

BROCHURE

# Value First by Columbus

The importance of a 'value first' mentality  
during a transformation project



Value management is a directional management discipline, providing the rationale for the investment and understanding of the activities and dependencies that affect success.

Now, this isn't just about developing the business case and gaining funding for the transformation initiative. Value management is a continuous activity through the change and transformation lifecycle. This enables the realisation of value.

At Columbus, our aim is to guide and support your change and transformation initiatives. So, we offer a comprehensive set of advisory services designed to initiate, execute and realise your vision and new value.

**Ready to discover our approach?**





# Our approach to new value

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The Columbus Value First approach helps you discover how digital technology can unlock your company's opportunities to create new business value.

It features a mix of modern techniques to help mitigate common business transformation challenges (e.g. buy-in and the mindset shift required for success) and more niche challenges specific to other disciplines necessary to gain new value (e.g. Business Change Management and IT Solution Delivery).

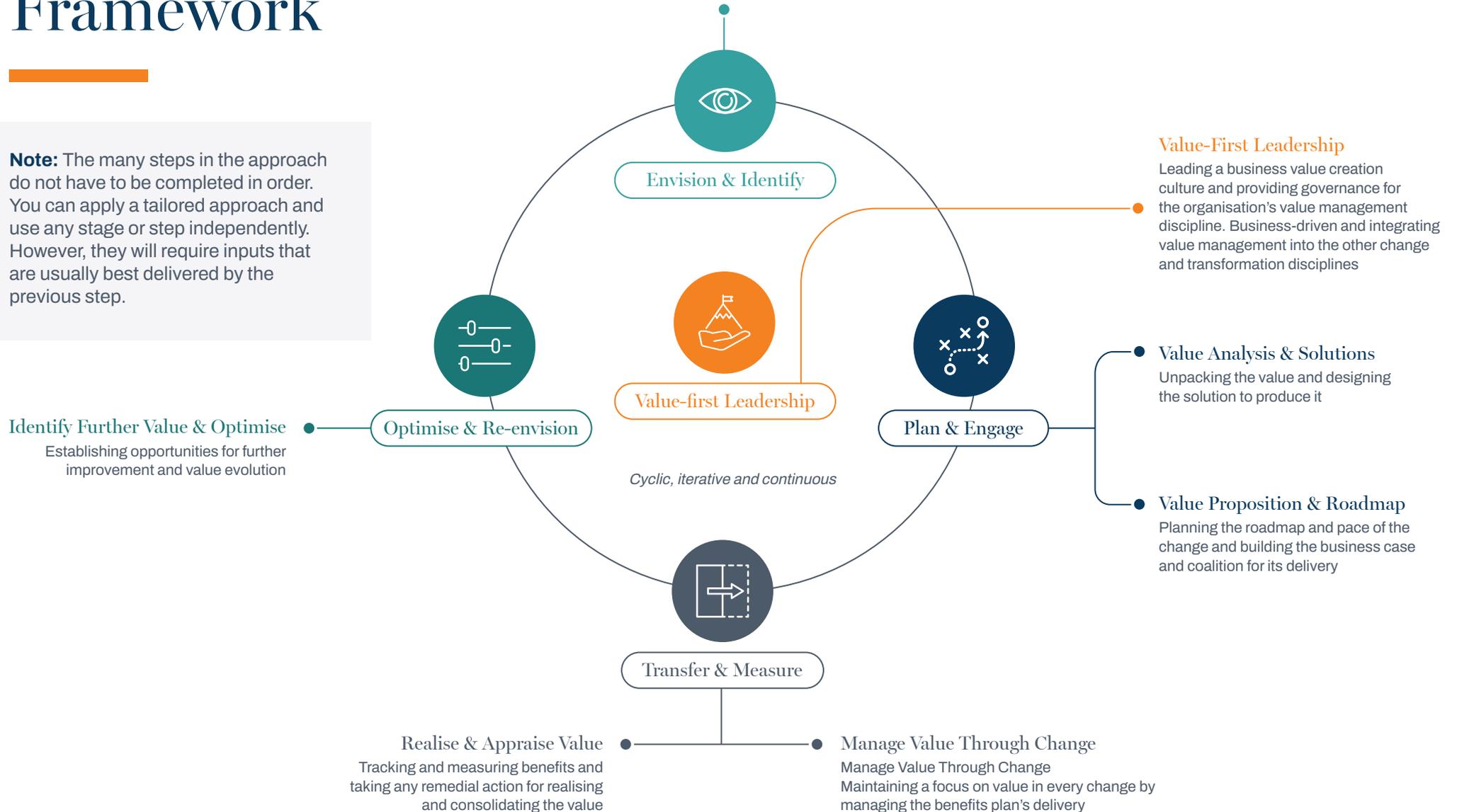
## Our aim is to help you:

