



Senior minds. In the room.

Every business has access to AI.

Very few have the leadership, systems, data and processes to make it effective.

That is the gap we close.

AI outcome-led business transformation
People. Process. Technology, in that order.

We do AI outcome-led digital transformation. **People. Process. Technology, in that order.**

Our mission is to bridge the gap between AI/Digital Transformation strategy and human adoption, enabling leaders and teams to embrace new ways of working and turn AI investment into lasting business value. Driving true organisational growth.

The best technology in the world fails when the people meant to use it aren't brought along with it, and 60-70% of digital transformations fall down on exactly that. So we start with your people and your leaders, hold their hands through the change, and build systems and processes that genuinely work for them, and feed your AI, not the other way around.

'The transformations most worth regretting are the ones where leaders tapped out when it got hard'

Brené Brown (world renowned Transformation Researcher)

We keep leaders and their teams in the room, and stay in it ourselves, all the way through.

HOW WE WORK

1 Health Check

Discover and review where you are. Everything builds on this.

2 Design

A costed plan for the one or two things that will actually deliver the greatest value.

3 Deliver

We do the work. Systems choice, builds, process, pricing, change.

4 Embed

Training, adoption and readiness, so it holds after we leave. True Transformation.

Come in at any stage. Most start with a diagnostic. Some bring us in mid-programme to deliver, or to rescue one that's stalled. Others only need us for Strategy & Training.

PROBLEMS WE SOLVE

LEADERSHIP & CHANGE

You've rolled out change before, and it didn't stick.

Transformation rarely fails because the strategy is wrong. It fails when organisations struggle to bring people with them, turn ambition into everyday action, and sustain momentum while continuing to run the business. For leaders, the challenge is turning a strategic vision into lasting organisational change and tangible business value. We help organisations turn strategy into sustained change by strengthening leadership, connecting teams and building the capability needed to embed new ways of working. Our approach focuses on the barriers between ambition and results, strengthening organisational foundations, creating alignment and focusing investment where it can have the greatest impact. Transformation is won or lost on the human side. This is where our experience runs deepest, helping leaders create the conditions for change to take hold and deliver lasting value.

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PROCESS OPTIMISATION FOR TRANSFORMATION

Your Processes were never really defined and you're not sure how to scale.

We handle the people, processes, and systems: coaching, alignment, customer journey mapping and process redesign, with the change management that makes it hold. We map how work actually happens today including the steps no one can explain, (not how the org chart says it should), then design the leaner, clearer way it needs to work to scale. We build in the governance, ownership and hand-offs that keep it consistent as you grow. Because a redesigned process only sticks if the people who run it are brought with it, we coach and support your teams through the change, so new ways of working are adopted, not just documented. This is the groundwork AI can't work without and it's the unglamorous work that makes everything else possible.

Processes only work when people work it. We deliver end to end.

SYSTEMS & DATA FOUNDATIONS

Your systems don't talk, and you can't trust the numbers.

We select, implement and integrate business systems, (vendor/tech-agnostic, like CRM, PPM, ERP). We help you to build the foundation everything else stands on: joined-up systems, clean and governed data, and a single source of truth your whole organisation can rely on. Silos removed, information flowing, decisions made on facts rather than guesswork, and AI that finally has numbers it can trust.

Get the foundation right, and everything you build will provide stability, scalability and growth. We handhold and support throughout.

BUILD & AUTOMATION

The business has outgrown the systems holding it together.

Your team spend their days working around the software, not being helped by it. Re-keying data. Chasing spreadsheets. Doing manually what should happen automatically. We automate, integrate, improve or build what your business needs. If an off-the-shelf solution works, we use it. If it doesn't, we build it.

Most advisors can't build, we can, when you need it.

COMMERCIAL OPTIMISATION

Your product got better. Your price didn't. That difference is profit you're not collecting.

We build a pricing model you can put in front of customers within days to establish true willingness to pay. From there we iterate pricing and packaging that fits exactly into your GTM flow to maximise the value the customer pays for. We build discount governance that protects the next deal as well as this one, and enable sellers to close faster. We make sure AI cost-to-serve is not just absorbed, but priced to capture the right value. You're the one buying? We sat on the other side for hundreds of deals so we know what's negotiable and what's theatre.

