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ids
Leaders in data certainty

Intelligent Delivery Solutions Ltd (IDS): Disruptive Business Model Innovation

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About International Business and Executive Management Limited (IBEM)

"We believe our expertise enables clients to become leaders in their markets through innovative, lasting and sustainable improvements both in their company's performance and profitability, thereby enhancing shareholder value. We know the contribution of our people drives the excellence of IBEM and ultimately the success of our clients."

Our Vision

IBEM has created a unique value proposition in supporting companies through problem solving and implementation across all aspects of business model innovation and growth. This includes sales, marketing, strategy and culture, business planning and improvement, capital raise activities, M&A, pre-IPO, business integration, risk management and performance management. We possess high level relationships with family offices, investment banks, funds, institutions, and high net worth individuals from phase one to exit strategy.

Many aspiring SMEs, growing mid-sized organisations and divisions of corporates do not have access to dedicated in-house executive support, nor do they typically benefit from the services of the 'Big 4' or large London strategy firms, but they do periodically require support with strategic start-up and scale-up growth-related issues.

This is where IBEM has focused its attention since its formation, bringing together skilled teams to support clients' aims across a range of sectors in an affordable, accessible and practical way.

IBEM is a strategic partner with keen entrepreneurial thinking based on a team of successful people. It offers a wealth of business foresight, keen insight and experience. Its track record of working on challenges within SME's and some of the premium lead fortune 500 client organizations, delivering integrated solutions with effective business processes and relevant targeted communications.

We believe in the power of leadership to make things happen. That power should be in the hands of everyone, not the few.

Leadership is a competency and a skill set rather than an inherited set of traits and that high performing organisations recognise that and prepare their organisation accordingly. Organisations that have high levels of employee engagement enjoy high performance on every key performance indicator from employee turnover to return on investment and shareholder return. Creating an engaged environment is a culture, not a program and must be approached systemically not tactically.

IBEM's integrated approach to business embraces a holistic process specific to each client that is relevant to both the present and future needs. Our solutions impact not only the business performance but also employee motivation & customer behaviour.

Key pillars of our delivery approach include:

- Business Strategy
- Management Support
- Strategic Partnerships
- Executive Board Room Support

James Briers Co-Founder and CTO comments:

'We have been working with IBEM and executing on a 5-year business strategy to transform our business. Together, Geoff and Douglas make a formidable team with wide and vast knowledge on strategically improving and enhancing business models that work. IBEM have been instrumental in bringing together a team of supporting individuals and specialists to help us identify who we are, as a business, and build the foundations to underpin our strategic growth.

Not only are they around for scheduled workshop events, they are always on hand to drop pearls of wisdom and advice to steady nerves and lift the fog of uncertainty, helping us to remain focussed to execute on our plans.

IBEM are constantly pushing the boundaries and asking more and more from us as a team, all with the view of successfully achieving our goals.'

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About IDS

Who Are IDS?

IDS is making the complex simple for companies with structured and unstructured environments, and IDS is leading the industry in bringing innovative and expert software and data projects from bloated, outdated quality practices for digital business assurance. Our focus is to educate teams, speed up processes, reduce costs and increase confidence in quality engineering for software and data.

IDS have successfully disrupted the market with their innovative use of data quality tooling. The Company provides the only data assurance engine, in the world, which delivers Data Quality, Migration and Data simulation capabilities.

The company currently offers quality to the boards and management, movement, of data transformation, assurance of data and software with the following core focus using internally built tooling iData:

Data Quality

Data quality management solutions delivered via on-premise or cloud software through iData which provides data preparation capability to eradicate data issues. Starting with Data profiling to visually interrogate the data in its source system and highlight all of the poor data quality trends within the date. Using the output from profiling, build out the data quality strategy and implement the solution using pre-defined data quality transformations within iData.

Migration, transformation & assurance

To ensure that data being transformed and migrated is free of data quality issues, begin any and all data transformation and migration activity with a data quality exercise to prepare the data. Once the data has been cleansed, iData performs the mapping and transformation of data into the new target system (ERP, CRM, PMS). To ensure that the transformation has been successful, iData has inbuilt functionality which assures that the data is being transformed successfully. This provides a fully auditable process in which change has been validated and tracked.

Test Data Management

Once data has been changed, or moved into a new system, the application which is dependent on that data requires attention to ensure the change hasn't negatively impacted business process. To provide the correct environment to support quality assurance, a non-production environment must be configured to be as close to a production environment as possible. To achieve this the data must be as production-like as it can be, without exposing any sensitive data.

