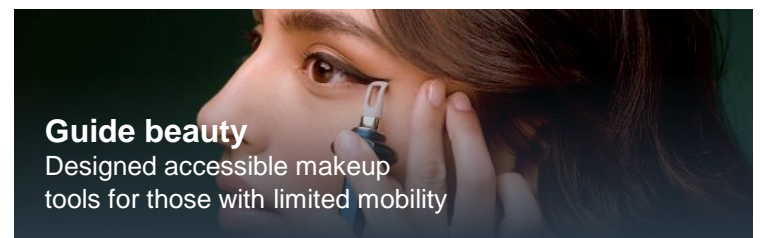
**Nuclear operator**  
Used digital twin technology to improve decision making



**UK Defence Science and Technology Laboratory**  
Designed a new quantum technology to keep the nation safer



**Schroders**  
Transformed a global asset manager into an agile organisation



**Guide beauty**  
Designed accessible makeup tools for those with limited mobility



# Rabobank

## Using artificial intelligence to recognise customers and increase sales

With competition in the mortgage market in the Netherlands growing, Rabobank needed their sales operation to be flawless. Making sure customers who made an initial enquiry went on to complete their application was vital.

The lender's systems were making this hard. Data generated by an enquiry at a branch was recorded differently from when the same customer contacted the call centre or visited the website. For example, their first name might appear in full, in a shortened form or as an initial.

We helped Rabobank link the three sets of data for the first time. The software we wrote can match data to individuals even when their information isn't consistent. When the software spots that a customer's application has faltered, it issues an alert. This means a sales person can contact the

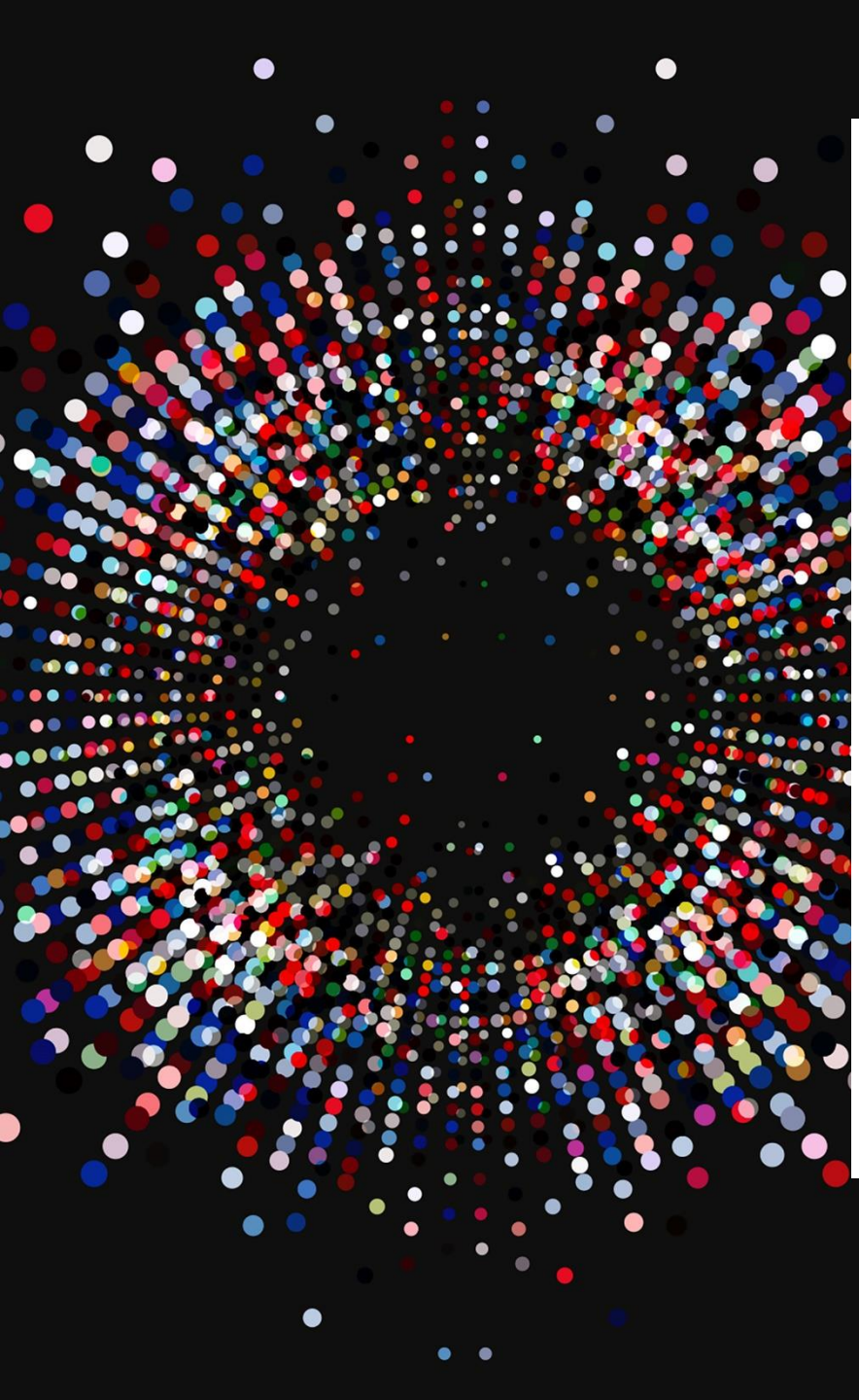
customer to help complete their application.

