

BM & GSOM Consulting Project

Assessing the possibilities of using “cloud consulting’ model in Russia

Agenda:

- Cloud consulting
- Literature review and multi-sided platforms
- Methodology & Interviews
- ABC: the cloud consulting company model
- Roadmap
- Conclusion



Konstantin Malko | Nikita Plyasunov | Yulia Annenkova | Saidkabir Azizov | Vasilii Diakov

February 2016

Problem background



- Companies face various small specialized problems that often needed to be solved fast. Complicated projects are becoming rare.
- 3 ways to act:
 - Find an independent specialist – too long to find
 - Resolve problem themselves – high risks, long
 - Hire a consultant – expensive
- Traditional consulting – not so flexible, fast, cheap
- Russia today:
 - Consulting market declines
 - Number of companies willing to pay for consulting services is decreasing
- Searching for new approach to consulting was necessary



“Cloud consulting - providing consulting services for companies through *cloud platforms* with the help of network of experienced professionals for immediate specialized projects or tasks”

Literature review



Crowdsourcing– most similar concept to cloud consulting

Russian traditional consulting market overview – decline

Management in Russia – diverse concerns exist & opportunities available

Crowdsourcing successful examples worldwide: Innocentive, NineSigma, YourEncore

Multi-sided platforms



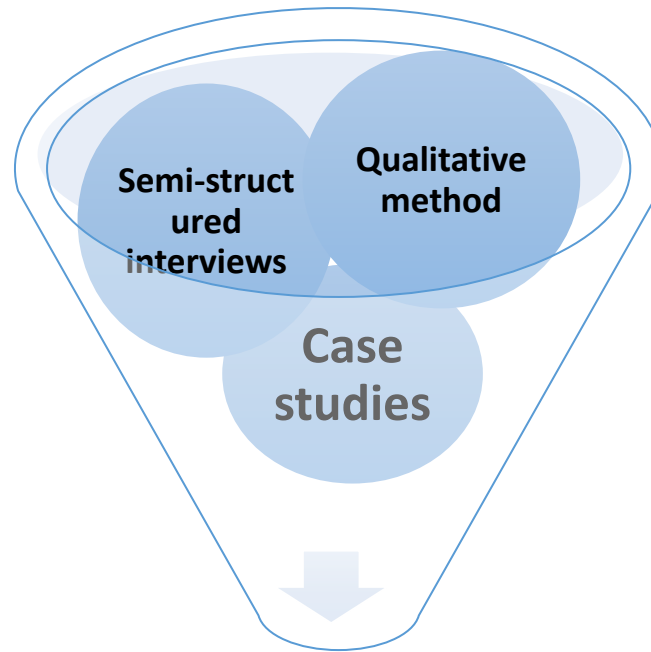
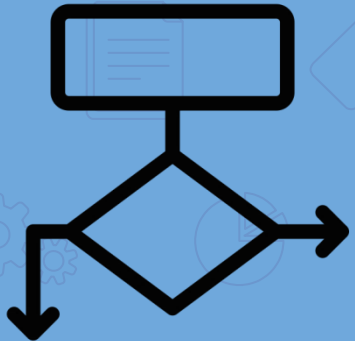
Platform bringing together two or more distinct but interdependent groups of customers

Interaction through *cloud platform*

External innovators and client-companies are free to interact with each other directly

The *multisided* platform seem to be the best option and fit cloud consulting model

Methodology



Research approach



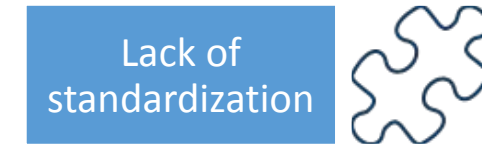
Generalization



Researcher bias



Nature of data



Lack of standardization

Limitations

Research questions:

1. *Is there any demand for cloud consulting?*
2. *Is Russian business ready to accept (trust) cloud consulting?*
3. *How is it possible to develop and implement successfully cloud consulting business model in Russia?*

Interview Results



Bureaucracy and lack of trust prevent companies from paying attention to cloud consulting project.

Idea seemed interesting to the managers


If the limitations are discussed, companies consider such kind of service

Companies are equally interested in investing into internal expertise as well as having access to fast solution to small projects.

ABC Cloud consulting: Adaptation for Russia

Customer segments:

Value proposition:

<p>Key partners:</p> <ul style="list-style-type: none"> • IBM • Seekers • Solvers • Universities 	<p>Key activities:</p> <ul style="list-style-type: none"> • Platform management • Attracting seekers and solvers • Co-creation 	<p>Value proposition:</p> <ul style="list-style-type: none"> • Network of experts • Less bureaucracy • Seekers are anonymous for Solvers • Auxiliary workers for Solvers 	<p>Customer relationship:</p> <ul style="list-style-type: none"> • Co-Creation • Instant feedback 	<p>Customer segments:</p> <ul style="list-style-type: none"> • Medium business • Large businesses • Small businesses
<p>Cost structure:</p> <ul style="list-style-type: none"> • Platform management 	<p>Key resources:</p> <ul style="list-style-type: none"> • IBM Brand • Platform • Intellectual rights • IBM client network 	<ul style="list-style-type: none"> • Promotions 	<p>Revenue streams:</p> <ul style="list-style-type: none"> • Client fees (at results) • Task posting fees 	

