

# CASE STUDY

# MAATS Tech

## Value Add

Managing Director, Patrick Phelan and Senior Consultant, Adam Fellows provided a combined consultancy service in order to support the MAATS leadership team across a range of core business functions.

Providing strategic advice, Patrick worked closely with the business development director, Gavin Rippe. Through EBC's industry connections, MAATS benefited from a number of introductions to different companies and executives to increase client awareness of the company's products and services. Patrick also worked closely with the MAATS Service Manager to create a new business plan focussed on the aftermarket function to create a clearly identified business stream.

EBC's technical consultant, Andy Simmonds, has provided advice on key issues relating to safe cable handling that is essential for the effective design of MAATS' market leading carousel systems.

As part of the initial business review, the need to improve the tender management function was recognised. At this point, Adam Fellows was introduced, and he performed the role of Interim Tender Manager and advised on various improvements to internal processes. Adam also created a range of KPIs for measurement of internal performance against objectives.

To further enhance the company's commercial management skills, Patrick provided a series of bespoke training days to staff from director level to project engineer. EBC has also advised MAATS on improvements to the business plan for the provision of finite element analysis services to third-party clients, including the instigation of a telemarketing campaign to drive B2B lead generation for the company.

Throughout this two-year period, Patrick has provided ongoing advice to the Managing Director and senior management team, leading to an improved budgeting and forecasting process for the company as a whole.

## Outcomes

On his experience working with MAATS, Adam believes that "through careful tracking and monitoring of costs as well as assisting with the tender management process, EBC has helped to improve margins as well as provide key data that can be used to continue growth."

Adam has worked across departments successfully bringing together project management, engineering and procurement teams in order to develop streamlined cost tracking processes and bespoke monthly performance reports. He helped develop the tender management process, working with managers and personnel at all levels, creating a formal strategy that could be systemised and scaled.