- Build a clear, bold vision
- Create engaging value propositions
- Execute value-driven change
- Measure your success
- Reveal more benefits as your business continues to transform and optimise

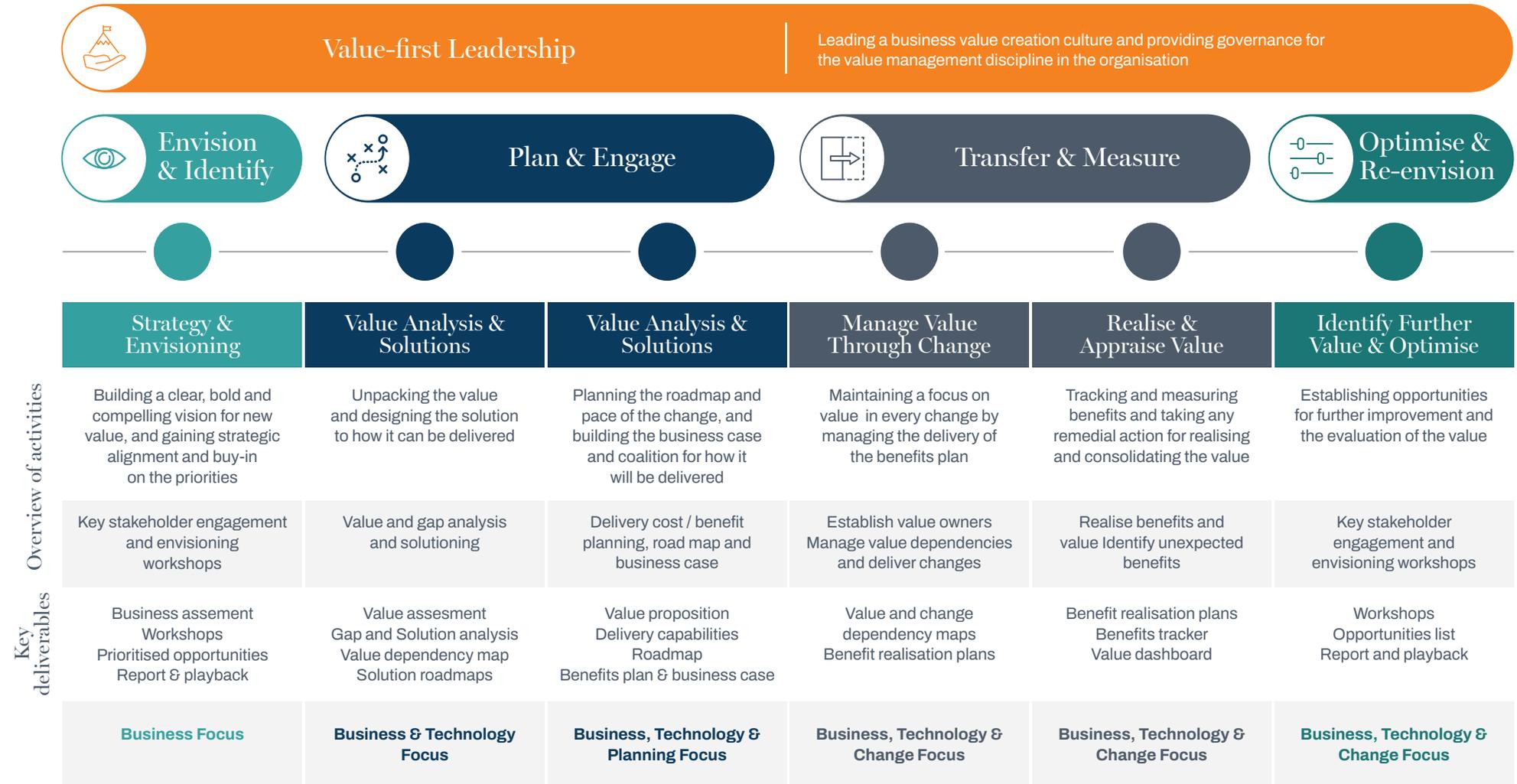
# The Value First Framework

**Strategy & Envisioning**  
 Building a clear, bold and compelling vision for new value and gaining strategic alignment and buy-in on the priorities

**Note:** The many steps in the approach do not have to be completed in order. You can apply a tailored approach and use any stage or step independently. However, they will require inputs that are usually best delivered by the previous step.