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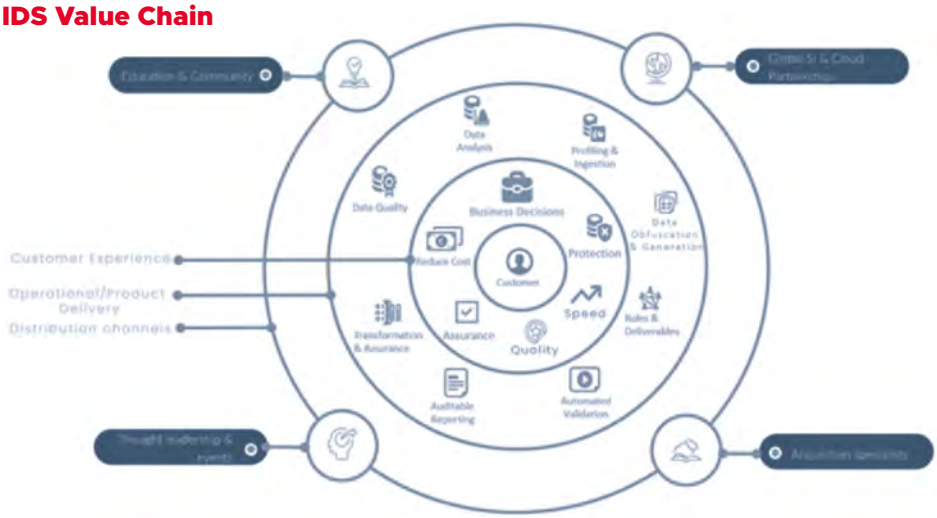
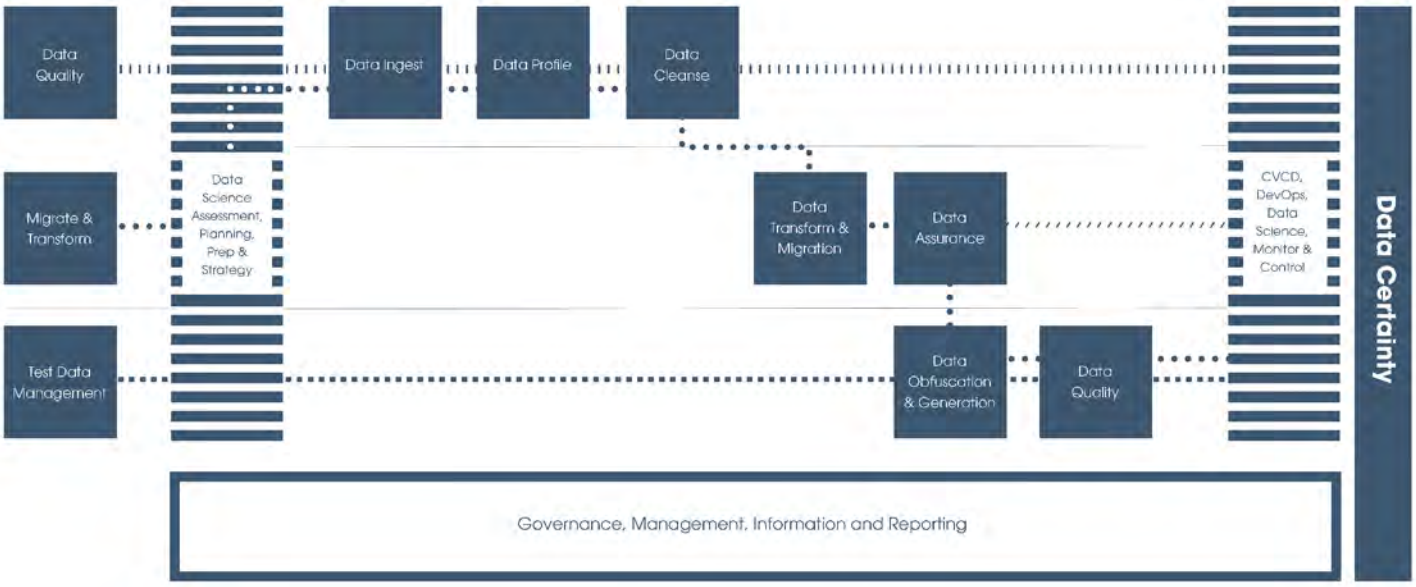
IDS Value Chain



