

Case Study

Interim Management



< Cybula Ltd



Cybula, a world class software technology business spun out of York University in 2000, is a business focussed on the use of advanced software to determine patterns in complex large data sets, such as information collected about engine performance over long time periods, which can then be used to predict future performance

The Challenge

Cybula had developed a high performance pattern matching software tool with many and diverse application areas.

The tool called Signal Data Explorer –SDE is a very powerful software tool that can be used to: Visualise and browse complex signals Work on very large data sets (2 GB per variable and hundreds of channels), Perform spike detection and spike sorting, dynamically filter the data, Build a library of important events, Search for these events within the data file, Create and search distributed databases of time series data

The challenge was to develop a strategy for taking the product to market, and to ensure the focus of the team to achieve against a business plan.

The Solution

Leigh Foster was asked to review the business strategy, and together with the key organisational

players develop a strategic and tactical plan to incorporate the productisation development plan, the marketing and sales strategy, the go to market strategy, and the operational needs of the business. The plans were developed by holding a series of workshops where key issues were explored and coaching provided on specific business areas where the team needed support, such as project management, time management, sales and marketing and business process development.

A comprehensive report was developed and an action plan agreed, which was then implemented against a tight timetable.

The Benefits

The result of the engagement was very positive. A real improvement in the following areas was recorded.

- Management were enabled to focus on other business critical issues while the SDE plans were developed.
- The SDE tools were developed with an end user and alternative sales channels (Value added re-sellers) being pre-eminent in focus allowing greater emphasis to be applied to training packages, user documentation and support materials than would otherwise have occurred.
- Sales to industry sectors were achieved where the product had immediate application and this has provided a credible foundation for the future growth of the business.
- The issues identified during the workshops were issues that would not have been identified had an internal review been undertaken.
- The use of experienced facilitator enhanced the discussion, developed new lines of intelligence and produced significantly better results

Customer Testimonial

“Working with KPL and Leigh Foster in

Knowledge Processes Ltd

The Cottage • 44 Main Street • Riccall • York • YO19 6QA • M: 07834 541591 • T: 01904 898134
E: lf@knowledgeprocesses.com • W: www.knowledgeprocesses.com

particular made a real difference to the Cybula operation. Throughout the period Leigh was involved with our business we formed a great working relationship. It's often useful to bounce ideas with a professional, who has no political axe, and is interested in getting a good job done; we were so impressed with the relationship and results, we extended the engagement and would have done so further had the opportunity been available. We would recommend Leigh Foster to any business which wants to make serious improvements to their operation.”

Professor Jim Austin
Chief Executive Officer – Cybual Ltd