



Putting technology to work

# The Company

## Introduction

We have been around for over a decade and have worked with some of the UK's leading companies providing a wide range of products and services including custom web applications, database management solutions, recruitment software and consultancy services.

Millions of people around the UK have now used our tried and tested solutions and we have delivered tangible benefits to a wide range of businesses including high street retailers, contact centres, recruitment agencies, estate agencies and services companies.

We provide a range of software development and support services to help modern businesses capitalise on the latest software technologies, engage with customers, business partners, and employees, and secure long-term competitive advantage.

We specialise in the design and development of bespoke, database-driven web applications, and the management and administration of workgroup and enterprise class databases.

TalentTracker® is our flagship software solution for recruitment and has been successfully used by blue chip organisations to dramatically reduce the cost of traditional recruitment.

With our experience, skills and technical know-how we also provide flexible consultancy services to businesses of all shapes and sizes.

Whether you're looking for a partner to develop a bespoke software solution, assist with the management and administration of your corporate databases, or simply to provide expert assistance on an in-house project, Logical Innovations is here to help your business put technology to work.

## 1996 - The Story Begins

Logical Innovations is founded as a specialist software supplier. The business begins its journey into bespoke recruitment solutions.

## 1998 - Major Clients On Board

We are already working with blue chip clients throughout the UK including high street retailers and recruitment agencies delivering custom web applications.

## 2000 - Launch of TalentTracker®

We roll out the success of our bespoke recruitment solutions with the launch of the TalentTracker® range of online recruitment systems.

## 2002 - Products & Services Expanded

We expand our products and services to meet the needs of our clients by providing database management solutions and consultancy services.

## 2004 - Award Winning

We are recognised in the Deloitte Fast 50 Technology awards for four years consecutively demonstrating our sustained growth over a prolonged period.

## 2006 - 10 Years On

Over 80% of our turnover comes as a direct result of repeat business and referrals, a testament to the success of our products and services.

## 2008 Onwards

We expand into new markets including healthcare and provide our clients with an extensive range of products and services to assist with all aspects of their business.



# Custom Web Applications

## What We Do

Logical Innovations provides a complete software development and support service. We work with customers and end users to understand the business needs and solution requirements, and follow up with a comprehensive design, development, test, implementation and support service, using tried and tested methods to ensure successful delivery of your software projects.

We have particular experience in the design and development of business-class, database driven web applications using Microsoft SQL Server 2008 and Microsoft Visual Studio 2008, and have developed a number of commercial products as well as Internet, Intranet and Extranet solutions that help businesses to effectively engage with customers, employees, and business partners.

As well as developing stand-alone software applications, we also undertake the design and development of discrete software components for integration with existing software solutions or as an add-on for use with commercial software products such as the Microsoft Office Suite.

This helps customers to maximise the value of their investment in their existing software products and infrastructure, and can provide cost-effective and timely solutions to extend the usefulness of such existing solutions.

We take a flexible approach to our involvement in software development projects. We offer a fully-managed, turnkey service working to an agreed requirements specification and undertaking all design, development, test and implementation activities to deliver against this specification.

We are equally comfortable taking a more focused role where we would be responsible for discrete project elements, typically working alongside the customer's own technical team.

## Projects

We have delivered a diverse range of custom web applications to leading businesses including Screwfix and GSPC, and many small and medium sized businesses.

This has included an online digital library system providing historical records including plans, maps, photographs, books and articles, and a range of HR intranets providing downloadable information for HR and recruitment staff including procedures, forms and guidance.

### Here are the areas we can help with:

- Requirements capture and analysis
- Production of requirements specification
- Production of functional design documentation
- Production of test plans and schedules
- Design, development and testing of software components
- Facilitation of user acceptance tests
- Installation and deployment
- Ongoing support and maintenance
- Project management

If you would like any further information about these services or to discuss a particular business requirement don't hesitate to get in touch.



# Database Management Solutions

## What We Do

Logical Innovations provides a range of database design, management and administration services to help our customers protect and maximise their investment in valuable business data.

