

Penna Consulting

Human Capital Management

OneSource

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—Stephanie Pugh
Head of Research
and Knowledge
Management

OneSource Puts Penna and their Clients in Control of Change

Penna Consulting plc is an international human capital management company. Access to relevant business information is an essential part of the daily workflow for Penna's career consultancy, change consulting and executive search teams. Penna selected OneSource in order to rationalise the number of information providers being used across various teams as well as improve the quality and type of information available and make it more easily accessible globally.

"We license information from a variety of sources," says Stephanie Pugh, Head of Research and Knowledge Management at Penna Consulting. "To ensure we were getting best value by consolidating the number of information providers used, we undertook a market assessment of 20 information providers. We then selected four to trial, two of which were signed. OneSource as one of the providers stood out as a professional company that understood our business information requirements—global company profiles, newsfeeds and industry reports. Moreover, we could work with OneSource to integrate their data directly into our career portal. To our users, ease of access to relevant information is as important as the quality of the data."

"We were particularly impressed with the breadth and depth of information OneSource provides, which it takes from the UK's best information sources like D&B, Reuters and FT," continues Pugh. "It would have cost us a considerable amount of time and money to develop relationships with all of these providers individually."

Stephanie also had to meet the needs of three business units all with different requirements:

Helping clients through change

Penna believes that to deliver change successfully, people must be at the heart of the process. Therefore, expert advice is provided with hands-on support throughout its clients' change programmes—from the initial 'visioning' of the change, through planning, implementation and beyond. To do their job to the standards Penna's blue chip clients, including Thomson travel group and BP, have come to expect, Penna's change consultants require access to company and industry data. They use the company profiles and industry reports in OneSource's Global Business Browser product to research customers and then benchmark them against the competition. They can then provide the best advice on succession planning for senior executives or future human capital strategy.

Understanding markets and winning new business

Penna's executive search consultants also access Business Browser information to target the companies most likely to require their services as well as to fully understand the client's environment, in order to find executives that are most suited to the role.

Penna

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—Stephanie Pugh**

Adrian Hill is principal consultant at the company. He says "being able to search for companies according to their profitability or sales growth, or research an industry sector in more detail is very useful. We are able to drill down a level from the initial research and create a targeted new business list, complete with contact names, company background and detailed financials, as well as the latest news from media and analysts. Armed with this sort of knowledge we have a good profile on the company, even before we've met them. It gives us a competitive edge and ensures we're spending our time targeting the companies that are most likely to want our services."

Value added services for career consulting

Penna Sanders & Sidney, Penna's career consulting business, provide access to considerable information, including the OneSource business information, through its secure career portal. Penna's clients will be able to access this information to support them in their job seeking campaign - from Penna's office or in their homes.

Joanne Kidson, Research Manager at Penna Sanders & Sidney explains the importance of giving clients remote access to high-value business information: "Our clients can access the information they need easily and quickly, for tasks such as building a target list of companies to approach—based on size, line of business, location or even because they would like to work for the parent company."

"It also allows them to research companies before they meet them, which is so important in today's competitive market. After all, a well-briefed candidate is much more likely to

succeed at interview," she continued. "Even if they don't get to impart all of their knowledge during the interview, in most cases it helps them feel more confident, and that in itself can make a huge difference to how they come across."

"The knowledge that gives them a competitive advantage during an interview could be anything from knowing the name of the CEO, to being aware of a major product launch that the company made the previous week. In today's competitive job market, every extra nugget of knowledge can provide the candidate with the edge they need to succeed at interview."

Penna's clients can access company profiles, financials, corporate families names of key executives and industry reports so that they are kept up to date with any developments at any of the companies they are targeting.

Information is essential throughout the interview process. At second or third interviews for example, when candidates may be meeting more senior people, being aware of recent company news or events in the industry can really make a difference during the interview process and earn vital "points" from senior interviewers.

"Providing additional information to help our candidates move to another job is just part of the service we provide. We've always seen the advantage in our candidates being well-prepared when they go to a new job interview. What's different today is the ease with which the right information can be sourced, particularly from business information services that integrate a number of key information sources. Although the Internet provides lots of information, it's normally highly labour intensive to find anything valuable—crucial information and in-depth information are always at a premium."

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