Kovenant™ Methodology



IDS through its business operations has grown and evolved within the technology industry, revolutionising its approach to become the leading independent provider of data driven solutions. IDS is a highly innovative technology company with global ambition, specialising in a novel propriety methods for bespoke data quality engineering and automated software testing solutions. IDS are experts in freeing software and data projects from bloated, outdated quality practices for digital business assurance. The Company's focus is to educate teams, speed up processes, reduce costs and increase confidence in quality engineering for software and data.

https://intelligent-ds.com/

IDS "Job to be done"

The business had historically been a technology services business model and was looking to pivot to a more product-based business model and in doing so significantly maximise exit valuations for the two co-founders.

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The journey with IDS

The journey commenced with a strategic workshop and review of the business in early 2021 supported by a recommended 100 day rolling management plan which IBEM projected managed. This allowed for the understanding of:

- IDS's strategic objectives and milestones;
- Talking through the economics of the business value proposition; and
- Appreciating the future growth funding requirements.
- The journey with IDS incorporated all 4 pillars of the IBEM deliver approach as noted above and these have proven to be a unique recipe for the below successes achieved to date:
- Repositioning of the external brand and market presence including strategic marketing in partner and SaaS channels;
- Defining and documenting a new world leading extended business model canvas;
- Establishment and execution of the detailed Partner channel strategy;
- Cultivating a unique culture through the use of a systematic first in world culture canvas tool;
- Redefining a distinctive and competitive value proposition and supporting service offering;
- Preparing the management team and business for a successful growth capital fund raising process including building a comprehensive data room and future forecast financial modelling;
- Successfully sourcing and securing strategic equity growth funding partners for the future;
- Assistance with EIS and EMI scheme preparation;
- Building the foundations to support a high growth business;
- Extensive Founder and management coaching and mentoring;
- Management and execution of the strategic plan and board processes;

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Successful equity fund raise

Getting the right type of funding or capital for business growth can make a big difference to the success of your business.

The first step of any capital raising process is to draft a capital plan for the growth of the business. The capital plan is used to identify funding requirements in terms of the amount, the timing, the structure (loan, lease or equity) as well as the most appropriate capital mix for business growth.

It should also investigate alternatives to raising external capital. We started by defining the business objectives and strategies for IDS. Identifying all the costs involved in the business growth plans, including working capital requirements as well as the impact of budget over-runs and product development delays.

The next stage was to look long and hard at the feasibility of the proposition. The capital plan needed to be revisited several times aligned to the business plan. We determined what resources were required to grow the business, when they were needed and how to obtain them and whether these can be sourced from within the business.

External investment is an important part of business funding for early stage development, growth and to support debt funding. It was important to educate the management that taking on an institutional partner requires a change in the culture of the business and the business owner. Many business owners have difficulty accepting this change. The owner (assuming they remain in the senior management role) will always need to accept that they now work for the business and act accordingly by implementing appropriate corporate governance procedures.

Attracting external investment is not an easy process. Businesses need to be well prepared and investment ready to maximise the potential for success.

A failure to be investment ready is the most common barrier to accessing external investment. Second chances are rare, so it was important to become investment ready before establishing our relationships with potential institutions. There are always more good ideas than there are management teams with the capacity to deliver on good ideas. Investors are investing in the capacity of the people and the business, not just a product or service.

IBEM led the IDS growth capital equity fund raise. This entailed the following:

- Compiling a comprehensive Executive Investment Memorandum;
- Building full forecast financial models and a comprehensive cloud based data room;
- Bespoke marketing of the investment opportunity to carefully selected and trusted investment institutions and Private family offices;
- Shortlisting final list of interested investment parties taking into account strategic fit and shared interests;
- Preparing the two Co-founders for investment presentations and chairing these meetings;
- Selection of initial Investment partner (top global Investment management firm);
- Successfully aligned a second Investment partner for future growth capital requirements;
- Project managed the full deal management process (including financial, legal, technical and management due diligence) from term sheet to final pay away including referring a top trusted corporate lawyer to represent the business.

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Impact of IBEM's work

What has been the impact of all this great work on the journey – let's hear from others!

Alasdair Moore CoFounder and CEO of IDS

"IBEM consistently looked to value where value could be added. Not thinking 1 step, but 2 steps ahead.

Always harsh but fair and importantly enabling enjoyment in what we do."

