IF YOU'VE EVER THOUGHT THERE MUST BE A BETTER WAY TO BENEFIT FROM INFORMATION SYSTEMS, THERE IS . . . IT'S CALLED BUSINESS VALUE MAXIMISATION FRAMEWORK (BVMF®)

BVMF® - THE PAST, PRESENT AND FUTURE

David P Jacobs wrote his first commercial computer software in 1981 after a former career in marketing information, analysis and research. Through the 1980s David got very good results and businesses were impressed. Conscious not all projects went as well as those that David was involved with and that was partly due to lack of value focused methods and practices, David began to document his techniques and published his first article in 1995 in Corporate IT Strategy. By the mid to late 1990s all the key parts of BVMF® had been formulated and BVMF® has been expanded and refined ever since.

Business Value Maximisation Framework (BVMF®) is fluid, flexible, comprehensive and ever evolving. This means it's partially documented as we are upgrading it every day as we have been doing for several decades. Clients who receive consultancy or training and accreditation will receive documentation during and after their engagement with us. However, a huge amount of information about MaxVal and BVMF® can be found on our website www.maximum-value.co.uk. You can experience various presentations, articles and a podcast on BVMF® given by David P Jacobs, founder director, CEO and lead Business Value Maximisation Specialist (BVMS). There are links in the home page Latest News section to recent presentations that include slides of some of BVMF's key models and techniques.

BVMF® has in excess of five dozen models and 450 techniques and this number increases almost daily. However, the whole point of MaxVal and BVMF® is that we focus in on clients' specific challenges so BVMF® is applied selectively at least at first for maximum value. Further down the road we have a programme of value maximisation improvement that can be carried out to raise clients' propensity and capability to generate value, success and ROI from their people, processes and software technology. This triangle is commonly quoted but we hit it far more significantly and powerfully with relentlessly targeted value thinking and acting.

MAX VAL CONSULTANCY LIMITED

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