We specialise in the design of workgroup and enterprise class databases using Microsoft SQL Server 2008 (and earlier versions) which provides a secure, reliable, and scalable architecture that is designed to meet the needs of the most demanding business applications.

We provide databases either as an integral part of a custom software application (e.g. a back-end store for a web application) or as a stand-alone database used to store, organise, analyse and report on important business data and records.

We have experience of working with a range of other database tools and solutions including Microsoft Access, Microsoft Excel, XML, and file-based document storage.

These are typically used in most businesses to manage a complex range of structured, semi-structured, and unstructured data relating to customers, employees, and other business processes.

## Projects

We have delivered a range of database management solutions to a wide spectrum of businesses from large organisations such as B&Q to smaller businesses across the UK.

This has included design and development of a membership database and reporting tools used to manage subscriptions and associated billing. We have also developed databases for training and for management of contract cleaning services however this is just a small example of the diverse solutions we can provide.

## Here are the areas we can help with:

- Database design
- Design of complex queries, stored procedures, and T-SQL functions
- Performance analysis and query optimisation
- Data analysis and reporting services
- Data visualisation and presentation
- Database administration
- Data migration, consolidation, and archiving
- Business intelligence solutions

If you would like any further information about these solutions or to discuss a particular business requirement don't hesitate to get in touch.



## What We Do

TalentTracker® online recruitment software transforms your business by streamlining your recruitment processes ensuring maximum efficiency whilst significantly reducing your recruitment costs.

It has been tried and tested by leading UK businesses for over a decade and has significantly reduced traditional recruitment costs.

A powerful and proven system which controls every aspect of your recruitment process from start to end whether you are a corporate business, call centre, small or large organisation.

Our systems are web based allowing users to access the software from any location at any time. Of course this also means there is no software to install and you have access to real time information around the clock.

For medium size businesses our value online system is TalentTracker® eRecruiter. It allows businesses to have a branded careers website and process their applications online, yet it is tailored to meet individual business requirements.

TalentTracker® Enterprise is our all singing, all dancing system designed for large businesses who process thousands of applications every week. It is a bespoke solution and is ideal in a call centre environment.

Both solutions provide a proven applicant tracking system for your business.

## Projects

We have delivered a range of online recruitment software solutions to leading businesses including banks, retailers, call centres, travel companies and recruitment agencies.

This has included the design and development of a bespoke system capable of processing tens of thousands of applications every year. We have also been involved in smaller scale projects providing simple and cost effective systems to let businesses process their applications online.

## Here are the key features:

- Tailored and fully branded careers website
- Tailored online application process
- Thorough screening of all candidates
- Secure login area
- Vacancy management features
- Applicant tracking features
- Screening and selection stages
- Automated correspondence and workflow
- Management reporting suite
- Talent Bank

If you would like any further information about these solutions or to discuss a particular business requirement don't hesitate to get in touch.



# Consultancy Services

## What We Do

At Logical Innovations we have the skills, expertise and technical know-how to help our customers design and implement effective software, database management, and business intelligence solutions. Our core competencies relate to web application development using Microsoft Visual Studio and database management solutions using Microsoft SQL Server.

In addition to software development services, we also offer general consultancy services where we provide relevant technical assistance and advice tailored to the specific business requirements of each customer.

Whether you're looking for expert guidance with some aspect of a technical solution, assistance to manage an internal or outsourced project, or simply in need of a few extra pairs of hands to work alongside your own team, we'd like to help.

We have more than 12 years experience of managing the delivery and support of complex software solutions and data management systems for some of the largest companies in the UK.

We also have a breadth of experience with a wide range of Microsoft software products, and as a Microsoft Registered Partner we have ready access to a wealth of relevant resources and toolkits.

## Projects

We have provided consultancy services to leading blue chip businesses including B&Q, IKEA, and Royal Bank of Scotland, and many small and medium sized businesses.

This has included evaluation and recommendations relating to an in-house Home Delivery System and re-engineering of a Claims Tracking Database. We have also provided general advice on process and system improvements including appropriate software technologies, working practice improvements, and skills assessment and training.

