

Experto Crede - Trust the Expert

Leading edge thinking for world-class solutions

Our value proposition is clear – We strive to deliver significant business value for our customers with a fundamentally bespoke service that is based on deep industry and technical expertise using world class BI technologies from Oracle and Birst. For CX we partner only with Oracle for their Siebel platform and the newer Customer Experience Platform, including CX Sales, Service and Marketing. We are passionate about delivering the very best results, proudly demonstrating our core values – Expertise, Experience, Integrity and Commitment.

Our Services



Business Intelligence

We have the finest Business Intelligence consultants in the business. As well as full solution architecture, design and delivery we also specialise in performance optimisation and quality reviews.

[Read more](#)



UX/UI Design for Dashboards and Data Analysis

Praesto Consulting

By Simranjit Singh Deol



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Customer Relationship Management

Our CRM team have a massive amount of experience with the Siebel core platform and many of its leading industry applications. Our consultants come from a variety of both technical and business disciplines.

[Read more](#)

Our Core Values



Outstanding

At Praesto we are leaders in our field and realise that our best assets are our people. We have some of the most outstanding CRM and BI architects in the business all of whom are passionate about and dedicated to their clients business.



To Excel

Praesto have many proven examples of where we excel where others have failed. Our people are committed to delivering value to our clients, across all of their interactions, on their way to delivering highly successful projects.



Expertise

We're passionate about providing the best people to deliver the best results and exceed our customer's expectations over and over again. Our unrivalled levels of expertise has enabled us to become trusted advisors to many PSTE 100 clients.

What they say about us



"Praesto are a premier Oracle Business Intelligence partner with a great track record of delivering some of our most complex, innovative and successful implementations – in time and to budget. They understand that successful BI programmes are about helping our customers deliver value, enabling better decision making every day across the business and making Analytics part of the DNA of an organisation"

– Nathan Lewis – Business Analytics Sales Director – Commercial Industries

Just some of our clients



Praesto Consulting

London | Slough | Global

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VAT: 945514317



Our Services

Business Intelligence

CRM

Strategy

UX/UI and Digital Design

Support and Training

More...

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Our Partners



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About Us

Home / About Us

Industry experts and exceptional thinkers

Praesto employs many of the most outstanding CRM and BI consultants in the industry. Our consultants are respected across the industry by their peers and Praesto has a long and enviable track record of delivering successful projects in some of the most complex environments possible using a highly flexible engagement model which allows us to tailor the way we work to the needs of our customers. Our confidence in our team is such that we will always look at fixed price or risk and rewards type engagements. Let's meet just a few of the experts here at Praesto:



Jem Ranson: Company Director and Founder

Company Director and Founder, Jem Ranson, witnessed the difference that true expertise can bring to a project, so he set about hand picking the very best people in the industry to build Praesto's enviable team of experts. Its quality that matters, not quantity.



PATRICK OFFLAND
TECHNICAL DIRECTOR



DAVID ATHERTON
TECHNICAL DIRECTOR



MATT DUFFY
TECHNICAL DIRECTOR



PAUL SEXTON
CONSULTANCY DIRECTOR



DEAN MISQUITTA
SALES DIRECTOR



SIMON VICKERY
SALES DIRECTOR



ROB CROSS
MANAGING CONSULTANT



CHRIS BARSBY
PRINCIPAL CONSULTANT



ALEX MOODEY
PRINCIPAL CONSULTANT



ASHLEY CAIRNS
SENIOR CONSULTANT



SIMRANJIT DEOL
UX/UI AND DESIGN MANAGER



YOU
LIMITLESS POSSIBILITIES

Interested in joining our world class team or just want to get in touch?

The application process couldn't be simpler. Just click on the button below and you will be taken to the application page where you will fill in a few minor details and upload your CV. We always welcome talent from a variety of backgrounds so don't be shy! If you would like to contact us about anything else please don't hesitate to get in touch.

