

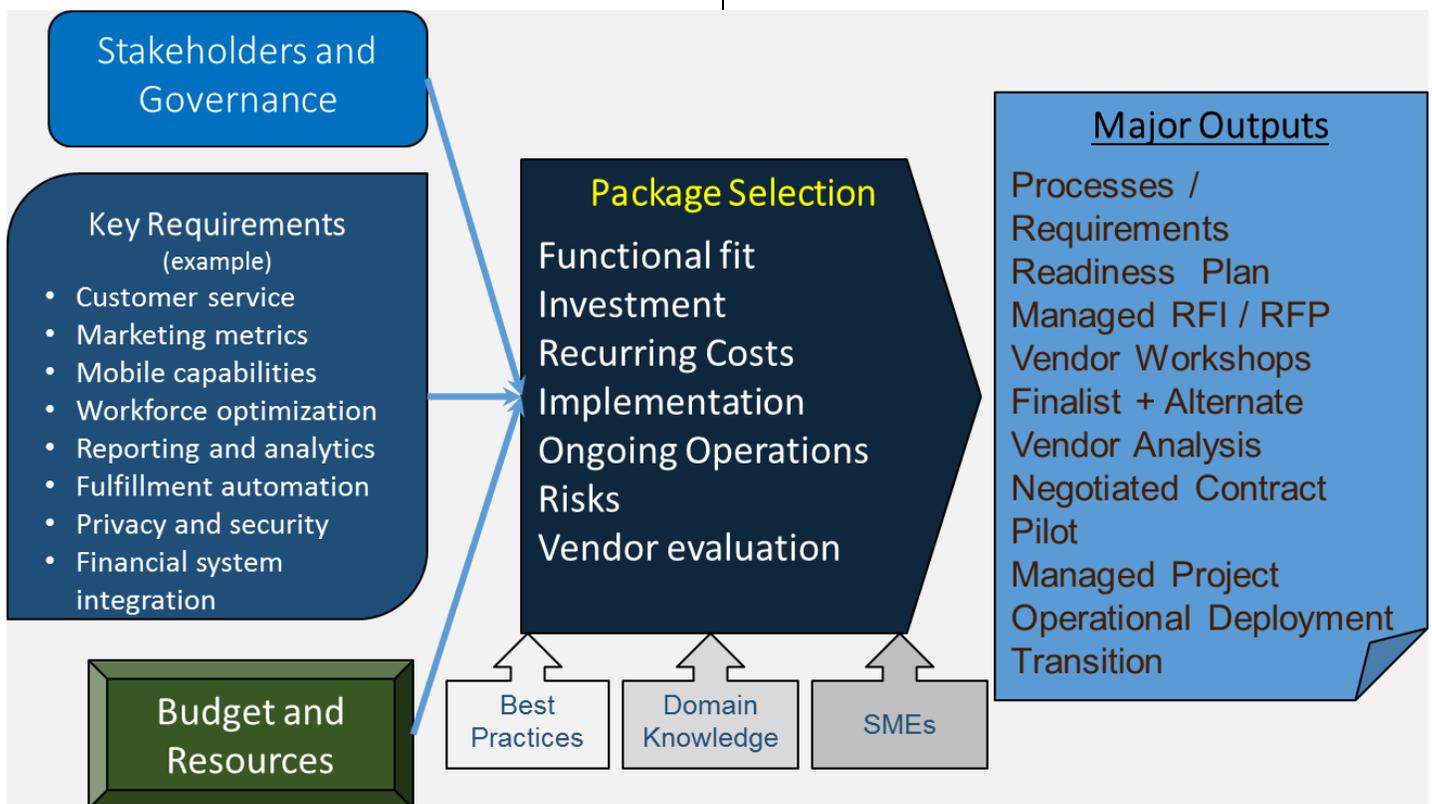
Business Driver

Selecting business-oriented technologies is complicated due to the variety of needs across various parts of an organization. In addition, “future proofing” a solution requires evaluating the likely evolution of both the company and vendors providing technology.

software, our objectives are in complete alignment with our clients.

The following practices enable us to effectively ensure that technology choices meet stakeholder needs immediately and throughout the planning horizon.

Outcomes: Analysis based on business focused results



Proven Approach

Actionable Strategies has worked with some of the most complex organizations to select suitable technologies to support complicated business needs. As a consulting firm that does not resell hardware or

Business Process: Use cases that are process-driven to ensure applications support actual usage, prioritized by the business

Proactive Management: Control of vendors and quantified decision making

Risk Management: Manage risks including product, technology, security and vendor

Verification of Claims: Establish a sound foundation for testing

Unobtrusive: Minimize impact on business users and production operations

Cost Containment: Shifts cost and effort onto vendors during selection

Rapidity: Accelerate planning and execution via proven methodology

Client Alignment

Validating vendor claims can be a formidable and contentious task. Actionable Strategies always represents client interests from initial evaluation through implementation and into transition.