Analysing the data produced clear evidence of where sales teams needed to focus their effort to maximise sales. What's more, with an accurate picture of the customer journey for mortgage products, the bank was able to make the whole process smoother.

Rabobank was so impressed with the results from this work, they've since applied the same approach for over 25 different products. Our initial project for the bank was an inspiring demonstration of the potential of AI to increase sales and improve the customer experience.

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# Unilever

## Predicting the spread of COVID-19 to safeguard Unilever's global ecosystem

In 2020, as the COVID-19 pandemic accelerated, Unilever needed to rapidly evolve their workforce strategy to help protect employees, while maintaining the supply of products to 2.5 billion consumers worldwide.

PA and Unilever teamed up to create a world-leading predictive tool, COVID-19 Awareness and Situational Intelligence (CASI). CASI is a live dashboard that provides real-time reporting, data monitoring and leading-edge predictive intelligence on COVID-19 trends from a global and regional level down to hundreds of Unilever sites.

Our multiskilled teams collaborated to build and launch CASI for Unilever within three months. Deployed globally, CASI reports on more than 250,000 COVID-19-related data points daily. CASI empowers Unilever with the predictive intelligence to forecast the evolving pandemic, with an accuracy rate of over 80 per cent for seven-day forecasts and 75 per cent for 30-day forecasts.

Unilever teams around the world now use CASI daily, to accurately anticipate COVID-19 infection rates and flexibly

adapt supply chain operations, site protocols and workforce health and safety planning.

We also helped make CASI available to Unilever's global ecosystem, by creating multiple versions of the tool and sharing it with their employees and supplier partner network.

CASI represents a breakthrough in expertly navigating and harnessing the world of open data to uncover real value and predictive insight. This highly flexible approach unlocks exciting opportunities far beyond the pandemic, from managing global trends to reimagining the future of work, improving employee wellbeing and predicting consumer behaviour.

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# Network Rail

## Pointing the way to shorter signal delays

Network Rail had identified opportunities where technology could modernise its processes and deliver better services. For example, when a railway signal stops working, trains in and around the section of track it controls have to stop until they can move on safely. Currently, to ensure the right train moves at the right time, engineers must be sent to the track. At peak times, this can result in delays leaving hundreds of passengers stranded.

Network Rail wanted to install secure radio communication in trains to keep drivers informed and give them instructions. They also wanted to use track-side equipment to tell signal staff exactly where trains are.

To make this vision a reality, our team of experts enabled Network Rail to test these solutions and make a case for change.

Our business intelligence experts performed cost benchmarking against the chosen technologies to understand and challenge each. By analysing costs and the likely impact on train traffic, we showed Network Rail that

these technologies would be good value for money. We then set about quantifying the benefits these new technologies would bring. We used analytics to change data in real time under different scenarios.

We showed that once the system is fully rolled out in around two years, Network Rail will save up to £8 million a year. Trains will be on the move up to 32 per cent faster after signal failures. And our analysis showed that will benefit the UK's economy by around £112 million over 25 years.

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## **About PA.**

We believe in the power of ingenuity to build a positive human future in a technology-driven world.

As strategies, technologies and innovation collide, we create opportunity from complexity.

Our diverse teams of experts combine innovative thinking and breakthrough use of technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

An innovation and transformation consultancy, we are 3,300 specialists in consumer and manufacturing, defence and security, energy and utilities, financial services, government and public services, health and life sciences, and transport. Our people are strategists, innovators, designers, consultants, digital experts, scientists, engineers and technologists. We operate globally from offices across the UK, US, Netherlands and Nordics.

## **PA. Bringing Ingenuity to Life.**

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