

# INSPIRED SOLUTIONS

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# OVERVIEW

- Inspired Solutions Today
- Inspired Solutions' Digital Marketing
- Customers in Pipeline
- Government Procurement
- IBM ZDS
- Challenges in the UK market
- Opportunities in the UK Market

# INSPIRED SOLUTIONS TODAY

- Jon Olley has retired but is involved in an advisory role and to hand over contacts.
- Nathan has worked at Inspired Solutions for 18 months.
- Nathan is deputy chair of the zCMPA stream of the UK GSE.
- Mark attended meetings with me in August that were well received by potential customers and helped drive sales forwards.

# INSPIRED SOLUTIONS

## DIGITAL MARKETING

- We have begun experimenting with digital marketing for our security products.
- We received 5 leads.
- Will be working on implementing anything successful on EPV.
- We will share our successes next year, or sooner if you would like.

# PRODUCTS WE DISTRIBUTE

- EPV - Capacity Planning
- ASPG - Product suite including data encryption and self-service password reset. Attended a conference earlier this year and had over 150 leads.
- EPAS - Password security auditing tool. We are arranging one P.O.C. and have issued a proposal to a mainframe security company.

# CUSTOMERS IN THE PIPELINE

- HM Land Registry – Held a meeting with Mark, the technical team want EPV but we are in the process of procurement.
- Nationwide – Held a meeting with Mark and demonstrated EPV, the project managers are considering this vs IBM's new product. Will be given an update in October.
- Barclays – Using their own in-house solution. The staff member maintaining this is due to retire. Management do not want to replace till he does retire.
- ATOS – We are meeting them on the 3rd of October.

# GOVERNMENT PROCUREMENT

- Sales to government departments over £100,000 must go out to tender, potentially opening up the sale to competitors.
- Procurement teams don't know the product and will be advised by in-house technical team.
- In the UK there are a number of government procurement frameworks. it is quite complicated in the UK.
- Does anyone have any tips on how we can overcome this?

# IBM Z DECISION SUPPORT (IBM ZDS)

- IBM's new capacity planning product.
- We are in competition against this for one account.
- Has anyone else come across it?

<https://www.ibm.com/us-en/marketplace/z-decision-support-for-capacity-planning>



# ITRS

- Primarily provide capacity planning to non Mainframe users.
- Had one Mainframe user interested in capacity planning, which they couldn't provide.
- We are conducting an ongoing trial.
- This is a collaboration and is different to other sales.
- Has anyone else completed any similar projects or dealt with similar clients?

# CHALLENGES IN UK MARKET

- Brexit is providing uncertainty to UK market.
- There are talks of companies opening EU bases.
- There is talk that it will negatively effect the UK financial market and economy.
- Senior management time is being spent on Brexit planning.
- Older generation of Mainframers are stuck in their ways and reluctant to change.

# OPPORTUNITIES IN UK MARKET

- New ownership of Inspired Solutions has given more energy to the company.
- The older generation of Mainframers in the UK market are closer to retirement. The younger generation do not have time to get the same level of knowledge or experience. Meaning opportunities to sell EPV.

THANK YOU  
FOR LISTENING

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