

New Virtual CTO Service - Purple Reveal's New Service Offering

Written by Australian Business

ESSEX, ENGLAND, August 24, 2013 /**24-7PressRelease**/ -- Co-Founders Stuart McClean and Alistair Sergeant are pleased to announce the launch of the Purple Virtual CTO service.

What is a CTO?

A Chief Technology Officer (CTO) is a key executive role inside an organisation whose responsibility is to understand the business drivers and align a technology to meet the business objectives. As technology advances are continually changing, it's imperative that a business leverages these changes to deliver true competitive advantage.

Whilst the CTO position is an important and key part to the business not every organisation warrants this as full time role. Two considerations why a business may not employ a full time CTO are, from a cost prospective can the business afford this overhead, or that to acquire the talent required to deliver the desired results there simply isn't a big enough requirement to keep the individual engaged long enough.

The Virtual CTO

Purple have created a new way for business to adopt a CTO into their organisation without the associated overheads and responsibilities normally associated with such a position.

The Purple virtual CTO service is a pool of highly experienced senior IT executives whose founders have worked closely with over the years and share the same values and passion for business and technology.

A virtual CTO will bridge the gap between the business vision and the technical decisions that need to be made to support it. By providing the services of multiple CTO's our clients can take advantage of a vast pool of knowledge and experience taken from years of working across many business sectors and disciplines.

Purple have a proven track record to communicate at board Level as well as throughout organisations on any technical issue from overall IT strategy to day to day business

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requirements. They can direct any IT Function in-house or outsourced, in a structured manner and in a language they understand to ensure they adhere to clear business deadlines.

This represents a direct cost to results service which can be tailored to any organisation no matter what the size. The customised consultancy packages range from one off projects to regular on-going consultancy. Our Ideas are fresh and at the forefront of technology but with values that are strong and come from solid experience in business.

Purple's skills within the virtual CTO service cover infrastructure, unified communications, cloud enablement, data centre, applications, programme management, and procurement. This unique and broad set of talent provides customers the confidence that Purple can meet the needs of any business no matter what the size or industry sector.

Founding partners, Stuart and Alistair, share a passion and a highly successful track record for driving business growth, differentiation and efficiency through the development of innovative technology strategies and solid IT infrastructures. As such Purple has a true understanding of business methodology and is able to offer highly functional technology consultancy expertise from a holistic business perspective.

Purple has built a highly dedicated team of consultants each driven by the same ethic and passion for business and technology, this provides a unique mix of industry experience and an integrated approach, enabling a "one solution" offering for each and every client.

Purple's client base is spread across the Finance, Professional Services, New Media and Technology sectors.

About Purple

At Purple, we bridge the gap between our client's business vision and the technical decisions that need to be made to support it. By providing the services of multiple CTO's, consultants and solutions architects, our clients can take advantage of a vast pool of expert knowledge and cumulative experience encompassing many business sectors and disciplines.

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Core services include: • Working with businesses to create technology strategies and roadmaps to facilitate efficiency and business growth

- Investigation and architecture of innovative technology solutions to realise corporate goals
- Management of technology projects and leadership of in-house or outsourced project teams
- Implementation of technology strategy
- Independent IT procurement process management and guidance
- Customised IT consultancy

Specialties - Virtual CTO, IT Strategy, Solutions Architecture, IT Procurement, Enterprise Project Management, Unified Comms, IT Outsourcing, Cloud Technologies, New Media, Finance, Application Development

For further information about Purple, please contact:

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