



Decision Management Business Value Analysis

*technology***blue**
An information technology strategy firm

How can Decision Management help you create differentiation and maximize competitiveness?

How can you identify a suitable entry point to effectively meet business objectives?

How can Decision Management help you increase revenue and uncover new business opportunities?

How can Decision Management help you improve productivity, flexibility and business response?

How can Decision Management help you strengthen collaboration and alignment between business and IT?

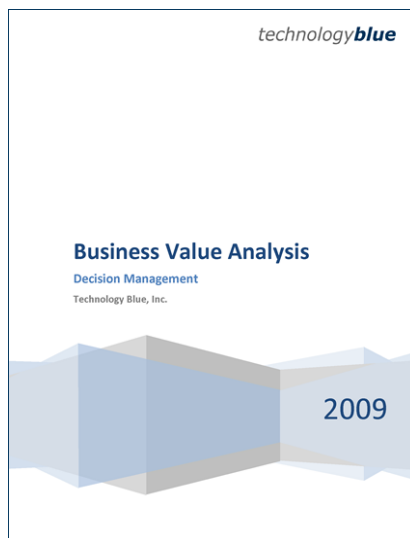
Decision Management is more than a technology; it is a way of doing business. Unlike traditional implementations, its impact reaches beyond IT. It delivers measurable value at every level of business function, and success requires more than just an implementation; it requires an adoption.

Understanding Decision Management business value is a critical first step to creating a robust adoption roadmap. Decision Management value is measured in terms greater than its impact on a few business processes. It is measured by how it creates market differentiation, strengthens competitive advantage, opens doors to new opportunities and increases business response.

Technology Blue helps companies discover the value opportunities of Decision Management within their business. Our Decision Management Business Value Analysis delivers a documented analysis based on understanding, identification, assessment and selection. Our deliverable accelerates the adoption process and highlights the path to realizing sustainable business value.

Contact Technology Blue to get started building the foundation for your Decision Management adoption. We look forward to working with you.

Claye Greene
Managing Director



“Create a definite plan for carrying out your desire and begin at once, whether you are ready or not, to put this plan into action”.

- Napoleon Hill

Understand

Understanding business and IT objectives is critical to successful Decision Management adoption. Objectives become the targets by which we measure value creation. They serve as the foundation for the conception of strategies, governance and project plans.

We help you develop objectives that are SMART:

- *Specific* – clearly identifiable and understood
- *Measurable* – tied to quantitative measures
- *Attainable* – realistic given environment and capabilities
- *Relevant* – meaningful to business success
- *Timely* – bound by target start and end points

Continually measuring progress against objectives ensures delivery of specific and tangible Decision Management outcomes.

Document

Assessing the readiness for Decision Management produces a clear vision of the current state of the business in six critical focus areas:

- Ability and willingness of IT-business collaboration
- Availability of clean, reliable data
- Well-prepared and experienced resources
- Organizational flexibility for change
- Clear business and IT objectives
- Supporting technological infrastructure

These six focus areas help identify challenges to successful Decision Management adoption. We help you analyze each area to produce a meaningful plan for improving your readiness, and introduce proven mitigations to eliminate barriers to success.

Assess

Identify

Identifying which business decisions to automate creates clear priorities for meeting business and IT objectives. We focus on identifying decisions that produce maximum decision yield for your organization.

We help you classify the types of decisions that influence your business, and follow a repeatable approach to analyze their purpose, characteristics and value.

Critical questions about every business decision are:

- What is the business value of the decision?
- Does it change frequently?
- What can be gained through automation?
- What are the risks if it remains manual?

Choosing an appropriate entry point is like making a good first impression... chances are you only get to make one. We analyze your organizational, technological and infrastructure environments to help you identify where and how to start your Decision Management adoption.

The selected entry point serves as a key element of strategic planning tasks including resource alignment, technological requirements and risk mitigation.

- *Preliminary adoption* – Initial assessments, proof of concept
- *Line of business adoption* – Localized implementation
- *Enterprise adoption* – Enterprise-wide commitment

Select

Technology Blue helps bring about meaningful change and lasting success through a broad range of outsourcing services covering:

- Strategy
- Application
- Infrastructure
- Management

Why outsource to Technology Blue?

- Enhance core capabilities in key areas
- Leverage expertise to increase innovation
- Liberate resources to focus on core competencies
- Improve service quality
- Reduce costs
- Speed time to market
- Increase business performance
- Maximize profitability
- Solidify competitive advantage

Copyright © 2010 Technology Blue, Inc.

Technology Blue, Inc.
One Oxford Centre
301 Grant Street
Suite 4300
Pittsburgh, PA 15219
+1.412.255.3799

About Technology Blue

Technology Blue is an information technology strategy firm based in Pittsburgh, Pennsylvania.

With a strong commitment to deliver value through innovative approaches, tools and technologies, Technology Blue partners with its clients to help them transform and modernize to achieve greater competitive advantage. Its home page is www.technologyblue.com.