



Hampton

---

## COMPANY OVERVIEW

### **The Value Catalysts™**

Hampton Software Limited • Ph +64 4 381 3933 • Fax +64 4 381 3934 • [info@hampton.co.nz](mailto:info@hampton.co.nz)  
P O Box 19127, Courtenay Place • Level 2, 19 Tory Street • Wellington, New Zealand • [www.hampton.co.nz](http://www.hampton.co.nz)

---

Copyright © 2001 Hampton Software Limited

All rights reserved

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of Hampton Software Limited, the copyright holder.

This document is the property of Hampton Software Limited and may not be disclosed to any third party or copied without consent.

---

## Table of Contents

---

Introduction .....	1
Hampton – The Value Catalysts .....	2
Our Approach.....	2
Engagement.....	3
About Us .....	4
Our Commitment.....	4
Our Identity.....	4
Management Team .....	5
Liz Swanston.....	5
Ted Thomas .....	5
Richard Blair.....	6
Achievements.....	7
Products and Solutions .....	8
Tools to Grow your Corporate Value .....	8
Our Value Proposition .....	8
AssessIT - Information Technology Capability Assessment .....	9
People, Product, Process.....	9
Dimensions of Risk.....	9
Areas under Review .....	9
ConquerIT - Information Technology Product to Market .....	10
Documentation Management .....	10
Product Packaging for Release.....	11
Marketing/ Sales Development.....	11
Product Implementation .....	11
Client Support .....	11
Product Release.....	12
Technology / Software Engineering.....	12
Software Evaluation .....	12
Product Change Management.....	12
Business Support .....	12
Contact Details.....	13

---

# Introduction

---

**“Hampton assesses information technology capability.”**

**“Hampton provides the means to commercialise software products.”**

---

This Company Overview document provides a profile of Hampton and introduces our:

- Approach
  - Identity
  - People
  - Achievements
  - Products and Solutions
-

## Hampton – The Value Catalysts

---

Hampton provides New Zealand businesses with the means to successfully commercialise software products for the international marketplace.

Hampton's proven system is used to assess information technology capability, enhance business operations and efficiently deliver product to market.

Hampton is the Value Catalyst that will release the true commercial value locked within your organisation.

---

**Our Approach** The game of chess clearly demonstrates the importance of using proven strategies to achieve success. Our proven systems are tailored specifically to release the maximum value from your information technology capability:

**The Landscape**

We work with you to understand your existing capability and your needs.

*Qualifying areas of technical and operational risk*

**The Strategy**

We identify opportunities to gain a greater return from your investment.

*Resolving areas of technical and operational risk*

**The Move**

We provide systems to take advantage of your strengths and to address potential risks.

*Providing building blocks to strengthen your internal systems*

**The Result**

We enable your organisation to utilise our systems for the ongoing development of your business processes.

*Increasing your intellectual capital, lessening product 'time to market', enabling scalability through repeatability of process*

---

*Continued on next page*

## Hampton – The Value Catalysts, Continued

---

### Engagement **Your Move ... With Us**

The key to achieving sustainable growth is building robust operational business structures, collaborative relationships and networks to leverage access to markets. Hampton's experience has enabled it to create a proven system that will help your organisation achieve these goals.

If you:

- Have a software product to commercialise, take to market or expand the market
- Want to realise the value of existing intellectual property
- Are a forward thinking organisation with a planned growth strategy either domestically or internationally
- Understand the value of using external partners to grow the value in your organisation
- Acknowledge that information technology underpins your success
- Want to implement business best practice

Then: Hampton is your **Value Catalyst**.

---

## About Us

---

The Principals of Hampton have a successful track record of running businesses specialising in the development, packaging, marketing, implementation and support of software products for the international market. Our three principals have close to 50 years of combined experience in the areas of software development and product management. Hampton works with businesses to improve their product to market strategy and maximise the return on their information technology investment.

Our Commitment and Identity are the foundations to our success.

