



Bernhard Neubauer

Head of IT-Consulting

Summary

Bernhard Neubauer is an entrepreneur and consultant who continually improves organizational effectiveness and business results through the identification and implementation of needed changes in strategy, project and service delivery, technology, operations, organization, and process. He holds a Master's degree in Computer Science from the TU Berlin. He is owner-manager of ISV GmbH in Berlin, a software company he founded in 1987.

Until 1992, Bernhard was actively involved in the software developing process. He has since shifted his focus on

- Optimizing internal organizational and team structures in order to better handle the rising complexity of systems and projects
- Product management for Print, Web and Mobile products
- Developing and establishing mobile services
- Project and change management

In numerous international projects, Bernhard gained deep insights into the expectations and economic necessities of customers, and in their way of thinking - across all departments. At the same time he is intimately familiar with the work processes and specific mindsets of IT developers and their teams.

When IT projects run into trouble and technological developments come to a standstill, very often the reason is simply a lack of mutual understanding.

A focal point of Bernhard's professional career has always been the overcoming of communication gaps between IT developers on the one hand and their customers on the other, and the mediation between both sides.

Professional career

Since 2013
Head of ISV Consulting

- Advises change processes within existing IT structures and businesses
- Improvement of organizational effectiveness
- Mentoring and coaching Start-up enterprises

Since 1987
Owner and manager of ISV GmbH, Berlin

1985 – 1987
Software developer and IT Consultant at
ifs Herbert Borrmann, Berlin

1980 – 1984
Software developer (student trainee) at
IBM Deutschland GmbH, GMTC Sindelfingen

Main Focus

- On-site presence in national and international projects
- General Management position at ISV GmbH
- Product management
- Monitoring the planning, design and implementation phase of mobile services
- Project management of IT systems development and implementation
- Mediation between IT and business groups
- Requirements analysis and management

Contact

ISV GmbH
Am Treptower Park 75
12435 Berlin
Germany

b.neubauer@isv-gmbh.de
Tel.: +49 30 532 180 80

Bernhard Neubauer

Head of IT-Consulting

Selected project experience

Installation of a nation-wide classifieds sales platform for Print, Web and Mobile in Canada

Background

The customer Trader Corporation (www.tradercorporation.com) ran more than 160 classified print publications for cars, real estate, jobs, verticals and 22 websites in 2010.

The company employed 1.200 people and sales were at about \$200 million.

Personnel was scattered all over Canada at 3 production locations and 13 call centers.

The company used 8 different systems which were unable to communicate with each other.

The company wanted a new system with a centralised database, which was able to automatically accommodate the diverse legal provisions of the Canadian provinces.

The number of call centers was to be reduced significantly and the production locations reduced to two.

The system was required to interface directly with a financial controlling system.

Bernhard's roles and functions

- Customer acquisition
- Contract negotiations
- Analysis phase at all locations in order to determine the necessary system adjustments
- Active staff involvement through project presentations, workshops and open communication
- Wholehearted communication of relevant changes regarding workflows, responsibilities and functions in the departments concerned
- Implementation of test environments and stakeholder involvement in the development process according to the SCRUM model
- Facilitating workshops with the customer's management in Canada to discuss project status, conflicts and necessary workflow changes
- Coordination of communication between customer and ISV GmbH
- Development of training concepts
- Set up of customer service at ISV Berlin and on location in Canada
- Set up of on-site project management
- Management of the system implementation on-site
- Warrant bill 198 compliance and PCI DSS compliance for monetary transactions
- Success monitoring

Customer

Trader Corporation, Toronto Canada,
www.tradercorporation.com

The company belongs to APAX Partners (a private equity company) since 2011.

Bernhard Neubauer

Head of IT-Consulting

Analysis of IT infrastructure and creating a decision-making basis for future infrastructure

Background

The call center's technology had arrived at its limits.

In order to ensure the company's future growth, computing capacity needed to be upgraded.

