

MAKEOLOGY

Consulting Services

Turning business and technology challenges into practical, dependable solutions

Company Profile

Makeology Consulting Services is an independent business and technology consulting practice founded by Keith Lachanna.

We help organisations understand complex problems, improve the way their operations work and implement practical digital solutions that support measurable business outcomes.

Makeology combines experienced consulting leadership with access to trusted technical specialists. This enables us to guide a client from the initial discovery of a problem through solution design, implementation, operational readiness and ongoing support.

Our role is not simply to recommend change. We help clients make change work.

Who We Are

Modern organisations depend on technology, but technology alone does not solve business problems.

Successful solutions require a clear understanding of the organisation, its customers, its people, its processes and the outcomes it is trying to achieve. They also require disciplined execution, accountable delivery and dependable support after implementation.

Makeology works at this intersection of business, technology and operations.

We provide clients with a single, accountable consulting partner that can:

- Understand the business requirement.
- Identify operational problems and opportunities.
- Translate requirements into a practical solution.

- Coordinate the appropriate technical expertise.
- Oversee implementation and delivery.
- Prepare the organisation for launch and adoption.
- Provide structured frontline support after implementation.

Makeology remains the client's primary point of contact throughout the engagement. Where specialist development or technical expertise is required, we assemble and coordinate the appropriate delivery capability behind the scenes.

Our Purpose

To make complex change practical

Our purpose is to help organisations move from uncertainty and operational complexity to clearer decisions, stronger systems and more dependable service delivery.

We believe that effective consulting should result in more than reports and recommendations. It should create improvements that people can understand, implement, operate and sustain.

Our Value Proposition

Makeology offers clients the combination of:

Business understanding

We begin by understanding the organisation's objectives, operating environment, customers and constraints before recommending a solution.

Experienced leadership

Every engagement receives senior attention, clear accountability and disciplined stakeholder management.

Practical digital capability

We help clients identify, design and implement digital solutions suited to their actual needs—not technology for its own sake.

Operational readiness

We consider how a solution will be supported, governed, monitored and improved after it has been implemented.

Flexible specialist delivery

We draw on trusted technical professionals when specialist skills are required while maintaining one accountable relationship with the client.

What We Do

1. Business and Digital Solutions Consulting

We help organisations identify where technology can solve an operational problem, improve a customer experience or create a more efficient way of working.

Our work may include:

- Business-needs assessments.
- Process and workflow reviews.
- Digital-solution discovery.
- Requirements definition.
- Solution scoping and planning.
- Technology-option assessment.
- Implementation roadmaps.
- Vendor and delivery-partner coordination.
- Operational and support planning.

The result is a practical solution shaped around the organisation's needs, priorities and available resources.

2. Custom Software and Digital Platforms

Through our specialist delivery network, Makeology can coordinate the design and development of fit-for-purpose digital solutions.

These may include:

- Business websites and customer portals.

- Internal workflow and administration systems.
- Web-based business applications.
- Customer-service and self-service platforms.
- Management dashboards and reporting tools.
- System integrations.
- Process-automation solutions.
- Minimum viable products and digital prototypes.
- Enhancements to existing platforms and applications.

Each solution is scoped individually. The technical approach, delivery plan, responsibilities, ownership, support arrangements and commercial terms are agreed before development begins.

Makeology manages the client relationship and overall delivery process while suitably qualified technical specialists execute the required development work.

3. Operational Improvement and Service Management

We assess how technology-enabled services are operated and identify improvements in ownership, processes, governance and accountability.

Our services may include:

- Technical-operations maturity assessments.
- Service-delivery operating models.
- Roles and responsibility clarification.
- Service-level and performance frameworks.
- Escalation and decision-making structures.
- Shift, handover and workflow improvements.
- Standard operating procedures.
- Governance and management reporting.
- Cross-functional ways of working.

The objective is to create an operating environment in which responsibilities are understood, performance is visible and issues are handled consistently.

4. Service Reliability and Incident Readiness

Makeology helps organisations prepare for operational disruption and manage service-impacting incidents more effectively.

