



Aidan Moran

Principal, AJM Consultancy

Discover the New World of Productivity with Macintosh and ConceptDraw Office

Industry:

Consultancy and Interim Management

Location:

Reading, United Kingdom

Challenge:

Providing high-impact assistance to businesses in a specific problem area that has been identified. With an extensive range of business industry experience which includes IT, Marketing, Entertainment and Pharmaceutical; AJM Consultancy provides the required skills and services to help their clients save money and optimize their business processes.

Toolkit:

ConceptDraw®
PRO

Solution:

ConceptDraw PRO a powerful diagramming tool for marketing and project team business needs.

Benefits:

Effective, well-designed, and professional diagrams.

Aidan Moran, is a Principal at AJM Consultancy, for his client base he provides professional Independent Consultation and Interim Management services

AJM Consultancy offers their customers the potential to add into their organization high-impact interim management and independent business consultancy. Bringing to their clients a skill set that will assist them in increasing their company's impact in a targeted area. With a wide range of business experience including IT, Marketing, as well as the Entertainment and Pharmaceutical industries; AJM Consultancy provides a wealth of business development skills that can be leveraged by their clients.

"I often find that the finished diagrams in ConceptDraw present the newly developed processes so clearly and concisely, that my clients want to use these work documents in their marketing materials!"

One of the biggest challenges of a successful interim management engagement is the need to move between and adapt to different company cultures quickly and effortlessly. Working with a company's culture is imperative to a successful client engagement. During a recent high profile project, it was necessary to design and implement for an important customer, on very short notice, a new end-to-end delivery process that could be fitted in their existing environment. For this critical project Mr. Moran searched for a visual tool that could effectively communicate the important changes that needed to be made to all of the stakeholders, the solution he discovered was ConceptDraw PRO.

In January of 2009, Aidan decided to freelance his services, and at the same time he switched to a Macintosh because of was better suited for his work style. Aidan had previously used MS Visio to present ideas, process flows and logical structures (e.g. system diagrams, organizational charts) to his team and clients.

Aidan discovered that ConceptDraw Office, developed by CS Odessa, was an excellent project management tool and contained in addition to project management a very impressive professional drawing tool that ran in native mode on the Macintosh. This simple decision on the software he was going to use introduced him to a whole new world of productivity.

Aidan reflects, "The tools and interface of ConceptDraw PRO required little or no training to use. I found that a great benefit of the product was all the documents I created had a professional look and finish to them, which impresses my clients."

"The finished diagrams in ConceptDraw present the newly developed processes so clearly and concisely, that my clients want to use these work documents in their marketing materials! I have discovered that a number of marketing teams and project leads that I have worked with are convinced that ConceptDraw PRO is a much better tool than MS Visio for this sort of activity."

"The tools and interface of ConceptDraw PRO require little or no training to use and all my documents that I created, have a professional look and finish to them, this impresses my clients," notes Aidan.

Mr. Moran adds, "ConceptDraw's Visio File Conversion service is an excellent addition to the long list of features and makes a huge difference to the work I am constantly doing with legacy process documents. I would like to say thank you to the ConceptDraw Development team for such an easy to use product that is also effective, well designed and a pleasure to use." ■

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