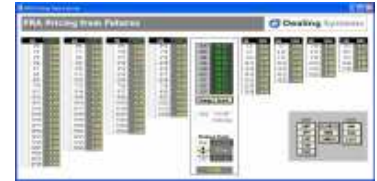


Project

Dealing Systems Limited is a UK software company providing Excel-based products and services to Forex traders in the major financial institutions.



The company was founded in 1991 and has an interesting history. Dealing Systems Limited was in support mode only from 2001 to 2005, when the owner and CEO, Hugh Curran, decided to revitalise the company and the product set.

Scope

After initial discussions, it was decided to manage the revitalisation process in two phases – a “re-start” phase to re-activate the company and its processes, followed by a “next generation” phase, which would address the mid-term product development issues.

The scope of the “re-start” activities included

- Development of corporate identity and associated style guide
- Modernisation of the application look-and-feel
- Improvements in the underlying product architecture, to facilitate support and maintenance across multiple customers
- Development of marketing tools, with an emphasis on the online presence www.dealing-systems.com
- Identification of suitable partners and the establishment of re-seller agreements
- Intensification of sales and support activities for existing customers

Dealing Systems

Role

Formally my role was that of an interim COO. In line with the nature of the company – small, effective and flexible – the activities involved were wide-ranging and diverse:

- Strategic and operational planning
- Development of ownership model to reflect “investment” input by team members
- Creation of customisation tools to facilitate the support of customers with a wide variety of internal and external data feeds
- General QA and design input into the application re-work
- Selection and initial set-up of a content management system
- Analysis of re-seller requirements and terms of agreement
- Management of on-going operational issues.



Dealing Systems Limited has since been successfully re-activated: The modernised applications have been delivered to the existing customer base; the market is aware of the company’s presence and offerings; the web site provides a wide range of functionality to support existing and new users; re-seller agreements are in place.

Currently, planning is in progress for the implementation of the “next generation” product set, which will provide greater functionality and features to the growing customer base.