



Action and Task Progress Report- Standard

Atlantis Group

camms**strategy**

Print Date: 14-Jul-2022

ACTION PLANS



GREEN

At least 90% of action target achieved



AMBER

Between 70% and 90% of action target achieved



RED

Less than 70% of action target achieved

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No target set

* Dates have been revised from the Original dates

Organisation

Corporate Strategy

Finance

Accounts Payable

Action Title: 1.2.1.1 Undertake regular analysis and report on the financial performance of our customers						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	Completed	01-Jul-2021	30-Jun-2024	100%	100.00%	<div><div></div><div></div><div></div></div> GREEN
Action Progress Comments: Financial performance analysis is not up to date for our customers. HR and Finance have worked on getting this back on track. We have also implemented improved guidelines and validations to be followed when reporting financial information. <i>Last Updated: 21-Apr-2022</i>						


Action Title: 1.4.1.1 Sewage treatment facilities to be implemented						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Madeline Jones - Sales Director	In Progress	01-Mar-2022	30-Jun-2025	91%	100.00%	<div><div></div><div></div><div></div></div> GREEN
Action Progress Comments: On track. Feedback received and developing blueprint <i>Last Updated: 18-Mar-2020</i>						

Action Title: 2.1.1.1 Develop and implement new business strategies in consultation with the sales and marketing teams						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Madeline Jones - Sales Director	In Progress	01-Jul-2021	30-Jun-2024	29%	100.00%	<div><div></div><div></div><div></div></div> RED
Action Progress Comments: This project is running behind schedule due to multiple resourcing problems surrounding the marketing team. Revised customer success process has been						

developed for mature verticals. Due to insufficient resources allocation, new recruitments are currently on-going to further increase the potential of the Marketing team.

Last Updated: 21-Apr-2022


Action Title: 2.2.1.1 Engage with an external consultancy to deliver a full review of process and service optimisation

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	Completed	16-Jul-2018	30-Jun-2023	100%	100.00%	 GREEN

Action Progress Comments: The team is currently in process of short listing a potential external consultant to perform service reviews and identify optimization opportunities. Engagements with consultant is underway. Expected to finalize on this by the end of next month and the review date also has been scheduled for mid-year.

Last Updated: 21-Apr-2022

Action Title: 3.1.1.1 Outline functional requirements of the system and select a preferred supplier


Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Jack Watts - CFO	In Progress	01-Jul-2021	30-Jun-2024	87%	100.00%	 AMBER

Action Progress Comments: Functional requirements have been finalized and a complete report of all the required details have been sent to the board for approval. Currently, discussions are on-going to analyze the pros and cons and identify a potential supplier. Decided decision will be sent to the board for a final review and validation.

Last Updated: 21-Apr-2022

Accounts Receivable


Action Title: 1.2.2.1 Outline functional requirements of the system and select a preferred supplier

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	Completed	01-May-2022	30-Jun-2025	100%	100.00%	 GREEN

Action Progress Comments: This project was running behind schedule due to multiple resourcing problems surrounding the project team. However, it was possible to reinforce the project team and through proper planning, the project was completed before the baseline end date.

Last Updated: 21-Apr-2022


Action Title: 1.2.2.2 Run bimonthly feedback session to discuss issues and improvement

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Jul-2021	30-Jun-2025	79%	100.00%	 AMBER

Action Progress Comments: Schedule of the project needs to be revisited again, given the unexpected obstacles there will be a slight delay. Further, the tasks need to be reviewed at more detailed level as there have been few tasks that are left on off track.

Last Updated: 18-Apr-2020


Action Title: 1.4.3.1 Undertake research on potential acquisition targets that fall in line with our intended strategic direction

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Jack Watts - CFO	In Progress	01-Feb-2022	30-Jun-2024	36%	100.00%	 RED

Action Progress Comments: Behind schedule due to competing priorities in the regional team. Aiming to resolve this issue by planning to allocate/recruit more resources for the coming months. The plan has been submitted to the board for their review and approvals. Currently awaiting for a response on this.