Apply Now

Contact Us

Business Intelligence

Home / Our Services / Business Intelligence

Praesto have some of the best Business Intelligence architects in the business who know how to get the best out of your technology. As well as full solution architecture solution design and delivery we also provide a range of additional services, from performance optimisation to quality reviews. Our team have a great deal of experience in two primary BI technologies which are the Oracle Business Intelligence (OB) portfolio and Birst. We fully understand how to optimise the BI platform by using a variety of Database Optimisation Techniques and Advanced ETL methodologies to ensure that all our solutions deliver significant Business value and are fast and reliable. Learn more about Oracle BI, BICS (Oracle BI Cloud Services) and Birst by speaking to one of our team.

Oracle BICS

Oracle BI

Birst

"Praesto is constantly succeeding where others fail. We've become trusted advisors to world leading FTSE 100 companies"

What can Praesto offer you?

World class professionals
No challenge is too great and no job is too big for us.

Commitment
We are committed to delivering the best results possible.

Expertise
Our experts are highly skilled in a range of technologies.

Results
We always deliver results and work tirelessly until our clients are happy.

Just some of the clients we work with



What do our clients say?



Much more than a workplace

"Every day at Praesto is different - new challenges, and opportunities to learn something new. Every day starts with passion for achieving our mission and satisfying our customers. We provide tailored solutions, as real experts, driven by our customer's needs and are a powerful team that work together..."
Aina

Would you like to know more?

Simply click on the button below and you will be taken to the contact page where you will fill in a few minor details and submit your enquiry.

Enquire

Type and hit enter ...

Praesto Consulting
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More...

Careers

Business Intelligence

Customer Relationship Management

Strategy

Support

Training

UX/UI and Digital Design

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Desktop

The desktop view of the Praesto website features a clean, professional layout. At the top, a navigation menu includes 'Home', 'Our Services', 'Our Clients', 'Careers', 'About Us', and 'Contact Us'. The main header area is dominated by a large, high-quality photograph of a smiling male graduate in a suit. Below this, the 'Graduates' section is introduced with a sub-menu. The primary content area is titled 'Join our league of extraordinary consultants' and contains a paragraph about Praesto's expertise in CRM and Business Intelligence. A quote from a graduate is featured in a box: "Praesto is more than a company, more than a workplace. We are a family that is constantly growing and working together".

A 'What can Praesto offer you?' section follows, listing four key benefits:

- Excellent Salary and Benefits:** Praesto is proud to reward its graduates one of the best salary packages in the industry with a range of benefits including a car and phone allowance, bringing the package up to £37,000.
- Brilliant and Close-Knit Team:** You'd be working with a highly experienced and well regarded team within the industry. Let their experience and knowledge rub off on you.
- Highly Driven Environment:** Praesto is a place to 'leverage your' intelligence against real business challenges whilst learning from the best in the business.
- Strong Career Path:** Praesto offer a structured path for promotion, where you're in control of your own success and career progression.

Below this is a 'What do our team members say?' section featuring a testimonial from Anna: "Every day at Praesto is different - new challenges and opportunities to learn something new. Every day starts with passion for achieving our mission and satisfying our customers. We provide tailored solutions, as real experts, driven by our customers' needs and are a powerful team that work together." - Anna. This is followed by a 'Just some of our clients you get to work with' section displaying logos for Birst, Cancer Research UK, BRITVIC, Activision Blizzard, and Innovit. A 'Ready to join? The application process couldn't be easier' section includes a call to action: "Simply click on the button below and you will be taken to the application page where you will fill in a few minor details and upload your CV. We always welcome talent from a variety of backgrounds so don't be shy!" with a prominent red 'Apply Now' button.

