



Barratt Developments and Simpson Associates form a Strategic Partnership

Barratt Developments PLC, the country's largest housebuilder, today announced they have selected Simpson Associates as their strategic partner for review and implementation of their Financial Planning and Analysis tool, IBM Planning Analytics.

Barratt Developments PLC is the UK's largest housebuilder, last year selling 17,856 homes, creating great new places to live throughout Britain by putting customers at the heart of everything it does. Over the past 6 years, Barratt has increased its housing output by 40% – building more of the homes the country needs.

It is committed to building quality homes and this year received more NHBC Pride in the Job awards than any other Housebuilder and was awarded 5 stars by the HBF for customer satisfaction for the tenth year in a row

Barratt Developments has three consumer brands, Barratt Homes, David Wilson Homes, and Barratt London, which make up the heart of their business and offer a wide variety of properties across the UK. They are a distributed company with 6 regions comprising 27 divisions geographically spread throughout England, Scotland and Wales. They have many group functions, including finance, which is based at the group support centre in Leicestershire.

Commenting on the new strategic partnership, Ade Brant, IT Director, Barratt Developments, said: "It is clear that Simpson Associates have the pedigree and demonstrable track record of IBM TM1 design & implementation at scale and across distributed organisations. In addition, Simpson's wider capabilities align perfectly to our 3-year strategic IT plan which will include a wider strategy on data management and business information"

Nick Evans, Business Development Manager, Simpson Associates said: "Barratt Developments have a system used by circa 200 users spread across the group finance team and in each division. Our review recognised the challenges that Barratt was having in their existing process and highlighted IBM Planning Analytics as a best of breed planning solution and the right tool of choice for Barratt moving forward. We very much look forward to working with the team at Barratt as strategic partners."

Simpson Associates build long term partnerships that challenge the status quo of traditional business relationships. To their customers, they are trusted advisors. They invest heavily in the training and development of a highly skilled and committed team who consistently strive for quality.