## Here are the areas we can help with:

- Software requirements analysis and capture
- Project planning and management
- Production of design documentation
- Focused technical expertise
- Knowledge transfer and training
- Specialist technical assistance
- Ad-hoc database administration and maintenance

If you would like any further information about these solutions or to discuss a particular business requirement don't hesitate to get in touch.



# Our Clients

## Introduction

Our success is founded on the lasting partnerships we have developed with our clients by providing first class software development and support services.

We take the time to understand our clients culture ensuring we deliver the best possible solution that is exactly right for their business.

We never stop at the delivery of our product. That's why we still work with many of our original clients from our early days in business.

We can also provide a comprehensive backup and support service to our customers, whilst providing tailored training if required to ensure a hassle free solution is delivered.

We will always be on hand to help you with the provision of expert assistance, all tailored to the specific needs of your business.

Our clients have included some of the UK's largest and best known companies from leading retailers to estate agents, recruitment agencies and contact centres. We have also worked with a diverse range of smaller businesses.

## IDOX

"We have found them to be a company who have really taken the time to understand our business needs, and who have developed solutions that are practical, cost effective, easy to use, and most importantly, solutions that are right for our business."

*Tony Burton*

## Hays Contact Centres

"We chose TalentTracker® after seeing the success of previous projects. Logical Innovations have helped us to tailor the system to meet our specific needs."

*Jos Burton*

## B&Q

"The results have been astonishing. Within the first three months we processed over 10,000 applicants exceeding our expectations and reducing our recruitment costs by a further 30%."

*Mike Cutt*

## GSPC

"Without Logical Innovations system and assistance we would have had severe problems coping with our increased call volume."

*David Murdoch*



# Case Studies

## Introduction

We have delivered a wide range of projects to all sorts of businesses throughout the UK. Here is just an example of some of the projects we've provided our clients.

## Succession Planning System

We designed and delivered a client-server application for a UK retail company to help succession planning. The system is used to record and manage employment history, skills and experience, performance appraisal records, training records and needs for management grade staff. This data is used alongside details of current and future business staffing needs as a basis for planning internal transfers, secondments and promotions.

## Contract Cleaning Database

We designed and delivered a desktop application for a UK retail company to manage contract cleaning services across more than 300 stores. The solution included a master database and tools to manage contractor details, pricing and cost data, and service delivery factors on a company wide and per store basis. We also provided analysis and reporting tools to manage service level compliance and to report against other key performance indicators.

## Waste Account

We designed and delivered a desktop application to support the UK Government's waste minimisation initiative, which allows companies of all sizes to record, manage, and report on waste generated from business activities, and to identify waste reduction and cost saving opportunities.

## Website and Extranet

We designed and developed a public website for a property business that allows users to search an extensive database of properties for sale, download information and subscribe to email alerts. We also provided an extranet for use by member companies and a touch-screen application used in kiosks throughout their offices.

## New Towns Record DVD

We designed and delivered a comprehensive digital library providing a historical record of towns in the UK. This included master plans, maps, photographs, books and articles.

## Membership Database

We designed and delivered a membership database with various user interfaces and reporting tools. This was used to manage membership subscriptions and handle associated billing and used by local authorities and academic institutions.

## Online Library System

We have designed and delivered a secure web based application to allow companies to search an extensive library database of published literature. Members can download publications and order copies of hard copy publications.



# Case Studies

## Planning Appeals Database

We have designed and delivered a system to manage planning appeals which allows users to carry out complex historical database searches for customers, issue copies of letters and reports and electronically issue updates to all members.

## Benefits Calculator

We have designed and delivered an online benefits calculator which allows companies to communicate key selling benefits of a vacancy to candidates. After finding a suitable vacancy, candidates can calculate an expected salary based on key factors such as location, position and hours.

## HR Toolkit

We have designed and delivered a HR Toolkit, an intranet based system to allow the HR Department of a large organisation to share key information across the business units and locations. Employees can easily download relevant information such including procedures.

## Training Database

We have designed and delivered a client server application for a training service provider to support the management and delivery of training to UK retail sector companies. We provided a SQL database and a suite of user tools to help training needs analysis, scheduling and delivery of training courses, management of individual training accounts, and production of management reports.





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