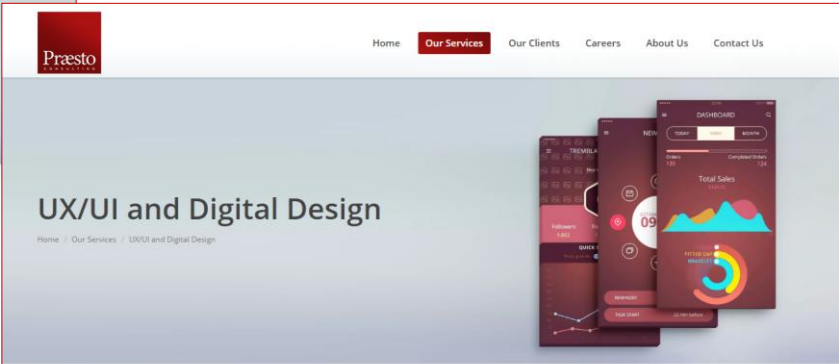
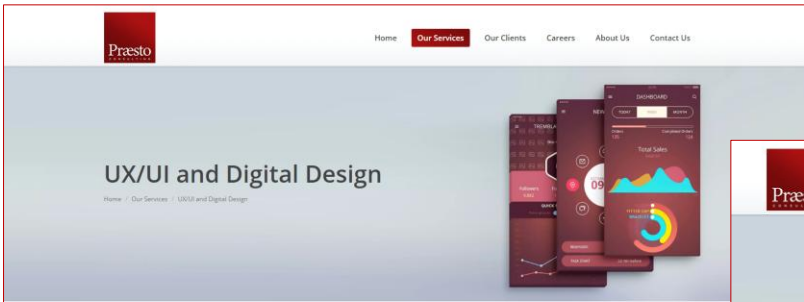
Mobile

The mobile view of the Praesto website is optimized for smaller screens. It features a hamburger menu icon in the top left corner. The navigation menu is simplified to 'Home', 'Careers', and 'Graduates'. The hero image of the graduate is prominent. The 'Join our league of extraordinary consultants' section is adapted for mobile, featuring a search bar with the placeholder text 'Type and hit enter...'. Below the search bar, the 'Praesto Consulting' logo and location information (London | Slough | Global) are displayed, along with social media icons for Facebook, Twitter, and LinkedIn. A 'More...' section lists various services: Careers, Business Intelligence, Customer Relationship Management, Strategy, Support, Training, and UX/UI and Digital Design. The 'What can Praesto offer you?' section is also adapted, highlighting 'Excellent Salary and Benefits' and 'Brilliant and Close-Knit Team'.

Mobile Menu

The mobile view of the Praesto website with a dropdown menu open. The menu is a white overlay with a red 'X' close button in the top right corner. It lists the following navigation options:

- Home
- Our Services (with a close button 'X')
 - Strategy
 - Business Intelligence
 - Customer Relationship Management
 - UX/UI and Digital Design
 - Training
 - Support
- Our Clients
- Careers (with a plus sign '+')
- About Us
- Contact Us



UX/UI and Digital Design

Home / Our Services / UX/UI and Digital Design

We have some of the best UX/UI and Digital designers in the industry with years of experience with some of the most advanced software and techniques available. A single expert from Praesto's UX/UI team is well versed in all aspects of the design process from wire-frames, prototyping to designing and delivering. Our team has experiences in multiple technologies and disciplines including photo editing, web design, app design, movie editing, animation, marketing, 3D modelling and this just scratches the surface of our capabilities. We know what you want even if you do not. Our experts will guide you through your target and give you an understanding of your goals and needs even when you are unsure. No matter what your creative need, from logo design to mobile app design to web design, we have it all.

Type and hit enter ... Q

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More...

- Careers
- Business Intelligence
- Customer Relationship Management
- Strategy
- Support
- Training
- UX/UI and Digital Design

"Praesto is constantly succeeding where others fail. We've become trusted advisors to world leading FTSE 100 companies"

UX Design

UI Design

User Research

Visual Design

Interaction Design

Film and Animation

Some of the benefits of good UX/UI and Digital Design

- Customer satisfaction
- Increased user loyalty
- Brand recognition
- Repeat business
- Focus on customer needs
- Employee productivity

What can Praesto offer you?

- World class professionals**
No challenge is too great and no job is too big for us.
- Commitment**
We are committed to delivering the best results possible.
- Expertise**
Our experts are highly skilled in a range of technologies.
- Results**
We always deliver results and work tirelessly until our clients are happy.

Just some of the clients we work with

innovit | Experian | esk | birst | CANCER RESEARCH UK

UX Design

1 LOADING → 2 INTRO → 3 SELECT DEVICE ↔ 4 LOGIN → 5 HOME

"User experience design (UXD or UED) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product."