---

### Our Commitment

- Always looking to add value
  - Clear standards for development and delivery
  - Adoption of Business Best Practice
  - Delivery on time and within budget
  - Developing individuals professional expertise
  - Ongoing business improvement
  - Flexible product design
- 

### Our Identity

#### Strategic Thinking

Innovative

*A clear vision for the future of the business*

#### Knowledge and Experience

Enduring

*We are here to stay*

Professional

*Getting it right first time*

Values Driven

*What you see is what you get*

Personal Commitment

*The best result possible on time and within budget*

Strong business acumen

*'Can Do' attitude*

#### Multi-faceted

Dynamic

*Many perspectives to our approach*

---

## Management Team

---

**Liz Swanston** ***“To release the value within organisations you need to understand the dynamics between people, the business and the solution.”***

Liz has over 20 years experience in taking new software products to international markets. She successfully developed a Wellington-based company producing software products for the international banking sector. After merging the firm with a publicly listed company in the United States Liz developed and implemented a number of standard processes that enabled the firm to launch a range of new products into the international market. These standard processes included:

- Software product management
  - Implementation and support based on business best practice
  - Quality management systems
- 

**Ted Thomas** ***“To successfully commercialise software products you need to have a complete “front to back” knowledge of an organisation.”***

Ted has over 15 years experience in developing and packaging software for the international market. One of his major achievements was to successfully merge a New Zealand software business with a publicly listed company in the United States. He has been involved with negotiations across a range of business transactions including:

- Company management buyout
  - Company acquisition
  - Distribution agreements
  - Acquisition of intellectual property
  - End-user licensing agreements
  - Company merger
- 

*Continued on next page*

## Management Team, Continued

---

**Richard Blair** *“In the information technology sector it is vital to assess and manage the risks associated with business growth and the demands this places upon resources.”*

Richard has over 12 years experience in the IT sector, including 8 years as Managing Director of a software development firm, Directorships and advisory roles on a number of IT Start-ups. This experience has provided him with a unique ability to understand the sector’s business culture and the demands it places on people and associated business process. Richard’s skills focus on aligning the expectations of all stakeholders with the goals of the organisation. These skills include:

- Risk management
  - Performance measures
  - Process frameworks
-

## Achievements

---

The Principals of Hampton have spent many years successfully taking software products to international markets.

Building on these achievements Hampton has developed a system that enables other organisations to commercialise their software products in the most efficient and cost-effective way.

Hampton's achievements are in four key areas.

### **Product to Market**

- Established a "Centre of Excellence" for product development, sales, implementation and support of international banking systems.
- Deployed product, sales, implementation and support capability to a number of global regional centres.
- Developed "product to market" infrastructure for a software distribution and services company.
- Established distribution channels in the United Kingdom, Central America, Africa and the Middle East.

### **Business Transactions**

- Negotiated a merger with a U.S. Nasdaq listed company.
- Acquired intellectual property for an international banking system from a U.S. company
- Management buy-out and later acquisition of Parent Company.

### **Business Best Practice**

- Achieved ISO 9001 Accreditation.
- Introduced CMM (Capability Maturity Model) for software development projects.
- Passed J2EE Audit of software design and implementation.
- New Zealand Small Exporter of the Year Finalist (Runner-up/Highly Commended).
- Benchmarked against the Baldrige quality standard

### **Technology and Innovation**

- Established software framework capability.
  - High focus on re-usability.
  - Experience in transitioning software development teams.
  - Development of internationally recognised software products.
-

## Products and Solutions

---

### **Tools to Grow your Corporate Value**

Hampton provides business systems that enable an organisation to commercialise their software products in the most efficient and cost-effective way. Our products are designed to address each stage of commercialisation from understanding your existing needs, right through to implementing the most appropriate solution.

**AssessIT – is designed to assess the technical and operational capability of organisations.**

**ConquerIT – is designed to provide the systems to successfully commercialise software products for the international marketplace.**

---

### **Our Value Proposition**

The fundamental goals of Hampton's business solutions are to:

- Qualify and resolve areas of technical and operational risk
  - Provide building blocks to strengthen your internal systems
  - Increase your intellectual capital
  - Lessen product 'time to market'
  - Enable scalability through repeatability of process
-

## AssessIT - Information Technology Capability Assessment

---

Hampton's **AssessIT** product provides a structured methodology to assess the technical and operational capability of an organisation. Designed for Information Technology Due Diligence or Review it provides a view of the business as it stands today, taking into consideration the objectives it wishes to achieve.

---

### People, Product, Process

**AssessIT** assesses the balance that should exist within the business across Product, People and Process in terms of its capability maturity and delivers an easily understood executive report and risk-weighted scorecard, highlighting the areas of risk within the business.

Successfully developing software products is a challenging undertaking, considering the rapidity of change and innovation, and the commercial imperatives of taking product to market. An adhoc approach to assessing information technology capability results in an inaccurate understanding of the key areas of risk. A structured approach provides a more accurate assessment of the condition of the organisation and enables the Sponsor to make more informed decisions.

