



## **The Simonds Story**

For more than 60 years, and through three generations of talented and visionary builders, Simonds have developed an enviable reputation for building Australia's best homes. From humble beginnings, they're now one of Australia's leading homebuilders.

The hallmarks of Simonds homes can be seen in the care and attention to detail that is featured in every home. This company doesn't just build homes: They travel with their customers on the whole homebuilding journey - right up until they walk through their front door for the first time.

Today, three generations of builders provide hands-on experience, and, with an entire team that stands proud with the brand, Simond's commitment to building quality, affordable and stylish homes is stronger than ever.

There are no exceptions for Simonds when it comes to quality and to meet the company's development goals, Peter Kelly, the CIO, needs the best IT partners possible.

## **The Evolve-IS & Simonds Story:**

The following transcript is from an interview with Peter Kelly, CIO of Simonds. The interview was conducted by independent consultants, Leading Matters, to gain feedback for Evolve's continuous improvement program.

### **The importance of the service Evolve provides to me as the CIO and to Simonds as our business:**

“Our company is committed to excellence internally and externally for our customers. My role as the CIO is to reflect that commitment internally so the whole business is seamless in that aspect. With Evolve IS, I can achieve that level of excellence for a number of reasons.

First of all, there are the Evolve people. They fit in with our team and our organisational culture. It just works because they are great people who are very effective in my part of the business. They are up-to-speed – productive immediately because of their knowledge and the time they've spent getting to know our business.

In all honesty, we couldn't afford to hire people at their level and the way the senior person mentors our juniors is a terrific value add and it's very much appreciated. I couldn't be happier with the relationship. They're Evolve staff but they're part of our team too.

### **What about the ROI for Simonds?**

These are all ROIs for me – it's not a traditional contract – just pure partnership. I'm not looking for vendors, I'm looking for partners and our relationship with Evolve is a win for us. In addition to the quality of the entire team of Evolve people, CEO, Bill Kennedy adds tremendous value as a trusted partner to bounce ideas around with.

Our company is committed to an exciting and innovative 3 year strategy for IT that is in line with our goals and objectives. We appreciate Bill's input to our strategic planning and we believe he works in our best interests and does his best for our business. This, together with the way Evolve delivers output to the set deliverables is what underpins the trust. It's important to get honest feedback from a trusted core of people and Bill is someone I trust to do that with.

I need to have a partner to develop the strategy and Evolve's project input and flexibility means I can pull them in as needed. It saves a lot of down-time and maximises delivery because things are done on time. Very often in organisations, IT is experienced as long on promises and short on delivery. With Evolve's help we plan and strategise rather than implement things off the cuff. It's a far more cost effective way of operating and the outcome adds value to the business because it's the business that drives the IT needs. Evolve help us to evolve and I'm happy to tell the team that.

### **Would you recommend Evolve?**

I do recommend Evolve. They add value and understand quality. I'd be very surprised if anyone could dispute that. It's what Bill's about: People, service, adding value through knowing and understanding the business that you're in. For 20 years I've been on both sides of the fence and Evolve's one of the best operators I've ever come across."

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