UX designers are primarily concerned with how the product feels. A given design problem has no single right answer. UX designers explore many different approaches to solving a specific user problem. The broad responsibility of a UX designer is to ensure that the product logically flows from one step to the next. One way that a UX designer might do this is by conducting in-person user tests to observe one's behaviour. By identifying verbal and non-verbal stumbling blocks, they refine and iterate to create the "best" user experience. An example project is creating a delightful on boarding flow for a new user.

Example task: "Define interaction models, user task flows, and UI specifications. Communicate scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders. Work with our creative director and visual designers to incorporate the visual identity of Twitter into features. Develop and maintain design wireframes, mockups and specifications."

Our UX & UI designers can tackle both the user experience and user interface aspects of a project. The benefit of being both a UX and UI designer is the ability to apply visual elements to improve the perception of elements. This is very important as UX designers work with wireframes where colour and depth don't play such an important role as in the case of Visual/UI design.

UI Design

User Research

Visual Design

Interaction Design

Film and Animation

What do our clients say?

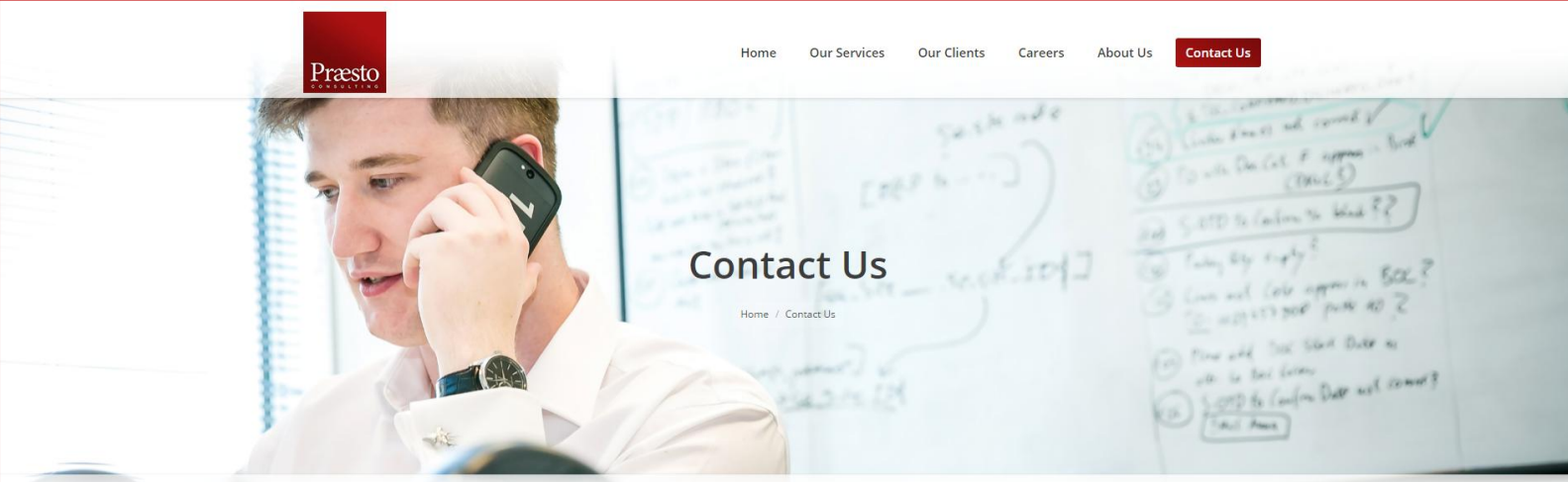
Much more than a workplace

"Every day at Praesto is different -- new challenges and opportunities to learn something new. Every day starts with passion for achieving our mission and satisfying our customers. We provide tailored solutions, as real experts, driven by our customers' needs and are a powerful team that work together." - Hira

Would you like to know more?

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Enquire



Contact Us

[Home](#) / [Contact Us](#)

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Whether you are inquiring about our services or are looking to join our diverse and talented team of consultants, just fill out the form below and one of our specialists will get in touch with you.

We want to hear from you

Your Name (required)

Your Email (required)

Subject

Your Message

[Send](#)

Type and hit enter... Q

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