Engagement Structure

Actionable Strategies defines a pragmatic approach for each client. A sample end-to-end engagement roadmap is depicted below. Note that phases can be combined and operated in parallel.

For specific details on how we can help you achieve strategic alignment with your in-flight initiatives, please contact your Account Manager.



Micro Case Study

Actionable Strategies was engaged by a Fortune 500 company to select the enterprise database and analytics vendors to be used across the company. While Corporate IT would pay for licensing, standing up the technology, hosting, and ongoing maintenance, individual business units wanted to ensure proper fit regardless of the cost.

Actionable Strategies' Value

Conflicts of interest complicated the decision-making process. Interlocking boards, cross investments in joint ventures, and fully disclosed equities holdings cleared the way for engagement of outside expertise.

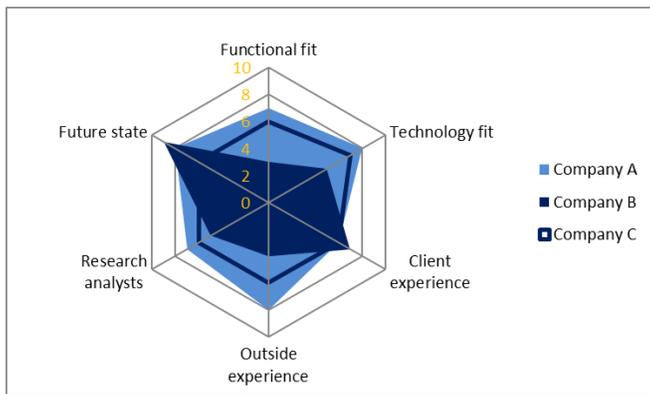
Actionable Strategies was selected for the combination of business knowledge and technical expertise. Use of a proven, quantifiable, and well-managed process were critical to the client.

Project Results

All major stakeholders provided quantitative and qualitative input during the selection process. Prioritization drove the weighting of each criterion. Criteria were rolled up into a detailed reporting for all of the stakeholders. This transparency ensured that consensus was achieved despite differing needs and opinions.

Thorough Analysis

Broader analysis incorporated information from Industry Analysts and experiences from outside the client. The summary provided a clear picture of the vendor landscape, supported by quantitative details reflecting the entire enterprise.

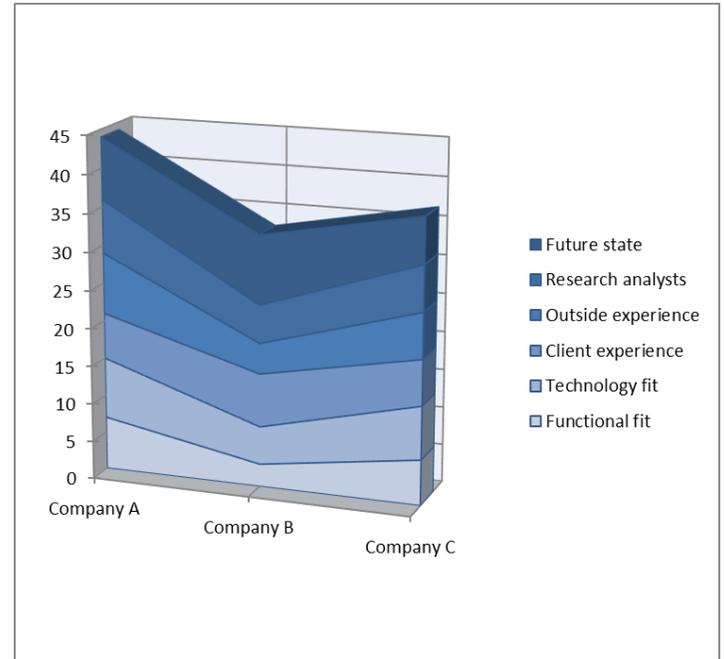


In this case, Company C has a slight edge in their roadmap and with internal experience, but Company A is better aligned to the actual needs of the business and technology stakeholders.

Multi-Level Reporting

A single slide encapsulating the findings was provided to the board along with several supporting slides. Messaging around the selection process and results

was provided for those board members who had vested interests in vendors who were not selected.



A larger slide deck was provided for senior leaders in the business units and in IT departments. They were also provided with a detailed report for distribution to front-line leaders and subject matter experts who participated in the project.

Subsequent Outcomes

Actionable Strategies was engaged for several additional strategic projects that required the requisite business knowledge and technical expertise. The client viewed the firm as a trusted partner with aligned interests.