

Key Challenges

As a multi-year, enterprise program encompassing a broad footprint of stakeholders, EDM faces significant challenges. Major issues include:

- Existing processes are brittle and stakeholders are change averse, necessitating harmonization
- Risk and investment management require early wins to prove value
- Hierarchies and relationships vary based on business roles requiring multiple top-level views
- Data is directly accessed from many paths requiring synchronization and then re-factoring
- Processes are not straight-through, necessitating data governance and exception processing

The second model aligns IT inputs to the outputs consumed to generate value. By focusing on the outputs and revenue, a clear picture can be drawn and valuation achieved. Exercises that are driven from costs tend to obfuscate true value calculations.

The final model attributes costs including allocations. Note that the ultimate goal is typically not to define costs, but to optimize value generated from IT spending.

Collaborative Approach

Each client has a unique view of their customers, value chains and service delivery models. By applying frameworks and unique experiences in modeling,

Actionable Strategies collaborate with clients to build working models that accurately reflect the business.

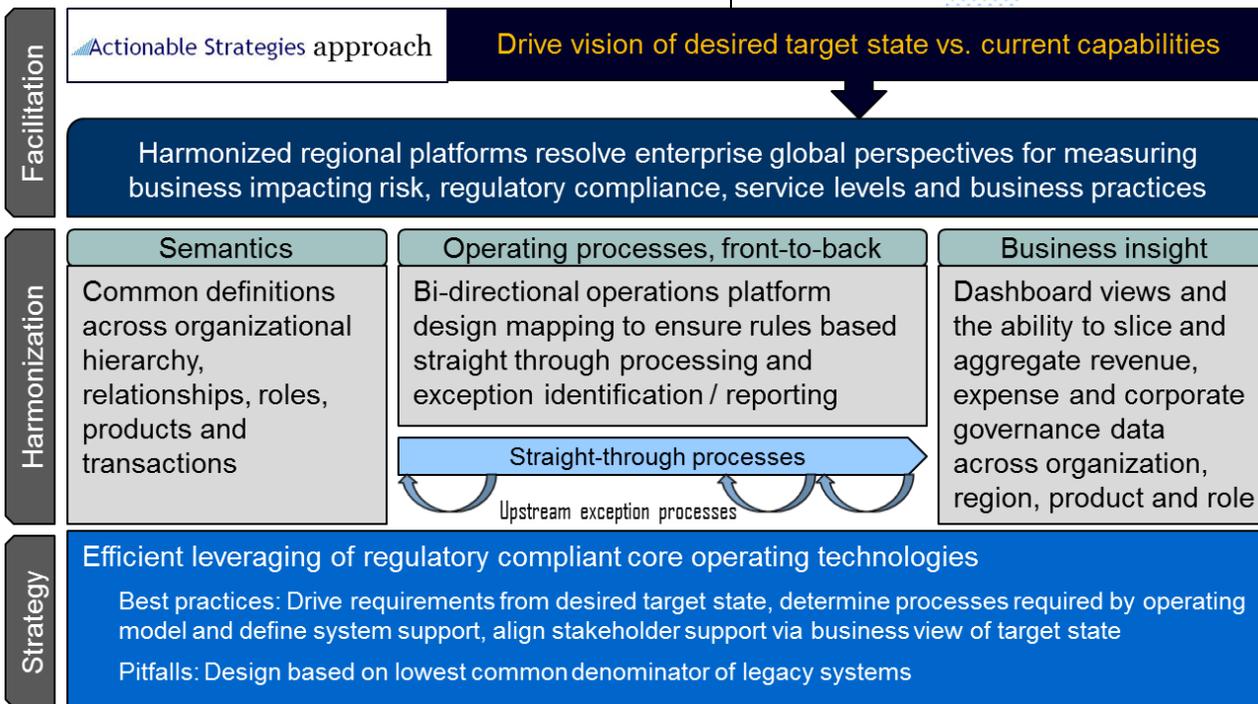
Working in conjunction with client leadership allows our clients to modify and

extend the initial models as the business grows and matures.

Engagement Structure

Actionable Strategies collaborates with clients to define an achievable EDM program that incorporates inflight projects and optimizes the use of in-house staffing.

For specific details on how we can help you plan and execute an effective enterprise data management program, please contact your Account Manager



Harmonization of objectives, process change and data governance is achieved by a strategic framework. Once a strategic program plan is defined, workstream planning can begin for all of the subordinate projects.

Model Construction

The first model that is built is the output value chain which is a customer model. The customer model typically views the lifetime value of different types of customers. Usually, individual customer types are modeled for each market segment tracked by the client.