

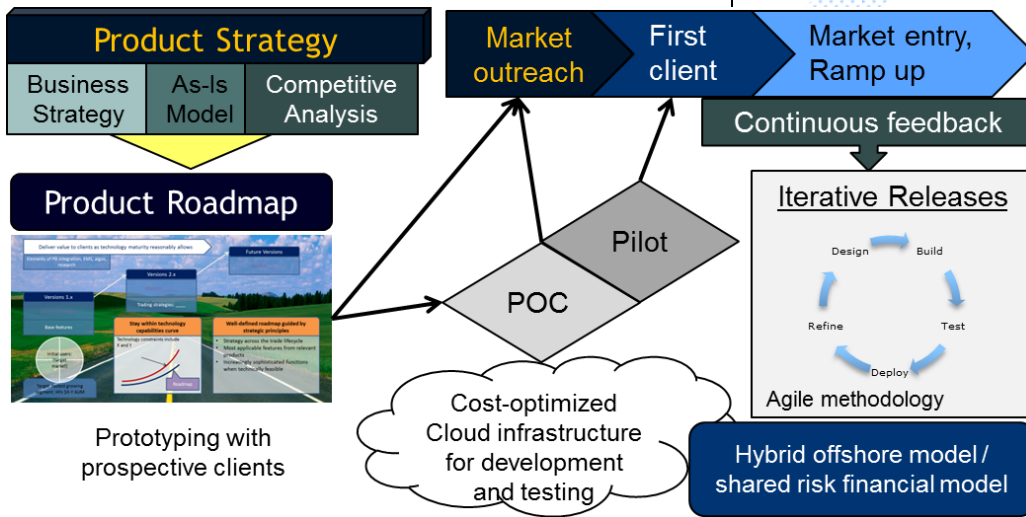
## Business Drivers

Accelerating product development is critical to competitive and growing organizations. Key challenges facing leaders who must compete in today's landscape:

- ▲ Time-to-market compression
- ▲ Investment capital conservation
- ▲ Early breakeven mandates
- ▲ User experience expectations from consumer applications and mobile devices
- ▲ Return on asset focus including technology virtualization

Lean product development directly addresses these drivers by applying Lean principles from concept to market adoption.

The diagram provides an overview to the interlinked elements of our approach.



## Lean Model

Actionable Strategies' model for Lean Product Development covers the following elements of strategy and execution:

- ▲ Linkage of product roadmap to business outcomes, balanced by internal and competitive capabilities.
- ▲ Rapid market entry with constant recalibration based on market conditions.
- ▲ Investment in strategy with cost and risk managed execution

## Technology Approach

Application of this Lean model has been proven in large enterprises and emerging companies in growth industries. Actionable Strategies consultants have applied Lean techniques to achieve the required agility to succeed.

Key elements include the following:

- ▲ Rapid prototyping and proofs-of-concept to ensure early adoption
- ▲ Cloud-based infrastructure to contain costs and attain scalability
- ▲ Agile software development to accelerate delivery while containing cost
- ▲ Hybrid onshore / offshore model to secure needed talent while optimizing cost around commoditized work

## Actionable Strategies' Value

Actionable Strategies provides visionaries, proven and effective leaders and talented professionals who have track records of successful product and service launches. Our consultants bring the strategy, operational and technical experience of building with the latest technology platforms, executing cloud models and integrating with complex, legacy systems.

Together with our clients, we build teams of internal resources combined with our mix of U.S.-based experts and offshore talent to ensure rapid results with the best total cost profile.

## Shared Risk

Actionable Strategies may also collaboratively plan and build using a shared risk financial model with select clients.

For details on how we can help you optimize product development, please contact your Account Manager.