



## SERVICE PILLARS

Blue Zoo operates within three broad service pillars: governance, strategy and risk. These are the underlying themes in all that we do, and in the skills of the advisors that we employ.

Our service pillars represent the core commercial disciplines, each required in appropriate balance. Working across all sectors and several international boundaries ensures Blue Zoo advisors are well-rounded in approach, and able to offer pragmatic guidance based on personal experience supported by access to a comprehensive global knowledge base.

## PRACTICE AREAS

Blue Zoo operates across three practice areas: corporate advisory, professional conduct, and technology advisory. Each area carries specialist advisors with deep domain expertise in their fields and a wealth of pragmatic commercial experience. Rigorous professional development is a continuing requirement, as is the maintenance of extensive networks for sharing best practice information.

## GOVERNANCE MANAGER

Blue Zoo's Governance Manager is used to simplify governance, bringing greater transparency and accountability to governance controls.

## BLUE ZOO VALUES

### INSPIRATIONAL

in everything that we do and for everyone that we encounter

### COURAGEOUS

in being independent, championing change, and acting with real integrity in the face of adversity

### LEADERSHIP

as an intrinsic part of our culture that is collective, collaborative and compassionate

### PRAGMATIC

in striving for a deep understanding of our customers, clear results and measurable outcomes

### DIFFERENT

by actively engaging challenges in unique ways to unlock new possibilities

## IN THE COMMUNITY

Blue Zoo is committed to acting as a responsible corporate citizen, and we strive to improve the quality of life for those around us through financial contributions, in-kind donations and staff volunteering.

Our community giving activities are based on a philosophy of operating globally and giving back locally. We are not bounded by geography, and support community initiatives on our doorstep and in every corner of the world.

Our approach to community giving is unique, combining both financial and volunteer support. We encourage our staff and business partners to get involved in both local and remote communities; and to support programs that are making a positive and direct difference to people's lives.



Professionalism that starts  
with an unwavering  
commitment to quality



Blue Zoo quality systems ensure that Blue Zoo staff members act with integrity and diligence in the execution of their duties. In addition to compliance checks against applicable laws, regulations and professional standards; the Blue Zoo system includes robust peer reviews to guarantee consistently high standards.

## Customer Orientation

Blue Zoo's client engagement methodology is highly consultative in nature and is focused on ensuring that all stakeholder concerns are thoroughly addressed, and that optimal solutions are found to deliver the greatest value for the smallest possible investment.

Blue Zoo advisors work throughout our client businesses from corporate executive to the coal face, ensuring that solutions are not only strategically aligned but also operationally pragmatic.

Our methodology for dedicated client contacts ensures we deliver on our strong customer service orientation and consistently provide informed, timely and focused customer service.

This practical and pragmatic approach has ensured that our clients continue to use our services again and again, comfortable in the knowledge that we do not build 'paper tigers', but focus instead on business systems and processes that add tangible value.

## Performance Analysis

Blue Zoo uses systems to regularly monitor and improve our services, including:

- Regular internal performance analysis on the full range of services via an internal Performance management system and the boards strategic planning process
- Regular solicitation of client feedback on performance

The Blue Zoo advisory services practice is well-resourced and carries sufficient reserve capacity to meet both planned work and ad-hoc requirements.

Blue Zoo retains a specialist recruitment advisor who is tasked with securing the services of top flight corporate and business personnel as required by the company.

Blue Zoo enjoys a staff retention rate that is the envy of our industry – in part by providing a workplace that offers diverse and challenging assignments and encourages staff to reach their full potential. Other contributors include a fully equipped crèche and a flexible workplace environment.

## Issue Management

Blue Zoo has an active and robust contract management model designed to address any problems that may arise under a variety of categories.

These include:

- Authoring and negotiation
- Baseline management
- Commitment management
- Communication management
- Contract visibility
- Document management
- Issue / change management
- Identified
- Service level compliance
- Transaction compliance

Each of these contract areas are reviewed periodically throughout the life of a contract within a formal review process. This review is completely transparent and designed to include key customer stakeholders.

During the review process, any problems that have arisen are discussed and resolved, with the de-identified outcome populated into the Blue Zoo global knowledge base to better inform company-wide contract management ability.

## Information Management

Blue Zoo's practices ensure that the confidentiality of client information is maintained at all times during the performance of Blue Zoo services.

The Blue Zoo's Information Management standard outlines the principles and practices of Blue Zoo's security and confidentiality of information including:

- Information Risk Assessment
- Data Management
- Protection of Information
- Data Lifecycle
- Operational Requirements

Blue Zoo has a secure data repository that is only accessible to advisors within the Professional Conduct Practice. All data related to client engagements is stored securely within this repository.

Blue Zoo's physical security practices ensures that all material is securely stored with only Professional Conduct Practice personnel who are currently engaged in the services having access.

Blue Zoo's information security controls are regularly tested against ISO27001.



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