

PNC



This brochure isn't about Quality. Quality is the management ideal that many companies peddle in their literature, but rarely deliver.

This brochure is about qualities. The five qualities which PNC possesses in abundance and which are making it the most sought after information systems consultancy in the City of London and beyond.

Expertise, adaptability, character, approach, and market specialisation.

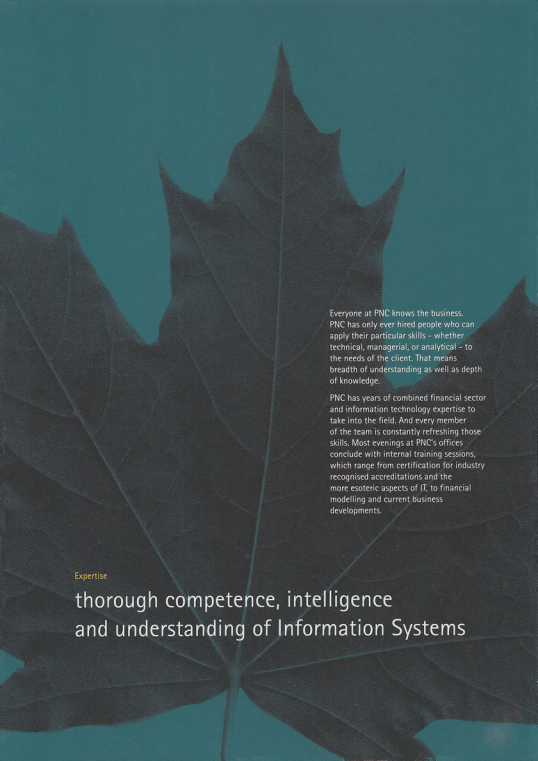
These are precisely the qualities required of information systems specialists serving today's demanding financial services community. PNC clients get exactly what they need most: a coherently argued, thoroughly tested and fully working information network, on schedule and on budget.

PNC's advice is always unbiased, and its implemented solutions integrate the best technology available, independent of any hardware or software supplier.

So, isn't this brochure about Quality?

The five qualities which mark PNC out from the competition, and the care with which clients and client projects are handled, add up to an organisation in which Quality is simply taken as read.





Everyone at PNC knows the business. PNC has only ever hired people who can apply their particular skills - whether technical, managerial, or analytical - to the needs of the client. That means breadth of understanding as well as depth of knowledge.

PNC has years of combined financial sector and information technology expertise to take into the field. And every member of the team is constantly refreshing those skills. Most evenings at PNC's offices conclude with internal training sessions, which range from certification for industry recognised accreditations and the more esoteric aspects of IT, to financial modelling and current business developments.

Expertise

thorough competence, intelligence
and understanding of Information Systems



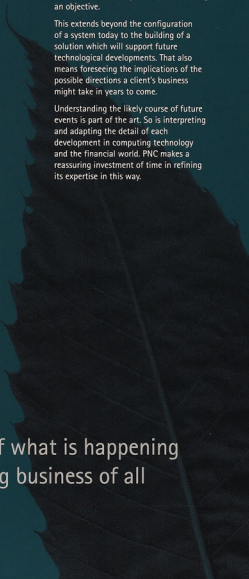
Character

energy and composure in the face of any challenge, coupled with the honesty and integrity to always put clients' interests first

PNC consultants are motivated by what technology can achieve for businesses, and their professional satisfaction comes from communicating that enthusiasm.

PNC remembers, too, that every commitment to invest in technology is made not by an organisation, but by people. When auditing the possibilities for implementing a Wide Area Network, for example, PNC will explore options honestly, working cordially alongside in-house staff or other consultants.

Recommendations, though, will reflect only what PNC concludes to be objectively the best option.



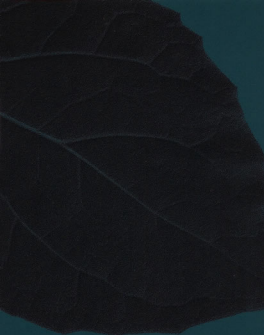
Implementing information technology is as much an art as it is a science. It relies upon the well-defined certainties of hardware capabilities, software functionality and infrastructure capacity. But it places increasing reliance upon the intuitive "feel" of experts to propose what is likely to offer the most elegant way of achieving an objective.

This extends beyond the configuration of a system today to the building of a solution which will support future technological developments. That also means foreseeing the implications of the possible directions a client's business might take in years to come.

Understanding the likely course of future events is part of the art. So is interpreting and adapting the detail of each development in computing technology and the financial world. PNC makes a reassuring investment of time in refining its expertise in this way.

Adaptability

constant awareness of what is happening
in the fastest changing business of all



PNC's approach reflects its character, carefully balancing technical perfection with usability. Reports – whether audits of existing systems, recommendations for new investment, or detailing a programme of work to be undertaken – are composed with the individual reader in mind. They are pitched at the right technical level for the decision maker in each case. And PNC's face-to-face meetings follow the same standard.

But clarity does not preclude detail. If clients ask for help in designing or updating a system, they can expect clear views on, for instance, precisely what mix of protocols will be needed to access a particular system; how to implement ISDN WAN resilience; or the impact of adding a groupware application to a network.

And ultimately, PNC gives an unequivocal, reputation-staking commitment on what benefits the solution will provide to the client.

Approach

determination to provide objective, reliable and confidential solutions and to communicate them comprehensibly to decision makers at all levels



Market specialisation

specific, soundly-based knowledge of the financial sector's distinct needs

PNC knows about reviewing, designing and installing networked information systems. But there are many kinds of networks, and each industry makes particular demands, requiring specialist skills from the experts who work on its systems.

PNC's background is international financial services, and the systems which banks, brokerage houses, insurance firms, accountants, financial boutiques and management consultants need to run competitive businesses.

Information systems are the strategic hub of the modern financial institution. Arguably, nowadays the best settlement and exposure systems, financial modelling tools, and reinsurance recovery systems are the result of a successful interface between professionals and technology. PNC understands that interface and by siting itself in the City of London, PNC has put itself on the door-step of its key market.

PNC

PNC help is practical help. PNC doesn't deal only in recommendations, it deals in sleeves-rolled-up implementation. Its aim is to find the best way for all system users to access the information they need, any time, any place and from any computer.

Any user can run a software program to identify some faults or inefficiencies in an information network, without assistance. Any organisation can downsize its mainframe applications to run on a PC-based system and end up with something that works, without assistance. And any groupware programmer can emulate a company's workflow, without assistance.

But PNC and its clients know that there is a world of difference between having just enough answers to today's problems, and achieving optimum results which will underpin the future.

Expertise, adaptability, character, approach, and market specialisation: five qualities which make Quality an implicit part of PNC.

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