

2011

TECHNOLOGY BLUE, INC.

DECISION MANAGEMENT SERVICES CATALOG



## Introduction

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.

Technology Blue helps companies successfully adopt Decision Management solutions. Our experience ranges across many verticals in the public and private domains. With our assistance organizations have leveraged decisioning solutions as strategic and tactical components of transformative initiatives across the enterprise.

This document presents a concise catalog of our Decision Management service offerings, value propositions and high-level estimates of effort. Each service is designed to help organizations maximize the return on Decision Management investments by creating solid strategic and tactical foundations for the future.

Success requires a dedication to something greater than self. This thought serves as the foundation for our work ethic and dedication to our clients. Our practice is guided by one simple belief: *Clients don't care how much you know until they know how much you care.* Each handshake, each meeting, each phone call and each deliverable we remind ourselves of our true value: the customer is why we are here, and we deliver value by helping bring about meaningful change and lasting success for greater competitive advantage.

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



Claye Greene

Managing Director

## Services Index

DM01: Upgrade Service .....	4
DM02: Framework Integration and Migration .....	4
DM03: Decision Service Integration .....	5
DM04: Test Harness Implementation .....	5
DM05: Best Practice Development.....	6
DM06: Implementation Assessment .....	6
DM07: Decision Management Business Value Analysis .....	7
DM08: Decision Harvesting.....	7
DM09: Decision Management Education .....	8
DM10: FastStart Pilot .....	8
DM11: Decision Management ROI Assessment .....	9
DM12: Implementation Performance Tuning.....	9
DM13: Implementation Staff Augmentation .....	10
DM14: Custom Enhancements .....	10
DM15: Predictive Modeling .....	11
DM16: Decision Optimization .....	11

### DM01: Upgrade Service

Technology Blue consultants will assess, plan and perform an upgrade to the latest version of your Decision Management software including education sessions on new features and functionality.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>• You desire to leverage new features and functionality</li> <li>• You have insufficient upgrade experience in-house</li> <li>• Aggressive timelines necessitate effective and efficient upgrade</li> <li>• Upgrade risks outweigh the use of internal resources</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Latest software versions almost always improve productivity</li> <li>• Decrease ramp-up time to apply new software features</li> <li>• Create a repeatable upgrade process for future use</li> <li>• Decrease upgrade risk of error, omission and delay</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Upgrade repository and decision services to latest vendor technology version</li> <li>• Educate participants on new software features and functionality</li> <li>• Follow published vendor best practices and approaches</li> </ul>
<b><i>Estimated effort</i></b>	20 – 30 days depending on implementation configuration and size

### DM02: Framework Integration and Migration

The Technology Blue Repository Framework standardizes BRMS implementations resulting in lower cost of maintenance, faster time to market and flexible maintenance capabilities.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>• You have low-reuse value across your rule projects</li> <li>• Repository changes are slow, complex and error-prone</li> <li>• Cost of making changes is greater than the benefit realized</li> <li>• You have little or no BRMS development standards</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Improve standardization across rule projects</li> <li>• Decrease time to market for repository changes</li> <li>• Enable powerful and flexible rule authoring capabilities</li> <li>• Decrease BRMS variation across the enterprise</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Implement Technology Blue Repository Framework</li> <li>• Educate participants on framework features and functions</li> <li>• Oversee migration of artifacts to production environments</li> </ul>
<b><i>Estimated effort</i></b>	60 days per rule project

### DM03: Decision Service Integration

A properly integrated Decision Management solution ensures scalable, performing, accessible, reliable and reusable Decision Services.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>You want to deploy Decision Services within a SOA, Web Services or message-driven architecture</li> <li>You want to leverage Decision Services within your Java, .NET or COBOL application infrastructure</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>Increase Decision Service reusability and scope across the enterprise</li> <li>Improve Decision Service best practices and standards through implementation and education</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>Design scalable, flexible and performing Decision Service deployment framework</li> <li>Develop and deploy re-usable infrastructure components</li> <li>Design repeatable processes to support development life cycles</li> </ul>
<b><i>Estimated effort</i></b>	Based on scope