ABC: Doing business



Pre-Task announcement

1. Seeker problem request

2. ABC-Seeker
non-disclosure agreement

3. Clarifying task
requirements

4. Precise task formulation

5. Call for experts

Task accomplishment

1. ABC contacts the experts

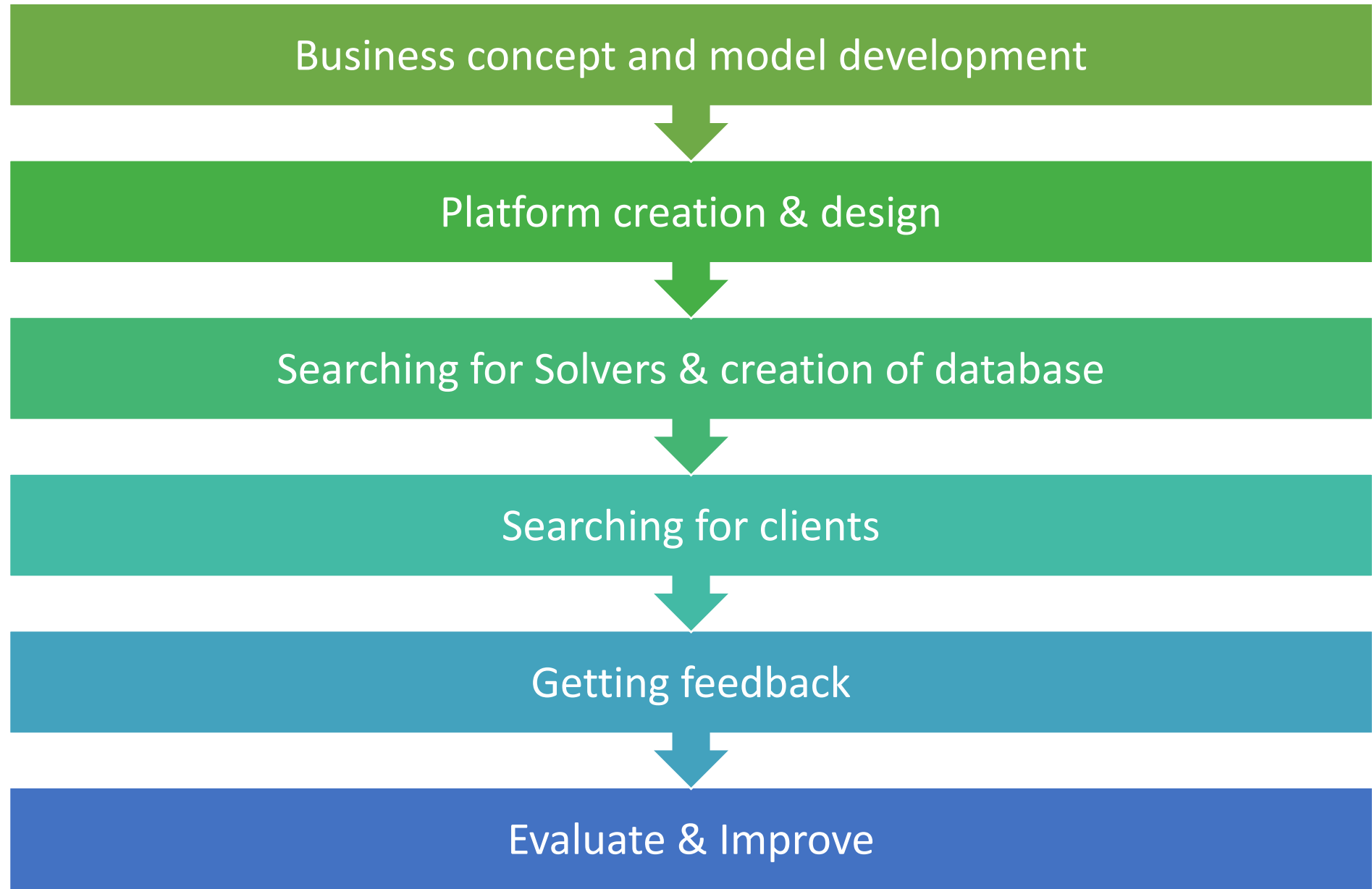
2. ABC- Experts
non-disclosure agreement

3. Experts start working on
task

4. Working process

5. Presenting solution

Roadmap & Solvers



Roadmap & Solvers



Profile of expert

- 10 + years of experience
- Alternative: International certification
- XP in complex tasks solution

Auxiliary worker profile

- PhD students
- Experience of project team work

Conclusion



Cloud consulting in Russia – businesses are interested, but want guarantees of quality

Addressing managers' concerns – non-disclosure of confidential information, high quality results

Clients & Experts: Win-win relations

ABC – success with reliance on IBM's reputation

BM & GSOM Consulting Project

THANK YOU
Questions?



Konstantin Malko | Nikita Plyasunov | Yulia Annenkova | Saidkabir Azizov | Vasili Diakov

February 2016