



## CASE STUDY

### Strategic Consultancy for Apprenticeship Management Software

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## Strategic Advice for The Skills Federation (FISSS)

### The Skills Federation Background:

- The Skills Federation represents and supports 21 UK Sector Skills Councils, covering around 90% of the UK workforce. It is also the sole provider of apprenticeship certification for frameworks in England, Scotland, and Wales.
- In response to the introduction of apprenticeship standards in 2015, the Federation commissioned the development of ACE360, a cloud-based system launched in 2018. ACE360 is the only industry-wide platform connecting training providers, end-point assessment organisations, and external quality assurance bodies to manage apprenticeship standards securely and efficiently online.
- The launch of ACE360 marked a shift for the Federation—from a monopoly charity to a competitive EdTech provider operating in a dynamic apprenticeship assessment market.

### Consultancy Assignment Brief:

- Working with the FISSS Chair and COO, the consultancy reviewed the ACE360 End Point Assessment platform to identify a clear path to profitability. This included assessing the value proposition, financials, market size, and competitive landscape, alongside qualitative and quantitative market research. The project delivered actionable recommendations, a refined sales engagement strategy, and an updated operating model to drive growth and commercial sustainability.

### Consultancy Outcomes:

- Board approval secured for in-house ACE360 development, business restructure, and scale-up, supported by a three-year business case.
- Restructure delivery: Defined roles, skills profiles, and recruitment plans, leading to hires including sales, implementation, and product management roles.
- Agile adoption: Introduced agile processes, refreshed value proposition, roadmap, and user group to guide product development.
- Sales growth: Refined sales engagement, budgeting, forecasting, and reporting.
- Early results: £140k ahead of budget after the first quarter, with four key hires and improved staff motivation and engagement.

*"Phil's expertise and knowledge has been massively beneficial for FISSS."*

**Barry Hynd, Managing Director, FISSS**