



COMPANY OVERVIEW

Providing professional management and technical services to Defence, Aerospace and Security sectors

Web site: whitetree.co.uk

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Introduction

WHO
WE
ARE



We are a young independent and agile consultancy company offering the following services:

- **Business Management**
- **Decision Support**
 - Economic Analysis & Modelling
 - Support System Analysis & Modelling
- **Training**

Our consultancy services are primarily associated with complex equipment support and training.

Our consultants have extensive experience in their specialist domains.

We help our clients solve their problems

We provide specialist capability

- Additions to client capability
- Enhancement of client capability
- Development of client capability

We help with creation of our client's products or services

- Improvement of existing products or services
- Develop and deliver specific outputs



Founders & Directors



DAVID BROWN

High performing business and project executive. Over 25 years' experience in Defence and Security sectors.

Key skills: P3M, SCM, Commercial, Business Winning

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OLIVER GAUDION

A highly accomplished, dynamic, business and project executive. Over 20 years' experience in Defence, Security and Power.

Key skills: P3M, PMO, Controls

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ALF FERGUSON

Expert Business Analyst with over 15 years' experience working in multiple domains Defence, Blue Light, Transport, Energy

Key skills: Analytics, Mathematical Modelling

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Heads of Practice



KELLY MCMURRAY

Head of Whitetree Resourcing

Results driven talent acquisition leader with a successful multidisciplinary recruiting career of over 15 years.

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JULIAN DAYMENT

Head of Decision Support

Supportability and support design subject matter expert with over 35 years experience in defence equipment maintenance.

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DAVID BOWMAN

Head of Training Solutions

Training specialist providing robust and effective support to complex training requirements across Maritime, Land, Air and Industry.

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OLIVER GAUDION

Head of Management Services

A highly accomplished, dynamic, business and project executive. Over 20 years' experience in Defence, Security and Power.

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Example Clients & Frameworks



Frameworks



HSSRC - Human Social Science Research Capability



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Business Management Services

- Projects, Programmes and Portfolios (P3M)
- Business Winning & Bid Management
- Sub-contract & Commercial Management
- Project Controls & Risk Management
- Business Analytics & Data Visualisation
- Business Process Analysis & Improvement
 - Enterprise & Activity Modelling
 - Business Process Modelling



Decision Support – Economic Analysis & Modelling



- Services
 - Investment Appraisals
 - Cost engineering & estimating
 - Pricing structure & validation
 - Combined Operational Effectiveness Investment Appraisal (COEIA)
- Techniques & Tools
 - Best practice spreadsheet modelling – MS Excel
 - MS Power BI , Python, @risk, Predict, etc.
- Specialise in supporting clients develop and use economic models

Decision Support - Support System Analysis & Modelling

- Services

- Support service design
 - Reliability & Maintainability Analysis
 - Supportability Analysis - including Level of Repair Analysis & Spares Modelling
 - Support System design Analysis & Modelling
- In-Service Support operational analysis & simulation modelling

- Techniques & Tools

- Logistic Support Analysis / Supportability Analysis (Defence Standard 00-600, ASD ILS suite of standards)
- Model Based Systems Engineering
- Opus 10, Witness, 2c8.



Training

- Applied Research
- Training Needs Analysis (TNA)
- Course Design & Development
- Evaluation & Performance Measurement
- Competence frameworks and systems
- Standards
 - JSP 822 Defence Systems Approach to Training (DSAT) compliant TNA
 - Maritime Acquisition Training Line of Development (MATLOD)



The way we work – Agile and Entrepreneurial



- Contract Types
 - Fixed firm priced projects - risk sharing partner
 - Time & materials – ultimate flexibility
- Frameworks
 - We are registered on and obtain work from several framework arrangements including Aurora
- Bid Support
 - Working at reduced cost for guaranteed work share or win fee

Whitetree Capabilities Summary

Business Management Services	Decision Support Services		Training Services
Projects, Programmes and Portfolios (P3M)	Economic Analysis & Modelling	Integrated Logistic Support & Support Service Design	Applied Research
Business Winning & Bid Management	Investment Appraisals including cost engineering & estimating	Reliability & Maintainability Analysis	Training Needs Analysis (TNA)
Sub-contract & Commercial Management	Operational analytics and visualisation	Supportability Analysis - including LORA & Spares Modelling	Course Design & Development
Project Controls & Risk Management	Pricing structure & validation	Support System design Analysis & Modelling	Development of Training Competence Frameworks
Business Operation Analytics & Data Visualisation	Combined Operational Effectiveness Investment Appraisal (COEIA)	In-Service Support operational analysis & simulation modelling	Evaluation & Performance Measurement
Techniques & Tools	Techniques & Tools		Techniques & Tools
PRINCE2, APM BoK, AGILE, Shipley	Best practice spreadsheet modelling	Defence Standard 00-40, 00-600 & ASD ILS standards	Defence Systems Approach to Training (JSP 822) & Human Factors in Defence Systems (JSP912)
MS Project, Primavera, ARM, 2c8.	MS Power BI , Python, @risk, Predict, etc.	Opus 10, Witness, 2c8.	Maritime Acquisition Training Line of Development (MATL0D)
Whitetree Resourcing			
Dedicated in-house resourcing service providing Specialist Associates, Subcontracted Services, Capacity Building, Permanent Recruitment, Talent Search, Recruitment & Selection, CV Databases, LinkedIn Networking, Competency-based Interviewing and Technical Assessments			

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