



Internet: bob.baird@sosltd.ca or bbaird@attglobal.net

Corporate Website: www.sosltd.ca

Business - Alberta: (403) 239-3340

Business & Fax - Sask: (306) 729-4316

Cell: (306) 537-3702

Alberta Address:

Suite 304 4600 Crowchild Trail NW
Calgary, Alberta Canada T3A 2L6

Saskatchewan Address:

1133 Grand Ave.
Buena Vista, Saskatchewan Canada S2V 1A5

Mr. R. W. (Bob) Baird

OBJECTIVES

Mr. Baird's primary objective is to provide *business value* to his clients by delivering *best in class* consulting services in the disciplines of end-to-end Enterprise Management and general project management. Mr. Baird focuses on process driven solutions that are repeatable, definable and measurable. These customized solutions are designed to be independent of technology or client size. Mr. Baird focuses on ensuring corporate culture is respected, yet suggests and implements positive cultural change where appropriate and necessary. This approach enables the developed and implemented processes to accommodate both technology changes and company growth without negatively impacting everyday corporate business.

EXPERIENCE

The primary focus of Mr. Baird's career has been Systems Management in both the mainframe and network computing environments. Prior to creating Strategic Operational Solutions Ltd. he completed thirty-one years with IBM Canada Ltd. and became the first IBM Canada certified consultant in this practice. Bob developed deep skills in both systems management and project management through in-depth formal training and years of practical experience.

Mr. Baird's skills have assisted many clients in diversified industries across Canada, the United States and England. Although he has completed consulting at a very high level, his emphasis has primarily been to consult at an operational level. He or others can directly implement his work. This combination of management consulting with an operational emphasis translates into huge client value and cost savings as companies transition themselves to meet the ever-changing business challenges.

Mr. Baird also led a project development group in Warwick, England designing a systems management solution for the European Banking communities. A patent was issued naming Bob as the designer. During the 1994 Commonwealth Games in Victoria, British Columbia. Bob assessed the management and operational readiness of the information systems and assisted in implementing the final touches to ensure total success of the system that ran the games.

Bob has performed consulting work in various capacities from assessments to actual project implementation of systems management solutions. Such industries as government, health, oil & gas, shipping, armed services, communications, motion pictures, grocers and insurance have benefited from his considerable experience and in-depth knowledge.

Specific Scenarios - Problem & Change Management.

An insurance company faced the task of converting from one technical platform to another. Their present problem and change management was based on a technical solution totally focused on mainframe management. This solution could not function in their new world and it became apparent the internal skill set could not perform the transition.

Mr. Baird led the design and implementation of the new problem and change management process based solutions that enabled the company to successfully migrate to their new multi platform, server based business system. Bob has dealt with the same or similar problem and change management scenarios many times, including both insourced and outsourced arrangements.

Specific Scenarios - Asset and Configuration Management

A large petroleum company had integrated with another large company and there was a need to understand where all the I/T assets were located in North America. Secondly, the knowledge base must contain all of the hardware and software configurations plus the network connectivity data. This information was necessary for corporate business planning, Y2K planning and compliance, future automated software distribution and many other processes. The plan was to perform a wall-to-wall inventory. However, it is expensive and would be out of date prior to completion.

Bob formed a team to design and implement a fully functional asset management system that automatically acquired the data and kept it accurate every twenty-four hours. The information was secure, yet available to users via web-based technology anywhere within their North American network. The entire project was completed in less than eight weeks and under budget and was immediately used.

Specific Scenarios - Operational Assessments and Availability Management

A telecommunications company needed to assess their present state of systems management and operational readiness. The company was experiencing incredible growth and the type of industry they were in demanded very high availability. They realized the need for a cultural shift from technical fix or break based answers to business process based enterprise-wide solutions. Their client must be satisfied.

Mr. Baird and another consultant performed an assessment of 41 processes based on IBM's Information Technology Process Model (ITPM) methodology. The client was soon aware of their strengths and weaknesses allowing them to put special emphasis on specific areas. They also had a clear direction of what was possible in enterprise management and automation. The cultural shift to process awareness and risk management was evident by the sharp decline in the number of problems and an increase in the number of successful changes. Bob was brought back to perform other consulting engagements resulting in increased availability and general performance.

Specific Scenarios - Enterprise-Wide Information Technology Assessment

A major movie studio in California required a full assessment of their information technology enterprise including the processes, tools, organization and management information. The enterprise included remote areas such as New York and London, England. The primary objective was to ensure the company was confident in their understanding of enterprise system management strengths and weakness measured against world-class standards. The secondary objective was to strategically place resources to address the weaknesses and ensure the company could move forward on all information technology initiatives with no fear hidden enterprise management issues.

At the completion of the engagement senior management was fully aware of all the issues and immediately began positioning resources to address the prioritized list of issues brought forward. These efforts are ongoing today.

Specific Scenarios - Building Global Data Center Operational Excellence

A large international container shipping company based in England employed Mr. Baird's services for 13 consecutive months. He managed a team building and implementing operational processes, organization and automation for a set of world-class data centers spanning the globe. He also advised on the data center locations and the construction specifics. The final goal being to utilize the new process driven global infrastructure to deliver a new set of applications revolutionizing the shipping industry.

Mr. Baird was also a member of a leadership team for this project, attending monthly meetings in Tampa, Florida, Santa Ana, California and London, England. His experience and skills assisted the members in setting the direction and future of the project.

The infrastructure team designed and implemented a set of process driven solutions backed by world-class enterprise management applications. Automation was a key part of the design utilizing process-to-process integration ensuring functionality that is and will remain both effective and efficient.

Strategic Operational Solutions Ltd.

Bob has extensive experience in the following services:

- ❑ Enterprise-wide Information Systems Management Assessment & Development
- ❑ End-to-End Availability Mgmt Assessment & Architecture
- ❑ Operational Review & Assessment
- ❑ Information Technology Tools Review & Recommendations
- ❑ Information Systems Organizational Restructuring for Efficiency
- ❑ Process & Implementation Assessments
- ❑ Process Reengineering Workshops
- ❑ Single Point of Failure Impact Analysis
- ❑ Technical / Management Presentation Development
- ❑ Project Management
- ❑ Business Recovery Services
- ❑ Data Center Design Consulting
- ❑ Help Desk & Call Centre Design & Implementation
- ❑ Problem & Change Management Design
- ❑ Asset / Configuration Mgmt Design & Integration
- ❑ Backup, Restore & Recovery Services
- ❑ Performance Mgmt & Capacity Planning Process Design
- ❑ Security Management Policies & Processes Design
- ❑ Service Level Management

References

Will be supplied upon request.