

# OptimalUsability

People before technology

be different  
francisconsulting

CLIENT CASE STUDY – OPTIMAL USABILITY



Sam Ng,  
Director - Optimal Usability  
and CEO – Optimal Workshop



Trent Mankelov,  
CEO – Optimal Usability

## Company profile

With offices in Wellington, Auckland, Sydney and Canberra, Optimal Usability provides consultancy services to help evaluate and improve the usability of products, services, environments and interactions. Using scientifically rigorous processes grounded in psychology, Optimal's highly-skilled team help organisations simplify their interfaces, and make them more intuitive and easier to use.

## Francis Consulting services

- ✓ Mentor and business adviser since 2004
- ✓ Advisory Board member (NZ) since 2005
- ✓ Advisory Board member (Australia) since 2008
- ✓ CA to company and Directors since 2004
- ✓ CFO support and financial KPI analysis
- ✓ Strategic, management and operational best practice support
- ✓ Personal financial, structuring and tax advice
- ✓ Xero and book-keeper support

“Richard has been an instrumental financial and strategy advisor to our growing businesses. He is not only good at what he does, he has cunning insight in order to ask the most important questions. Richard is highly recommended...except don't use too much of his time because it's limited and we want it!”

Sam Ng, Director - Optimal Usability and CEO – Optimal Workshop

BUSINESS ADVISERS AND CHARTERED ACCOUNTANTS

[www.francisconsulting.co.nz](http://www.francisconsulting.co.nz)

“Richard has been involved with our professional services firm from a very early stage, as a business advisor and mentor. He is very good at challenging us and holding us accountable, and he personifies the "trusted adviser" archetype that we try and be to our own clients. He has been an extremely important part of our success.”

Trent Mankelow, CEO – Optimal Usability

“Optimal Usability are one of the most impressive services businesses I have worked with over the last 15 years. Their appetite for knowledge, personal and professional growth and success are second to none. It has been a challenging but rewarding journey for us as mentors and accountants – after all, nothing is more satisfying than contributing in some way to the ongoing success of our clients.”

Richard Francis – Director (Strategic)

“Working with the Optimal support team to streamline processes and continuously improve outputs for the Directors both here and in Australia has been an interesting and satisfying engagement. Optimal’s openness and trust in us as accountants and business best practice advisers has made us go the extra mile to help them achieve their goal of operational excellence.”

Julie Francis, Director (Accounting)

Optimal Usability success indicators	External recognition (selected):
<ul style="list-style-type: none"> <li>Revenue growth per annum (last 3 years): 65%</li> <li>Staff growth per annum (last 5 years): 72%</li> </ul>	<ul style="list-style-type: none"> <li>Deloitte Fast 50 (fastest export growth, fastest services business growth, #29 in 2007)</li> <li>Incubator Start-Up of the Year 2006</li> <li>Wellington Gold Awards Finalist</li> </ul>