We know both sides of the table.

WHAT THIS LOOKS LIKE IN PRACTICE

Engineering & Construction

CRM DIGITAL TRANSFORMATION

Six departments on siloed systems, no reliable board-level view. We led a €1B turnover engineering company through a digital and leadership transformation across all six and built a single source of truth on a well-adopted CRM.

Board level dashboards now update live from the CRM, daily.

National Utility

DATA QUALITY & REMEDIATION

A data quality problem unsolved for fourteen years, carrying real safety risk. We assessed off-the-shelf and AI options, then designed and delivered the fix in house.

Lifted to 99.7% accuracy, removing a long-standing safety exposure.

IBM | Global Tech Sales & Partner Leader

LEADERSHIP & TEAM PERFORMANCE

Led a \$1B revenue sales organisation spanning 28 countries, aligning sales teams and external partners through leadership, communications, education, strategy and negotiations. Led the integration onto end-to-end processes and aligned leadership behind shared commercial objectives, delivering top-tier global performance through people, not restructuring alone.

Top-tier global performance, delivered through people.

National Utility

€180M METERING TRANSFORMATION

A multi-year, nationwide programme in a regulated environment. We led the analysis through RFI, tender and proof of concept, aligning operations, technology and vendors.

One end-to-end process, with parallel-run transition planned.

AI Infrastructure

DISTRIBUTED INFERENCE PIPELINE

A need for AI processing at scale, with quality control, that would not fall over under load. We designed and built a distributed pipeline across multiple GPU machines with quality gates and auto-scaling.

Production AI capability running reliably, not a proof of concept.

Hospitality Platform

CUSTOMER SUCCESS TRANSFORMATION

A developer-led platform with a reactive complaints desk and an undefined roadmap. We ran customer journey mapping on real complaint data and introduced standardised templates, tiered customer service and a CSAT programme. New roles in Product were defined to create a clear roadmap. Customers were invited to feed in via managed forums. KPI dashboards were introduced so key metrics such as customer retention could be tracked. This change allowed the company to go from a start up mentality to a growth and scaling mindset.

Development shifted from firefighting to customer-validated work.

Dell Software | Global Technology Leader

COMMERCIAL & DEAL DESK

A \$700m division with no Deal Desk and revenue leaking through non-standard deals. We built the function from zero, with enablement across EMEA.

35%+ of divisional revenue now flows through the Deal Desk; ELAs up 300% YoY.

Poppulo | SaaS Leader

PRICING & PACKAGING

Discounting was eroding lifetime value with no pricing governance. We established the pricing process and committee, redesigned discounting and re-packaged the product.

Double-digit percentage rise in customer lifetime value.

Manufacturing SME

QUOTING & SOURCING BUILD

Manual quoting limited the ability to win and cost work. We designed and built the quoting engine and sourcing platform end to end, architecture to operation.

A production system running the commercial core of the business.

Financial & Tax Services

START-UP DIGITALISATION PROJECT

A growing practice on manual process with no scalable systems. We selected, (through a phase 0 stage) and implemented CRM, ERP, Practice & Marketing management from the ground up and redesigned the processes around them.

100%+ efficiency gain, and 400% growth over four years.

WHO YOU GET

Natalie Garland-Cooke

CRM, ERP and business systems vendor-agnostic specialist. Operations, digital transformation, process optimisation and project management. 25+ years, cross-industry.

Katie Tether

Business analysis and programme/project delivery, customer success, digital experience, data quality and change management across regulated environments. 25+ years in high level transformations.

Sinead Crawley

Leadership development, executive and business coaching, and team performance. 30+ years in senior commercial leadership.

Joseph Rose

Software and systems engineering, cloud and on-premise infrastructure, automation and applied AI. 20+ years in Enterprise software.

Ron Kugler

Commercial optimisation through pricing, packaging and monetisation strategy, deal structure and enterprise negotiation. 25+ years across VC-backed, PE-owned and public software companies.



GET IN TOUCH

Arrange an initial discussion.

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