---

### Dimensions of Risk

In assessing the Information Technology capability, the following dimensions of risk are measured against the areas under review.

- Barriers to Market Entry
  - Competitiveness
  - Scalability
  - Staff Capability
  - Funding
- 

### Areas under Review

**AssessIT** considers each of the following areas of the business:

- Product Packaging for Release
- Marketing and Sales Development
- Product Implementation
- Client Support
- Product Release
- Technology/Software Engineering
- Product Change Management
- Business Support

**AssessIT** provides a flexible framework that can be tailored to take into consideration the Sponsor's key decision drivers and extended to accommodate any specialised requirements.

---

## ConquerIT - Information Technology Product to Market

---

**“Achieve the results in your business tomorrow by building the infrastructure, people and systems today”**

Hampton's **ConquerIT** product provides an organisation with systems to support the commercialising of software products for the international market. **ConquerIT** is a set of operational business practices used to implement repeatability of process and achieve scalability in an accelerated timeframe.

Many organisations are not prepared for the operational stress that results from taking software products to the international market. Some of the common symptoms include an erosion of customer service, increasing pressure on support staff, unreliable product development cycles and resource retention issues. A reduction in performance results in missed opportunities and an inability to maximise the return on investment.

**ConquerIT** addresses these issues by providing a complete set of operational business practices and templates for each of the components of commercialising a software product. It provides a new perspective to the business and a map of the tasks that need to be considered to more effectively package and take software product to market. **ConquerIT** is implemented in conjunction with an operational plan and existing practices within the business.

**ConquerIT** addresses each of the following areas of the business:

- **DocumentIT** - Documentation Management
- **PackagelT** - Product Packaging for Release
- **MarketIT** - Marketing/ Sales Development
- **ImplementIT** - Product Implementation
- **SupportIT** - Client Support
- **ReleaselT** - Product Release
- **DevelopIT** - Technology/Software Engineering
- **EvaluatelT** - Software Evaluation
- **ChangelT** - Product Change Management
- **OrganiselT** - Business Support

---

### **Documentation Management**

Hampton's Documentation Management product (**DocumentIT**) addresses the following areas:

- Documentation Standards
- Documentation Change Control

---

*Continued on next page*

## ConquerIT - Information Technology Product to Market,

Continued

---

### Product Packaging for Release

Hampton's Product Packaging for Release product (**PackageIT**) addresses the following areas:

- Product Business Planning Process
- Financial Plan Analysis and Pricing Structures
- Product Branding
- Product Assessment
- Risk Assessment
- Product User Reference Guide
- Product Licensing

---

### Marketing/ Sales Development

Hampton's Marketing/ Sales Development product (**MarketIT**) addresses the following areas:

- Marketing Collateral
- Sales Channel Selection and Development
- Sales Collateral
- Sales Training
- Sales Management

---

### Product Implementation

Hampton's Product Implementation product (**ImplementIT**) addresses the following areas:

- Project Co-ordination
- Project Administration
- Implementation Scoping
- Product Configuration
- Product Installation
- Product Training
- Product Acceptance

---

### Client Support

Hampton's Client Support product (**SupportIT**) addresses the following areas:

- Client Management
- Client Support
- Client Product Management

---

*Continued on next page*

## ConquerIT - Information Technology Product to Market, Continued

---

**Product Release** Hampton's Product Release product (**ReleaseIT**) addresses the following area:

- Product Release Management

---

**Technology / Software Engineering** Hampton's Technology/Software Engineering product (**DevelopIT**) addresses the following areas:

- Technology Management
- Software Engineering
- Research and Development

---

**Software Evaluation** Hampton's Software Evaluation product (**EvaluateIT**) addresses the following areas:

- Software Evaluation Process

---

**Product Change Management** Hampton's Product Change Management product (**ChangeIT**) addresses the following areas:

- Product Change Management
- Product Version Control

---

**Business Support** Hampton's Business Support product (**OrganiseIT**) addresses the following areas:

- Company Culture and Communication
- Organisational Structure
- Personnel Induction and Development
- Corporate Branding

---

## Contact Details

---

**Postal Address:**

P O Box 19127  
Courtenay Place  
Wellington  
New Zealand

**Physical Address:**

Level 2  
19 Tory Street  
Wellington  
New Zealand

**Ph:** 64-4-381-3933

**Fax:** 64-4-381-3934

**Email:** [info@hampton.co.nz](mailto:info@hampton.co.nz)

**Web:** [www.hampton.co.nz](http://www.hampton.co.nz)

---