Support may include:

- Incident-management framework design.
- Major-incident readiness assessments.
- Escalation and communication plans.
- Incident-response playbooks.
- Launch and event-readiness planning.
- War-room structures and coordination.
- Problem-management processes.
- Root-cause and corrective-action tracking.
- Post-incident reviews.
- Business and customer communication models.

This work is particularly valuable for organisations that rely on customer-facing platforms, time-sensitive services or high-availability digital operations.

5. Operational Data, Monitoring and Management Insight

Technology produces large volumes of data, but that data is valuable only when it supports effective decisions.

Makeology helps organisations define what should be measured, how performance should be reported and how operational information should be used.

This may include:

- Service-performance measures.
- Key performance indicators.
- Service-level reporting.
- Operational dashboards.
- Incident and problem trend analysis.
- Monitoring and observability requirements.
- Management reporting structures.
- Performance-review routines.
- Executive and stakeholder reporting.

The aim is to provide leaders and operational teams with meaningful information rather than disconnected technical statistics.

6. Fractional Technology and Operations Leadership

Some organisations need experienced technology or operational leadership but may not yet require—or be ready to appoint—a permanent senior executive.

Makeology can provide fractional leadership for an agreed number of days or hours each month.

This service may include:

- Strategic and operational guidance.
- Technology and service-delivery oversight.
- Management coaching.
- Team and operating-model development.
- Stakeholder and supplier governance.
- Programme and project oversight.
- Service-performance reviews.
- Risk and readiness assessments.
- Executive reporting and decision support.

This gives the organisation access to senior experience while retaining commercial flexibility.

How We Work

1. Discover

We begin by listening.

We clarify the business challenge, the desired outcome, the customer impact, the current operating environment and the constraints that must be considered.

2. Assess

We review the relevant processes, systems, data, responsibilities, risks and existing capabilities.

The assessment establishes what is working, what is not working and where intervention will create the greatest value.

3. Define

We translate the findings into a clear scope of work.

The scope defines the proposed solution, expected outcomes, deliverables, responsibilities, assumptions, timelines and commercial arrangements.

4. Design

Makeology develops the operating, service or digital solution in collaboration with the client and the appropriate specialist resources.

5. Deliver

We coordinate implementation, manage communication, track progress and maintain accountability across the engagement.

6. Embed and Support

Implementation is not the end of the engagement.

Where required, we help the client prepare its people, processes and support arrangements so that the solution can be adopted, operated and improved sustainably.

Our Delivery Model

Makeology provides clients with one accountable, client-facing relationship.

We are responsible for:

- Client engagement and discovery.
- Requirements clarification.
- Proposal development.
- Commercial coordination.
- Project and stakeholder leadership.
- Delivery oversight.
- Quality and outcome management.
- Frontline communication and support.

Where an engagement requires specialist technical capability, Makeology works with carefully selected independent professionals and delivery partners.

This model allows us to assemble the right capability for each engagement without burdening the client with the coordination of multiple disconnected suppliers.

The structure of every engagement—including technical responsibilities, intellectual-property ownership, confidentiality, warranties, licensing and ongoing support—is documented and agreed before work begins.

Engagement Options

Advisory Engagement

A focused assessment, consultation, workshop or executive review addressing a defined business or operational question.

Discovery and Solution Definition

A structured engagement to investigate a requirement, document the business need and develop a recommended solution and implementation plan.

Project-Based Delivery

A time-bound engagement with agreed deliverables, responsibilities, milestones and commercial terms.

Fractional Leadership

Ongoing senior consulting or operational leadership provided for an agreed number of days or hours each month.

Support and Continuous Improvement

Ongoing assistance after implementation, including service reviews, issue coordination, reporting and prioritised improvement.

Why Makeology

One accountable relationship

Clients work through Makeology rather than coordinating multiple individual specialists.

Senior involvement

Engagements are led by an experienced principal consultant who remains close to the work and the client.

Business-led thinking

We begin with the problem and desired outcome—not with a predetermined technology or product.