### DM04: Test Harness Implementation

Quality and breadth of decision testing and simulation can increase productivity, reduce costs and decrease time to market for critical business policy change.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>Decision testing is time-consuming and error prone</li> <li>Testing process is not reliable or repeatable</li> <li>Test data is not readily available nor accurate</li> <li>Testing is done reactively instead of proactively</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>Decrease in cost and time to market for decision changes</li> <li>Increase confidence in testing accuracy</li> <li>Reduce decision errors in the deployment process</li> <li>Improve confidence between Business and IT</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>Develop robust testing facilities that increase the speed, reliability and accuracy of decision testing</li> <li>Develop a suite of maintainable test cases</li> <li>Define test processes within the overall development life cycle</li> </ul>
<b><i>Estimated effort</i></b>	30 – 60 days

### DM05: Best Practice Development

Decisioning solutions rarely fail because of the technology. More commonly the absence of meaningful practices is the implementation weak link.

<b>You need this if...</b>	<ul style="list-style-type: none"> <li>Your solution leverages multiple architectural approaches and techniques</li> <li>You desire an enterprise vision for creating a unified decisioning platform</li> </ul>
<b>How we create value</b>	<ul style="list-style-type: none"> <li>Establish meaningful and proven decisioning practices</li> <li>Implement high-level enterprise governance</li> <li>Introduce and implement decisioning practices within enterprise Centers of Excellence</li> </ul>
<b>What we do</b>	<ul style="list-style-type: none"> <li>Conduct workshops to facilitate, document and analyze decisioning system and performance requirements</li> <li>Create formal documentation of decisioning best practices and governance regulations</li> </ul>
<b>Estimated effort</b>	30 days

### DM06: Implementation Assessment

Over time decisioning solutions can stray from efficient and effective implementation characteristics enabled by a strong foundational architecture.

<b>You need this if...</b>	<ul style="list-style-type: none"> <li>Solution performance has decreased over time</li> <li>Maintenance is slow or difficult</li> <li>Solution complexity exceeds necessity</li> <li>Best practices lack definition, clarity and purpose</li> </ul>
<b>How we create value</b>	<ul style="list-style-type: none"> <li>Increase solution maintenance and runtime performance</li> <li>Strengthen relationship between objectives and implementation</li> <li>Prioritize target improvements given objectives, available resources and level of effort.</li> </ul>
<b>What we do</b>	<ul style="list-style-type: none"> <li>Perform detailed solution analysis to identify optimization opportunities</li> <li>Recommend best practices and implementation standards</li> <li>Develop pseudo-code examples to provide context</li> </ul>
<b>Estimated effort</b>	10 days

### DM07: Decision Management Business Value Analysis

Understanding Decision Management business value is a critical first step to creating a robust adoption roadmap. With proper understand it can deliver value at every level of business function.

<b>You need this if...</b>	<ul style="list-style-type: none"> <li>Decision Management ROI is a critical component of your adoption roadmap</li> <li>You want to improve your adoption roadmap with more clarity, direction and purpose</li> </ul>
<b>How we create value</b>	<ul style="list-style-type: none"> <li>Establish meaningful business objectives</li> <li>Prioritize decisions with the highest value yield</li> <li>Assess current readiness of the organization</li> <li>Select a suitable entry point for initial implementation</li> </ul>
<b>What we do</b>	<ul style="list-style-type: none"> <li>Create a Decision Management adoption roadmap</li> <li>Perform technology evaluations for most applicable solution</li> <li>Implement a Decision Management ROI Methodology</li> <li>Educate stakeholders and participants</li> </ul>
<b>Estimated effort</b>	30 days

### DM08: Decision Harvesting

The Technology Blue Decision Harvesting Methodology provides an iterative and repeatable analysis foundation for decision discovery, analysis and documentation.