Last Updated: 21-Apr-2022

Action Title: 2.1.1.2 Undertake regular analysis and report on the financial performance of our customers

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	In Progress	12-Feb-2022	30-Jun-2024	80%	100.00%	 AMBER

Action Progress Comments: New case study material rolled out. Delayed in preparing other materials due to product refinements.


Last Updated: 31-Jan-2020

Marketing

PR and Branding

Brand

Action Title: 1.2.2.1 Implement new company branding guidelines

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	In Progress	29-Jul-2021	30-Jun-2024	74%	100.00%	 AMBER

Action Progress Comments: The team is comfortably ahead of the current target and on well on track to meet the next milestone deadline. The report for the Board's brief has been approved by the Lead and we do not expect this meeting to be delayed.

Last Updated: 13-Dec-2021


Operations and IT

Innovation


Research

Action Title: 4.1.1.1 Engage with an external consultancy to deliver a full review of process and service optimisation to achieve net-zero carbon emissions

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
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Andrew James - Marketing Manager	In Progress	09-May-2022	30-Jun-2025	80%	100.00%	 AMBER
Action Progress Comments: This has not been recognised as a priority. Relevant employees have been advised to conduct basic background checks. <i>Last Updated: 09-Jun-2022</i>						

Action Title: 4.1.1.2 Undertake research on potential strategies that fall in line with our net-zero carbon emissions policy


Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
James Best - Risk Manager	In Progress	09-May-2022	30-Jun-2025	85%	100.00%	 AMBER
Action Progress Comments: Awaiting executive confirmation prior to beginning testing of selected tasks. <i>Last Updated: 09-Jun-2022</i>						

Strategy

Action Title: 1.1.1.1 Develop release strategy for our upcoming online offerings


Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	In Progress	05-Sep-2021	30-Jun-2024	78%	65.00%	 GREEN
Action Progress Comments: 20/02/22 - Our new online offering 'ascend' has been developed and is now scheduled to launch in April following QA. At the same time, a new website is in the early stages of development, and this will be ready to launch at the same time (if not before). SEO / SEM approach will be similar to that of earlier releases. 08/05/22- The release strategy has been developed and the initial phase activated. <i>Last Updated: 09-Jun-2022</i>						


Action Title: 1.1.1.2 Summarise our approach to online solutions to improve efficiency.


Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	Deferred	01-Jul-2021	30-Jun-2024	12%	75.00%	 RED
Action Progress Comments: This is ahead of schedule. I am awaiting executive feedback before finalising and closing. Its anticipated to receive feedback within the next couple of days. <i>Last Updated: 02-Apr-2020</i>						


Action Title: 1.1.1.3 Undertake regular analysis of the online business' financial performance


Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
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Joe Smith - Director, Global Operations	In Progress	01-Jul-2021	30-Jun-2024	45%	60.00%	 AMBER
Action Progress Comments: Not enough information is being collected for meaningful analysis. Investigating changing our reporting process to receive better inputs for our analysis. <i>Last Updated: 09-Apr-2021</i>						


Action Title: 1.2.1.1 Undertake target marketing campaigns focused on increased revenue from the new sectors and improve our brand awareness within these						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Andrew James - Marketing Manager	In Progress	01-Jun-2022	30-Jun-2025	77%	0.00%	 GREEN
Action Progress Comments: Initial campaign rollouts successfully completed with secondary Initial campaign rollouts successfully completed with secondary Initial campaign rollouts successfully completed with secondary Initial campaign rollouts successfully completed with secondary <i>Last Updated: 02-Mar-2022</i>						

Action Title: 1.2.2.1 Develop case studies for key industry clients						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Andrew James - Marketing Manager	In Progress	01-Jul-2021	30-Jun-2024	85%	100.00%	 AMBER
Action Progress Comments: Deferred due to issues identified with key references. Development of new case studies are underway. <i>Last Updated: 18-Apr-2020</i>						

Action Title: 1.2.2.2 Engage with an external consultancy to deliver a full review of process and service optimisation						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	Completed	01-Apr-2022	30-Jun-2025	100%	100.00%	 GREEN
Action Progress Comments: External consultant has been identified, contracted and finalising the review of the processes is in progress. <i>Last Updated: 09-Apr-2021</i>						