Feedback from an external technical due diligence team

"It is unusual at this stage of your product life cycle to see such advanced approach in your IData 2.0 digital product.

You were right when you said you are 75% SaaS ready!"

Feedback from a CEO of a Top London Financial Institution

"We rarely see companies that are in such an advanced position of business maturity at this stage of their growth.

No doubt this will hold you in great stead, a real credit to the whole team."

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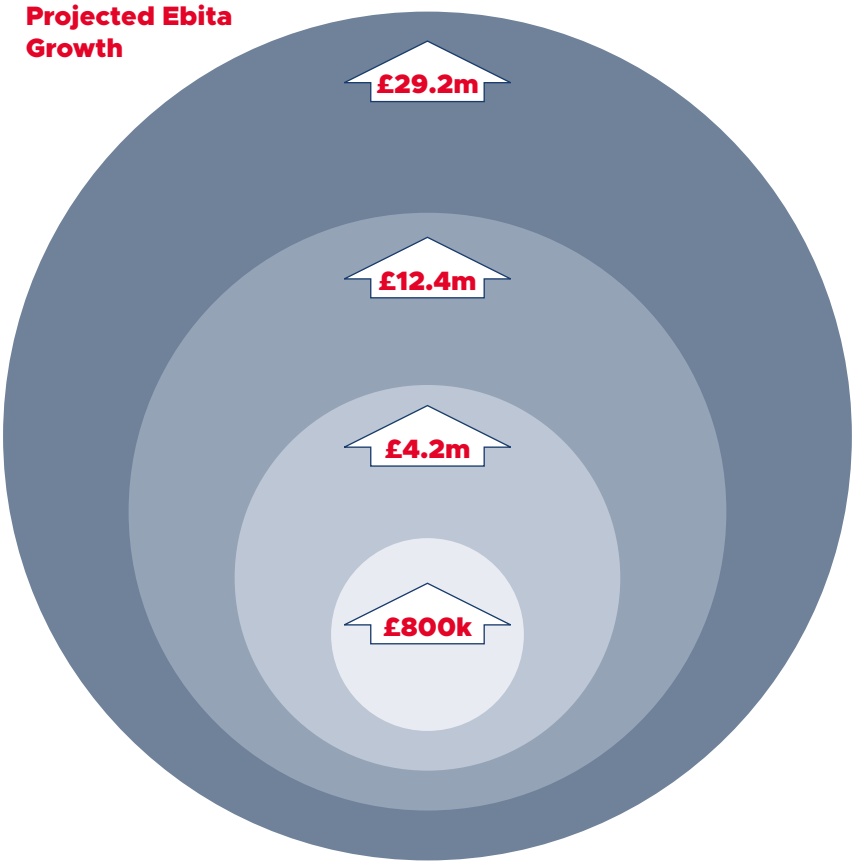
In conclusion

As a combined IDS /IBEM team we have built an exceptional foundation to support a business that:

- Has a unique and market leading view of its continuous business model innovation;
- has a world leading approach to shaping its business culture;
- supported by a deeply refined strategic plan and supporting business disciplines;
- to grow revenue tenfold in the next 4 years culminating in EBITDA growing to £30m a year; and
- in doing so realise exceptional value for not only the founders but for the whole team.

Projected Ebita Growth



IBEM have executed on a strategic vision for IDS

Continually evolving its innovation across a product and services portfolio guarantees that its current and future customers' needs are met.

IBEM is committed to securing the Company's success by:

- Building an effective Board and management team who share the Company's vision to grow earnings and maximise shareholder value by developing a profitable data cleansing, migration and transformation assurance and data governance and assurance company that prioritises technology at the core of its value proposition and, through strategic partnerships, providing a trusted and invaluable service, and maintaining appropriate corporate governance practices and processes; and outsourcing where appropriate, in order to achieve maximum efficiency and to control costs.
- IDS will translate to any market as the business is simplified to meet its customer demands, the product is not constrained by scale. IDS fully expects the UK to attract new customers from other countries. Further, IDS has to date attracted customers from multiple countries.
- Expanding into North America, IDS envisages its entry to be primarily by way of acquisition or strategic partnerships. Traditional aversion to risk has meant that IDS has not always been at the forefront of new related technology for alternative markets.

Change is not only being driven by market demand for these services but from clients, IDS is a game changer to the market ahead of the competition with its unique and propriety core technology which IBEM continue to support.