



## **New Business and Website Launch By Harbott Announced**

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Harbott offers experienced and knowledgeable consultation services for customers in London and the wider area. The company has a mission of transforming clients' businesses and creating amazing worksites.

London UK: Harbott and owner Arif Harbott are pleased to announce the establishment of a new business with a stated purpose of providing digital consultation services for area businesses. Mr. Harbott works with a small number of firms which need help with digital transformation or building skilled technology teams. He is able to assist with digital strategy consulting, act as an IT consultant, interim CIO, or work on agile development.

Speaking to an interviewer, Arif explained, "Part of my work is angel investing and startups. I invest in a limited number of start-ups each year which are in accord with my philosophy and values. My start-up experience is extensive, including the experience of launching and building my own company."

The firm offers their services as a technology consultant. Clients who are in need of a business-focused, technology executive to participate in the non-executive board can work with Arif. He has extensive technology experience to bring forward to customers' benefit.

The services of a Chief Digital Officer (CDO) and a Chief Information Officer (CIO) have the power to transform companies. The incredible services which customers enjoy as a result build reputation, customer growth and revenue. The experience of the members of the organisation is one of thriving and delight to come to work.

Arif Harbott has worked with a number of companies and organizations to improve performance and understanding. He has worked with the large UK government departments such as the Ministry of Justice in order to revolutionise the end-to-end Justice system. Booker Group brands, including Booker Wholesale, Makro, Chief Direct and Premier Stores have improved group accountability across digital and multi-channel functions. Harbott has also worked with Morrisons PLC and Lloyds Banking Group.

The newly launched business is currently working with three stealth start-ups. These are focused on electronic design, artificial intelligence and the smart home sector.

For more information about them, visit <http://www.harbott.com/digital-strategy-consulting/>.

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For more information about Harbott, contact the company here: [HarbottArif@harbott.com](mailto:HarbottArif@harbott.com)

## **Harbott**

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