# The approach in more depth



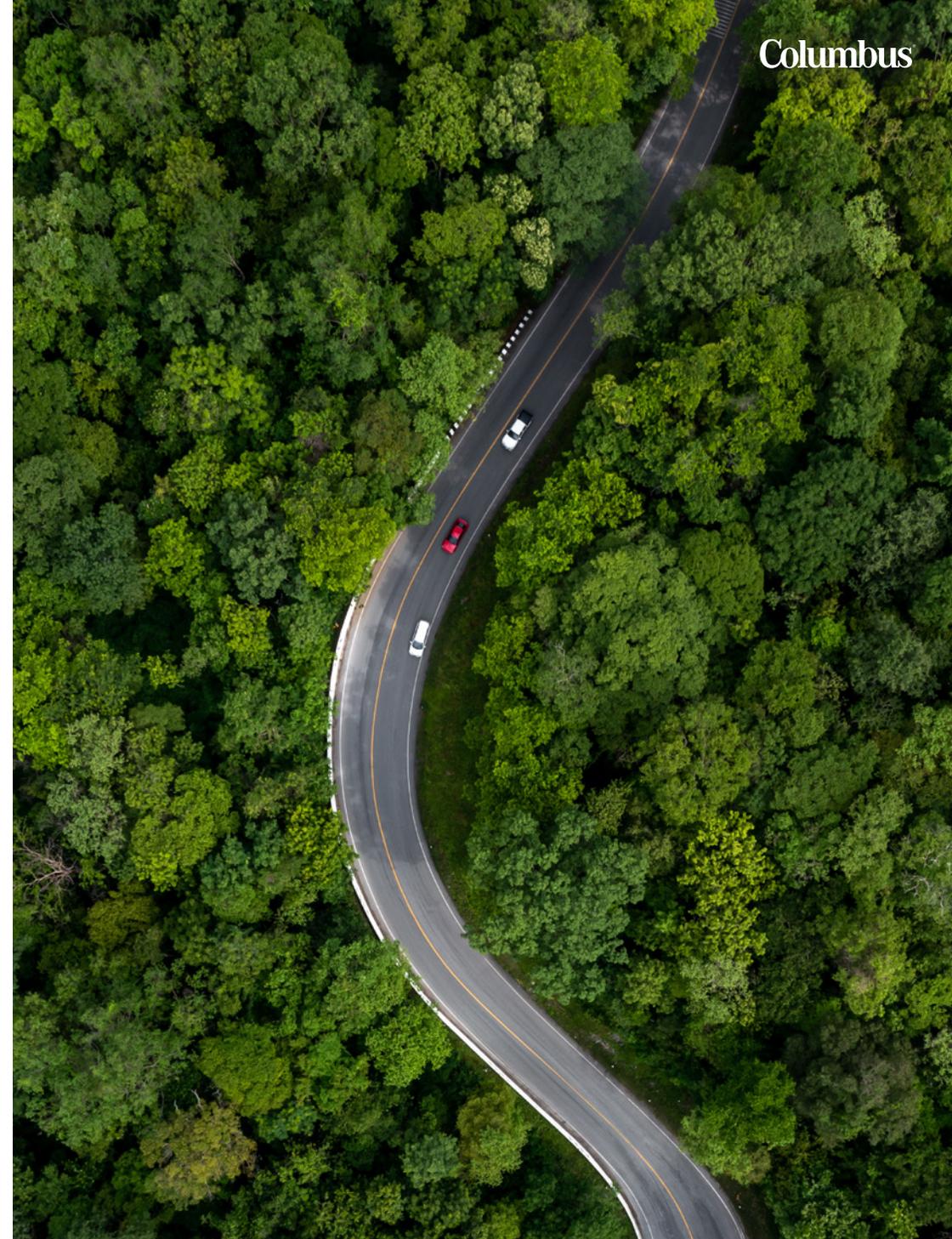
# Kickstart your transformation project the right way

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No matter where you are on your journey to drive new value, Columbus can guide you on the next step. Successful business and digital transformations deploy a holistic set of capabilities to manage the transition to the future way of working.

Value First is just one area of our strategy and change service that's designed to help you achieve this vision.

