

## **Company Profile**

**Haddon Hill Group Inc (HHG) was founded in 2003 to address the growing need to link IT investment to business value in enterprises that rely on complex computer systems.**

Leaders of large IT operations must deliver highly reliable services across a growing array of applications despite tightly constrained budgets. For managers of such high-volume, high-complexity, business-critical IT infrastructures, HHG can help improve business alignment, financial control and performance, governance, reliability, and service support through consulting, analysis, hands-on engineering and facilitation methodologies.

**Haddon Hill Group can help your organization regain control of its IT investments.**

Working as part of the internal project team and using industry standard methods such as: Agile, BPM (Business Process Management), ITIL (Information Technology Infrastructure Library), RUP (Rational Unified Process), and SOMA (Service-Oriented Modeling and Architecture), combined with key technologies such as Service Oriented and Hybrid Cloud Infrastructures, multi-tier virtualization/elasticity, and cross-silo automation, we help our clients move toward a more unified, efficient integration and management of their enterprise IT infrastructures and the business processes those systems support.

**We can solve, and have solved, almost any IT management or technical challenge across many different industries.**

We help our clients to produce measurable and financially justified returns by solving difficult problems that call for a small group of experienced senior professionals, not commodity staff augmentation. Most of our projects involve leading and assisting client teams. We are also experienced managing onshore/offshore teams for multiple clients and projects.

Our consultants also have years of experience in the challenges of continuous availability data center operations at global enterprise scales. HHG can provide experienced leadership across the entire lifecycle from inception and justification to operations, maintenance and extension.

### **The HHG Consulting Advantage**

HHG's unique advantage is our consultants' depth of experience in up-front business process enterprise architecture, funding justification, technical design, systems integration, infrastructure operations and business domain knowledge—experience that helps our clients connect funding to business value in very complex IT environments.

**Haddon Hill Group is an employee-owned and self-funded consulting firm that helps our clients optimize their IT investments to deliver demonstrated business value. Our client base is primarily in the US Western region, although we support clients across North America with a mix of on-site and off-site delivery. Most of our consultants are based in the San Francisco Bay Area, and we have a location in Raleigh, NC.**

**To produce great business value, great IT products require great systems integration.**

### **Vendor Relationships**

HHG provides deep technical expertise to help clients configure, integrate, implement and extend vendor products to create IT and business service management capabilities not possible with simple tool configurations. We do not compete directly with product vendors' professional services groups, but help our clients leverage their vendors' products to maximum enterprise advantage.

### **HHG is proud to be an IBM Premier Business Partner.**

HHG consultants are trained and certified across the IBM Software Group's entire Brand Portfolio, and can integrate all these products into a coherent and efficient business-focused IT infrastructure for our customers.

In particular, HHG emphasizes the IBM WebSphere, Tivoli and Rational brands as the leading tool sets for enterprise integration, developing reusable business processes and interpreting business rules on a SOA (Service Oriented Architecture) foundation. Through a combination of software, services, templates and modeling, the IBM Software Group's portfolio of products help us help our clients understand, define, execute, and optimize their core business processes that generate enterprise value.

### **Why IBM WebSphere®?**

HHG's senior consultants did business process management (BPM) and enterprise application integration (EAI) "the hard way" for many years for some of the world's largest companies. This meant deploying many consultants applying proprietary business analysis methodologies as well as many senior programmers using esoteric custom-coding software.

In our seasoned opinion, the IBM WebSphere® product suite represents a genuine advance, enabling our customers to tackle previously intractable or cost-ineffective projects.

HHG has deep experience working with and integrating IBM products to provide value to business enterprises. All HHG senior technology consultants have been trained in using IBM WebSphere® tools, including the following:

|                                 |   |
|---------------------------------|---|
| WebSphere Application Server    | WebSphere Business Process Modeler        |
| WebSphere Business Monitor      | WebSphere Process Server                  |
| WebSphere Business Events       | WebSphere Transformation Extender (WTX)   |
| WebSphere ILOG                  | WebSphere DataPower Integration Appliance |
| WebSphere Integration Developer | WebSphere CloudBurst Appliance            |
| WebSphere Lombardi Edition      | WebSphere Product Hypervisor Editions     |
| WebSphere Message Broker        | WebSphere Service Registry and Repository |

In conjunction with Rational tooling for modeling and delivery and Tivoli for maintenance and support, we have been and are using these IBM WebSphere tools to support SOA initiatives, business process management (BPM) and enterprise application integration (EAI) extension projects for HHG customers.

**HHG consultants also have years of experience working across the three WebSphere-supported platforms of x86, AIX/Power Series and z/Series.**