The company's head of IT explored the upgrade options and presented them to the management. The volume of investment involved suggested that alternative solutions should be explored.

One option consisted in outsourcing the computer center.

With a view from the outside, and with the inclusion of the IT department, the different options were to be evaluated open ended.

The evaluation process was aimed at presenting to the management an understandable and transparent basis for a decision.

Bernhard's roles and functions

- Analysis of the existing IT infrastructure and its current usage in the company
- Creating a concept for outsourcing the IT infrastructure
- Running workshops with the IT department in order to formulate criteria for assessing the pros and cons of upgrading versus outsourcing
- Developing a concept for implementing the outsourcing option without operational downtime
- Keeping the management constantly updated on the project status
- Feasibility study
- Backing the management during the tendering stage
- Presentation of findings and preparation of a sound decision

Customer

Viafon GmbH, Berlin, www.viafon.de

Design, execution and implementation of a system for reports on Adverse Drug Reactions (ADR) for the Federal Institute for Drugs and Medical Devices (BfArM)

Background

Due to a huge congestion in the processing of ADR reports the Authority was under strong pressure to act.

The implementation of a new system had been commissioned years ago. However, the project had not yet passed specification phase.

In order to come to a short term solution, the project had to be implemented in an iterative process (agile software development) in close cooperation with the Authority's stakeholders.

Bernhard's roles and functions

- Workflow analysis and requirements definition
- Formulation of a procedure which ensured the close cooperation with Authority staff
- Presentation of the system development and coordination with the Authority's sponsors
- Definition of system components and structuring of the project into three project teams
- Coordination of the project teams
- Presentation of the project to the executive sponsors
- Promoting team development within the project teams
- Warrant the correct and timely completion of all formal requirements

Customer

Customer Federal Institute for Drugs and Medical Devices (BfArM) in Berlin

Bernhard Neubauer

Head of IT-Consulting

The development of ISV GmbH

Profile

Founded in 1987, ISV GmbH has established itself as a system house, software development and consulting company for classified media publishers.

ISV was able to form long lasting customer relations, which are characterized by reliability and mutual trust.

ISV's main product is the software suite AVUS 21.

AVUS 21 handles all relevant business process for classified publishers.

The system set standards in quality and functionality: from ad taking and disposition, production and billing to the publication of ads in Print, Web and on Mobile Phones.

The main AVUS 21 customer is Trader Corporation in Canada.

With the support of ISV and its software solutions, Trader within a short period of time succeeded to merge and to harmonize a number of diverse publishing houses and publications from all over the country.

Trader Corporation, at that time part of Yellow Pages Group, Canada, today belongs to the British Private Equity company APAX Partners LLP.

Other ISV customers include The Los Angeles Times, Trader Media East, Holtzbrinck Group, WAZ Media Group, and BfArM (Federal Institute for Drugs and Medical Devices).

ISV software solutions have been installed in publishing houses in 15 countries worldwide.

Bernhard's roles and functions

As the long-standing general manager of ISV GmbH, the following management challenges had to be met:

- Continuous software technology development and constant adaptation to market requirements (product management)
- Introduction and adaptation of up-to-date software development methods
- Developing company structures for up to 28 staff
- Analysis of customers' workflows and innovation needs
- Advice on work and decision processes for customers and translation to software-technical solutions
- Consulting and customer support in the digitization of the publishing business
- Concept development and implementation of mobile services (smart phones, tablets)
- Customer acquisition in Canada, USA, South Africa, Spain, Croatia, Czech Republic, Belgium, Portugal, Hungary and Germany
- Direction of the project management and on-site roll-out
- Foundation of the Canadian subsidiary SUVA Media Systems Inc. for the support of North American customers

IT Consulting

Bernhard and his team at ISV have gained a rich body of experience in planning, managing and implementing IT projects in enterprises of different shapes, sizes and cultures. This experience is the foundation for the systematic expansion of their consulting activities.