

SAMPLE HEADER

CIO Solutions Series

Enabling Customer –Embracing Innovation

With XYZ Co. Analytics & Consulting

THE CHALLENGE & ITS IMPACT

For an Independent Software Vendor (ISV) - If your direct competition “embraces” its own customers (and in time embraces your customers), better than you do, then they win, and you lose.

For an Enterprise IT Organization – if your users are not continually “embraced” with greater efficiency and simplicity, then their productivity is negatively impacted and the organization as a whole becomes less competitively viable. Can you afford that?

THE ISSUES INVOLVED

What does it mean to fully “embrace” your customer or user, instead of just “facing” them?

Fundamentally, embracing your user encompasses the scope of the entire User Experience with your product(s) or application(s) in terms of Usability and Productivity. It deals with the design, implementation, and management of a unified “Process Model” of how users ultimately get their jobs done and produce quantifiable results.

Do you force a user to take ten clicks to perform a function that could be done with two via a more optimized design? How many discrete steps are involved? How many different systems must interact? Where does all the data come from that is needed to achieve the desired result? Are there redundancies, duplications of effort, and inefficiencies? Is your application hard to use? Could it be more intuitive? Could legacy systems be integrated and/or new innovations be applied for greater efficiency and capabilities? For new applications, have all the previous questions been asked?

Embracing your customer goes beyond technology alone, and also includes the “people interaction” between your organization and your users. Can the maintenance and support burden of your application be reduced? Can training be minimized? Are your service levels optimal? Is your application easily obtained, deployable and extensible? How can actual performance be improved? Ultimately: In terms of critical competitive innovation, how do you know if you’re keeping up with the competition, moving ahead of them, or falling farther and farther behind?



“While it's essential for CIOs and your teams to be innovating across all parts of your operation, the greatest value in 2009 will come from efforts that directly connect your brands, products, services, and capabilities with your customers.

In fact, in 2009, I think we'll see this term shift from "customer-facing" to "customer-embracing" to signify the move from the largely passive approach of merely facing your customers to the more-active and -engaged notion of embracing.”

**Bob Evans
Information Week
Global-CIO**

**“The Top 10 CIO Issues
for 2009”**

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Your dilemma in effectively answering these questions and dozens more just like them is often more of an issue of genuine “objectivity.” Unfortunately, far too often, the familiar defines our comfort zones, past successes are not readily displaced with unproven evolution, legacy processes are rarely, if ever, challenged – especially if true innovation might result in radical and potentially chaotic change (or at least that’s the apprehension, whether well-founded or not).

The Answer to enabling Customer-Embracing Innovation, for an existing or brand new application, is to begin by engaging the services of an objective third-party evaluator, i.e. a fresh pair of eyes to look at what you have or envision—but not just any outside consultant organization, rather one with the in-depth expertise in taking an end-to-end view of your entire customer/user experience. This is essential – not a piecemeal audit of disparate elements, but a holistic, systematic review and planning process. Actually, you’ve done this before.

Remember, when your IT Security became a top priority to prevent loss of Intellectual Property and Disruption of Service and you started out by asking the simple question of: “How secure are we?” From that point, testing and analysis ensued, evaluating everything from information classification to malware and intrusion prevention, access control, and the like. There was a clearly defined process available for identifying best practices, gaps and risks, and then a corresponding part of that process for deploying countermeasures to address each one of them. This solution is very similar.

XYZ Co. Analytics & Consulting

There is indeed a suite of best-practice processes for analyzing your entire application and user-facing process, designed to ultimately achieve optimal software/system performance and usability, that dynamically enhances the user experience, and best positions your technology to embrace innovation for competitive business advantage. It is comprised of five strategic elements, working in concert: XYZ Co. Analytics & Consulting Services.

- **Enterprise Service** – SOA (System Oriented Architecture), EAI (Enterprise Application Integration), BPM, BPEL (Business Process Modeling, Business Processes Execution/Automation), Enterprise Architecture (assessment, design, improvement), Legacy Systems Optimization, B2B
- **Usability Assessment** – An analysis of the User Experience, contrasting it with the Business Process Modeling findings, focused on UI optimization efficiencies from a user’s perspective
- **Application Audit** – Digging down below the surface into the applications themselves, searching for correctable obsolescence and security issues, documenting improvement potential in performance and maintainability, and identifying available opportunities for legacy and new technology integration
- **Architecture Roadmap** – Requirements Gathering and Definition producing a detailed engineering roadmap of developmental priorities and all required resources to achieve optimal user experience and best system/application performance
- **Gap Analysis** – An evaluation of your development organization in comparison to all the resources necessary to execute your Architectural Roadmap, identifying gaps and risks in people, processes, tools, and services needed for success, and making recommendations to address each one

Any or all of the above Analytic & Consulting elements are provided by XYZ Co., Inc. as a seamless turnkey service, offered on a Time & Materials basis.

Is Customer-Embracing Innovation a strategic priority for you? If so, contact XYZ Co. today to begin the process of systematically enabling it (before your competition does it first).