

# AleffGroup

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## **The Aleff Group of Companies: Focus on Life Science**

The AleffGroup is a federation of privately held companies, each stand alone, with a common vision and an integrated management structure. Established in 1992 with support from the European Commission, it is now equally active in management support and consultancy on both sides of the Atlantic, as well as serving a global market for specialist multimedia and web-based products targeted at life-science professionals and life-science based industries and organisations. It now has a presence in both Africa and Australia.

The AleffGroup companies include:

- AleffGroup Services Ltd (UK) – Consultancy in Strategic Planning and Communications
- Telos Aleff Ltd (UK) – Multimedia Product Development and Publishing
- AleffGroup Inc. (US) – Methods and Tools for Business Communications and Processes
- PKV Management (US) – Consultancy and Management Services
- Trimanos LLC (US) – Clinical Research Management Support.

Aleff Group has a joint venture with EBT Consultants Ltd. Athens, in Food Safety, under the name AFSIS.

Aleff Group has extensive experience in ebusiness, in particular integrating web-based services and tools into existing business processes. It has pioneered specialist information support tools for professional users of life science products such as vaccines.

## **Global Reach**

Through its long-term partnerships with a global network of centres of excellence, Aleff Group is able readily to deploy the resources of a significant body of consultant experts of international standing. It has special experience in project management of complex projects.

## **Business Sectors in Life Science**

There are seven main business sectors Aleff Group services, both with consultancy and knowledge based-solutions:

- Strategic Planning and Performance Based Budgeting
- Animal health and production
- Leather production
- Environment, including mining and chemical processing
- Farming
- Food
- Human health, including clinical research.

These are convergent among themselves, but also with other industries such as telecommunications. Aleff Group is well positioned to understand and foster new opportunities brought about through convergence.

## The Aleff Group: Focus on Knowledge-Driven Organisations

Knowledge-driven organisations in both the public and private sectors face extraordinary opportunities, and unprecedented challenges.

The visible challenges are well recognised, and largely generic. The life-science knowledge base in particular changes at extraordinary speed, and keeping up to date is daunting. New ethical dilemmas multiply. Defining intellectual property, and finding appropriate ways of exploiting it, redefines the character of research. Mobile computing and communications technology forces innovation in working practices. Public concerns grow about the risks of research, while demands for more effective, safer, cheaper products and services have never been greater. Markets are increasingly global, and increasingly volatile. Regulatory demands increase in level and complexity year by year.

In seeking to meet visible challenges, organisations may neglect, or not even seek to identify, the invisible challenges they pose themselves, in their structures, cultures and patterns of communication. Aleff Group's expertise lies in identifying and solving them.

In Europe and the United States, Aleff Group clients include large corporations, government bodies, reference organisation and professional associations. They share a common characteristic of wishing to respond imaginatively, but concretely, to a recognised need for change in the way they accomplish their missions.

## The Principals and Lead Consultants

The Group principals and lead consultants have extensive experience leading or participating in multi-partner consortia, for example public-private collaborations supported by government, or by bodies such as the European Commission or the United Nations.

## A Partnering Approach

The Aleff Group partnering approach informs the great majority of its work, some projects now dating back nearly ten years. Major partnerships include:

- **Strategic Planning and Performance Based Budgeting:** clients in State and County government, and for profit and not for profit corporations primarily in California, Florida and Washington DC
- **Animal Health and Production:** with the Food and Agriculture Organization, (FAO) Rome, L'office international des epizooties (OIE) Paris, and the UK Institute of Animal Health (IAH), Pirbright and Compton, the **Advanced Veterinary Information System (AVIS)**, covering all List A, and key List B diseases, both on both CD ROM and web server; see [www.aleffgroup.com/avisfmd](http://www.aleffgroup.com/avisfmd). This site has had over 8 million visits since February 2002.
  - with **FAO**, emergency planning and response tools for epizootic disease prevention and control, published as **Good Emergency Management Practice (GEMP)**
  - with **Merial**, disease and product management tools on CD ROM and on-line, including **Foot and Mouth Disease** and **Rabies: EU, Rabies: North America, Rabies: Central and South America (in Spanish)**

- A major extension of the AVIS project into zoonotics disease is now in development
- **Leather production:** with the **British Leather Technology Centre** (BLC), Northampton, **Computer Aided Training Technology** (CATT) a five part curriculum for operatives in leather production, in use world-wide, and **Hide Quality**, a program in five languages sponsored by the European Commission
- **Environment:** with the University of Viterbo, Italy, **Agro-Biotech**, addresses biotechnological solutions to challenges in environmental management and remediation
  - With **Florida Institute of Phosphate Research** (FIPR), the **MiLo Project** offers a comprehensive range of professional support tools for the phosphate industry; a second program on radiation safety, **MiLoRAD**, is in development for publication in 2003
  - With experts from the phosphate industry, a series of programs on practical needs for production plants and their operatives, starting with a **Plant Operator's Manual**
  - With **Florida Department of Environmental Protection** (FDEP), the **OSPREY** system adjudicates and facilitates permitting for building and commercial purposes, on-line
- **Farming:** a series of programs on plant disease, analogous to AVIS is in development, in association with the University of Viterbo
- **Food:** with **EBT Consultants, Athens**, a new series of programs on the food production – consumption continuum, under the generic name **AFSIS** (Applied Food Safety Information Services) is in production. The first title, **From Stable to Table**, General Editor Dr. Apostolos Rantsios, focused on meat, is published to market the occasion of the world veterinary congress in Tunisia, September 2002. **HACCP** is in development.
  - **FAO**, a generic series of diagnostic aids for quality assurance in food production including **Molecular Biology Diagnostic Techniques**, and **Enzymes**.

## Human Health: Trimanos

**Trimanos** is developing a series of multimedia reference and management support programs to support key workers in the clinical research process, focused on the clinical research site. Titles in preparation include:

- Site Management
- Administration and Finance
- GCP: Compliance and Best Practices
- Data Management
- A Manual for Monitors
- Devices
- Statistics for Clinical Researchers.

The first title, **Site Management**, is released October 2002. See [www.trimanos.com](http://www.trimanos.com) for details. Management tools in development include tools for recruiting and tracking subjects.

## Languages and Cultures

AleffGroup works routinely in a number of major languages, including English, French, Arabic, Spanish, German and Italian. The Group has affiliates in France, Italy, Morocco and South Africa.

Please contact Dr. Malika Moussaid, Group CEO for further information.