Action Title: 1.3.1.1 Conduct a campaign to attract interest from partner organisations						
Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Jul-2021	30-Jun-2023	51%	100.00%	 RED
Action Progress Comments: This project has been deferred given resource changes. To commence again at the end of April. <i>Last Updated: 29-Apr-2021</i>						


Action Title: 1.3.1.2 Conduct a campaign to attract interest from partner organisations

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Jul-2021	30-Jun-2023	52%	100.00%	 RED

Action Progress Comments: Second round completed. On track to launch of the third round by the end of May.

Last Updated: 18-Apr-2020

Action Title: 1.4.3.1 Conduct due diligence on existing contacts from targets that have approached us

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	Deferred	01-May-2022	30-Jun-2025	59%	100.00%	 RED

Action Progress Comments: This has not been recognised as a priority which is likely the reason for being behind schedule. Relevant employees have been advised to conduct basic background checks.

Last Updated: 18-Apr-2020

Action Title: 3.2.1.1 Run bimonthly feedback session to discuss issues and improvement

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Joe Smith - Director, Global Operations	In Progress	01-Apr-2022	30-Jun-2025	78%	100.00%	 AMBER

Action Progress Comments: This has not been recognised as a priority which is likely the reason for being behind schedule. Relevant employees have been advised to conduct basic background checks.

Last Updated: 02-Jun-2020

Support

Business Applications


Action Title: 1.2.1.1 Implementing the Loopio system

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Madeline Jones - Sales Director	In Progress	09-Feb-2022	30-Jun-2025	86%	60.00%	 GREEN


Action Progress Comments: This project has been deferred given resource changes. To commence again at the end of April.

Last Updated: 29-Apr-2021


Action Title: 1.4.2.1 Contact medium to large service providers to gauge interest

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Andrew James - Marketing Manager	Completed	01-Jul-2021	30-Jun-2024	100%	100.00%	 GREEN
Action Progress Comments: 30 organisations contacted with 6 qualified responses. As of mid April, 37 organisations have been contacted with 11 qualified responses. <i>Last Updated: 18-Apr-2020</i>						


Action Title: 2.1.2.1 Select and test the most appropriate strategies on a segment of existing clientele

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Jul-2021	30-Jun-2024	84%	100.00%	 AMBER
Action Progress Comments: Awaiting executive confirmation prior to beginning testing of selected strategies. <i>Last Updated: 18-Mar-2020</i>						


Action Title: 3.1.2.1 Complete UAT testing and training

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Elizabeth McMahon - Manager, Support	In Progress	01-May-2022	30-Jun-2025	88%	100.00%	 AMBER
Action Progress Comments: UAT checklist completed and verified. Training is progressing well with UAT staff and trainees. <i>Last Updated: 20-Apr-2020</i>						

Action Title: 3.1.2.2 Conduct scoping and consulting sessions with all affected parties and stakeholders

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Mar-2022	30-Jun-2025	85%	100.00%	 AMBER
Action Progress Comments: Second round scoping completed. Third round of scoping on track with scheduled dates. <i>Last Updated: 20-Apr-2020</i>						

Action Title: 3.3.1.1 Conduct quarterly consultation sessions with customers

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Sep-2021	30-Jun-2023	4%	100.00%	 RED
Action Progress Comments: Q2 session completed and feedback documented. Q3 session completed and feedback documented. Q4 session booked.						

Last Updated: 30-Dec-2021

Systems

IT Infrastructure

Action Title: 1.4.1.1 Develop a system to ensure both staff and global partners are aware of this blueprint and report on its implementation

Responsible Person	Status	Start Date	End Date	% Complete	Target	On Target %
Michelle Jonas - Project Coordinator	In Progress	01-Apr-2022	30-Jun-2024	91%	100.00%	 GREEN

Action Progress Comments: Development of system is off track. Miss-allocation of resources. Board level decision made to reallocate resources.

Last Updated: 18-Apr-2020



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