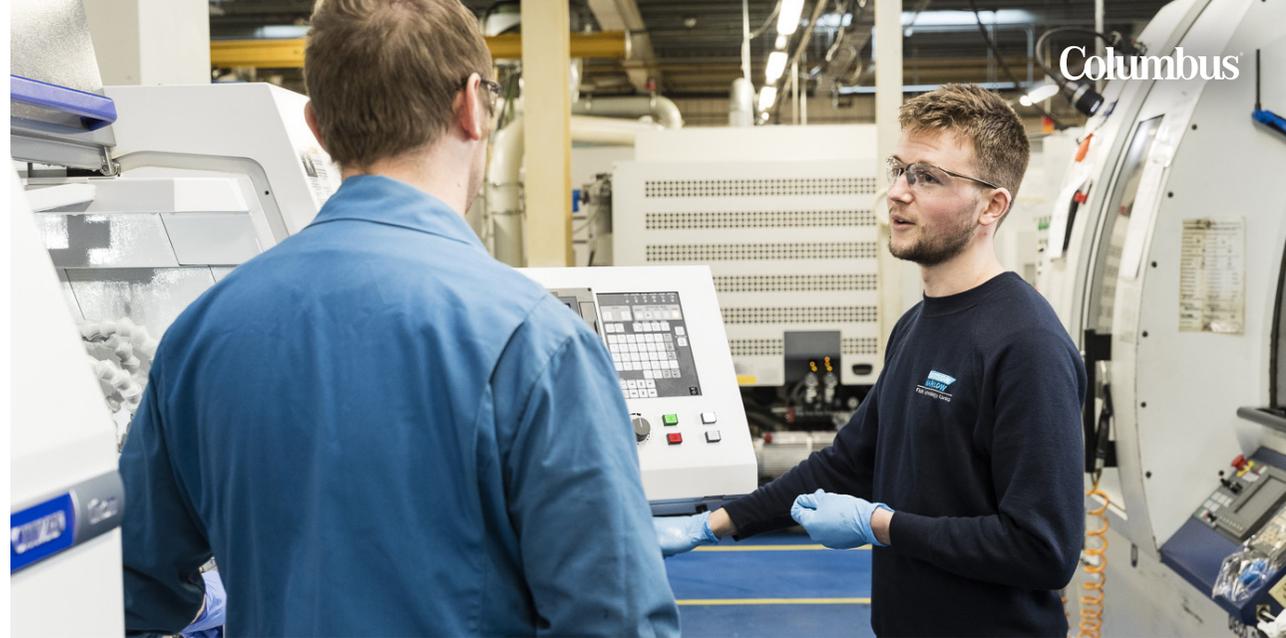
**To find out more about our strategy and change offering, from the approach to change management, reach out to the team today.**



# Case Study



Part of Spirax-Sarco Engineering plc, a FTSE-100 company



## About the company

Watson-Marlow Fluid Technology Solutions (WMFTS) is a premium pump manufacturer and supplier, manufacturing its own pumps and tubing. This ranges from small pumps in a desktop lab to large pumps capable of handling harsh fluids at high volumes and capacities. WMFTS is part of Spirax-Sarco Engineering plc (SSE), a FTSE-100 company.

## Customer challenge

In 2022, to differentiate themselves from the growing competition, Watson-Marlow shifted from being a product-oriented company to becoming a customer solutions provider. To successfully make this transition, WMFTS prioritised implementing a CRM system.

Before diving headfirst into the CRM project, Watson-Marlow recognised the need to gain a deeper understanding of its needs and challenges.

Watson-Marlow decided to initiate a three-month Explore project with Columbus that would lay the groundwork for the subsequent main project, ensuring a solid foundation for successful implementation.

## Outcomes

- By delving into the why behind each initiative, Watson-Marlow was able to navigate the change journey effectively and garner sustained engagement from stakeholders.
- The Explore project laid a strong foundation for a successful CRM implementation by enabling collaboration, understanding, and alignment across the organisation and helped to drive meaningful change and deliver tangible value to the business.
- Through continuous engagement and communication, instilled a culture of ownership and collaboration, ensuring that every member of the organisation felt engaged and involved in the transformation process.

- It allowed the business to gauge the success of guiding individuals through each phase of change, enabling them to reshape the organisational culture.
- As a result, the CRM successfully launched to over 650 users across 39 Sales sites, and 3 Supply teams.

## Products and Services

- D365 CRM
- Customer Engagement & Experience
- Strategy and Growth

## Industry

- Manufacturing and Life Sciences



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# About Columbus

Columbus is a global IT services and consulting company with more than 1,500 employees serving 5,000+ customers worldwide. Columbus helps ambitious companies transform, maximise and futureproof their business digitally.

We are specialised within the industries retail, distribution, food, manufacturing and life sciences. We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. Columbus has offices and partners all over the world and we can deliver our solutions and services locally – on a global scale.

[www.columbusglobal.com](http://www.columbusglobal.com)

## Our global Strategy & Growth team



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