Practical implementation

Recommendations are shaped around the client's operating reality, capacity and priorities.

Operational experience

We understand that a solution must remain reliable and supportable after implementation.

Flexible capability

Specialist expertise can be introduced according to the requirements of each engagement.

Clear communication

We translate between business leaders, operational teams and technical specialists, helping everyone work toward the same outcome.

Experience That Informs Our Approach

Makeology's consulting approach is informed by more than 14 years of leadership experience across broadcast, streaming and AWS-hosted digital environments.

This experience includes responsibility for:

- Complex, customer-facing digital services.
- Twenty-four-hour technical operations.
- Multi-country and multi-market support.
- Major-incident and event coordination.
- Incident and problem management.
- Platform monitoring and observability.
- Operational reporting and service-level management.
- Cross-functional technical delivery.
- Launch and operational-readiness planning.
- Stakeholder and executive communication.
- Team leadership and capability development.
- Service optimisation and continuous improvement.

This background gives Makeology a practical understanding of the pressures organisations face when customers, operations and technology meet.

Selected Leadership Evidence

Makeology's founder has:

- Led technical operations supporting customer-facing broadcast and streaming services across multiple African markets.
 - Helped establish and mature a dedicated Technical Operations and Platform Integrations function.
 - Led the coordination of major incidents, resolver teams, stakeholder communication and post-incident follow-through.
 - Overseen operational monitoring using platforms including AWS CloudWatch, Datadog, Grafana and Splunk.
 - Supported controlled delivery of significant platform initiatives without material operational disruption.
 - Developed performance-reporting, escalation, governance and service-management practices.
 - Led teams operating in demanding, time-sensitive and highly visible service environments.
 - Helped achieve a targeted reduction in over-the-top service volumes through focused operational improvement.
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Founder and Principal Consultant

Keith Lachanna

Keith Lachanna is a business technology and technical-operations leader with more than 14 years of experience across broadcast, streaming and cloud-hosted digital platforms.

During his career at MultiChoice and Connected Video, Keith held leadership responsibility for customer-facing technical operations supporting services across multiple African countries and regions.

His experience covers operational governance, incident and problem management, service reliability, cloud-service assurance, platform observability, operational analytics, stakeholder communication, team leadership and cross-functional delivery.

Keith's strength lies in connecting business priorities with the people, processes and technical capabilities required to deliver dependable outcomes.

Through Makeology, he provides clients with experienced leadership, practical consulting and access to specialist technical capability through a trusted delivery network.

Who We Work With

Makeology is positioned to support small, medium and large organisations that:

- Need to improve an operational or customer-facing process.
 - Have a business problem that may require a digital solution.
 - Require guidance before committing to a technology investment.
 - Need a website, portal, application, dashboard or workflow solution.
 - Are experiencing recurring service or operational problems.
 - Need stronger accountability between business and technical teams.
 - Are preparing for a launch, migration or high-demand event.
 - Need experienced technology or operations leadership on a flexible basis.
 - Want a partner capable of coordinating both consulting and technical delivery.
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Our Commitment

We approach every engagement with integrity, clarity and respect for the client's business.

We commit to:

- Listening before recommending.
 - Defining responsibilities clearly.
 - Communicating openly.
 - Protecting confidential information.
 - Avoiding unnecessary complexity.
 - Raising risks early.
 - Remaining accountable for agreed outcomes.
 - Building solutions that can be operated and sustained.
 - Maintaining professional and transparent commercial arrangements.
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Start a Conversation

If your organisation is facing an operational challenge, considering a digital solution or needs experienced guidance to turn an idea into a practical plan, Makeology Consulting Services would welcome the opportunity to engage.

Keith Lachanna

Founder and Principal Consultant
Johannesburg, South Africa

Telephone: +27 79 893 8010

Email: [Insert Makeology business email address]

LinkedIn: [linkedin.com/in/keith-lachanna](https://www.linkedin.com/in/keith-lachanna)

Website: [Insert website address when available]

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