<b>You need this if...</b>	<ul style="list-style-type: none"> <li>Existing business analysis is not well-suited for traditional analyst skills and capabilities</li> <li>Existing decision analysis processes are incapable of effectively and efficiently capturing decisioning logic</li> </ul>
<b>How we create value</b>	<ul style="list-style-type: none"> <li>Improve the value of decision harvesting processes</li> <li>Create clear, concise and organized business decisions</li> <li>Standardize the documentation templates and artifacts.</li> <li>Educate participants to properly identify business decisions</li> </ul>
<b>What we do</b>	<ul style="list-style-type: none"> <li>Implement the Technology Blue Decision Harvesting Methodology</li> <li>Fully documented decisions, supporting processes and data elements</li> </ul>
<b>Estimated effort</b>	Based on scope

### DM09: Decision Management Education

A key task of ensuring Decision Management ROI is proving participant ability to apply the skills, features and functions of decisioning technologies.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>• Business or IT participants require decisioning education to better understand concepts, technologies and best practices</li> <li>• Participants require education to leverage new technology features and functions</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Prepare participants for engaging Decision Management roles and responsibilities</li> <li>• Educate participants on best practices and technology capabilities</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Conduct focused training sessions</li> <li>• Perform Train-the-Trainer sessions and deliver custom training materials</li> <li>• Provide on-call services to support new and existing initiatives</li> </ul>
<b><i>Estimated effort</i></b>	Based on scope

### DM10: FastStart Pilot

Quickly showing ROI is one of the most effective ways to justify funding and prove a value-bearing path for Decision Management adoption.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>• A long, detailed Decision Management implementation is too risky</li> <li>• A strong business case is needed to justify spending</li> <li>• You need to investigate Decision Management applicability</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Show ROI with a small, focused and fully functional Decision Management implementation</li> <li>• Resolve ROI against business objectives</li> <li>• Create strong evidence for or against decisioning business cases</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Perform limited decision harvesting for implementation</li> <li>• Design and develop a proof of concept solution</li> <li>• Deploy proof of concept to testing environment</li> <li>• Perform knowledge transfer with participants</li> </ul>
<b><i>Estimated effort</i></b>	10 weeks

### DM11: Decision Management ROI Assessment

There is no better approach to proving the value of Decision Management adoption than by applying the ROI Methodology.

<b>You need this if..</b>	<ul style="list-style-type: none"> <li>You wish to maximize the value of Decision Management implementations</li> <li>You want to better understand how the ROI Methodology is applied to Decision Management initiatives</li> </ul>
<b>How we create value</b>	<ul style="list-style-type: none"> <li>Identify opportunities to improve the value of an implementation</li> <li>Better align business objectives to the implementation</li> <li>Maximize participant and project success</li> </ul>
<b>What we do</b>	<ul style="list-style-type: none"> <li>Apply each step of the Decision Management ROI Methodology to an existing implementation</li> <li>Educate stakeholders and management to better apply the methodology to all decisioning implementations</li> </ul>
<b>Estimated effort</b>	4 weeks

### DM12: Implementation Performance Tuning

An optimized, efficient and performing decisioning implementation is critical to reaping the benefits of Decision Management.

<b>You need this if..</b>	<ul style="list-style-type: none"> <li>Your decisioning implementation is under-performing</li> <li>Your decisioning architecture has increased in complexity</li> <li>Decision maintenance is slow and undesirable</li> <li>Your implementation lacks best practices</li> </ul>
<b>How we create value</b>	<ul style="list-style-type: none"> <li>Improve the runtime performance of the solution</li> <li>Refactor the decisioning solution to adhere to best practices</li> <li>Improve decision maintenance by reducing decision complexity</li> <li>Better align implementation with current features and functions</li> </ul>
<b>What we do</b>	<ul style="list-style-type: none"> <li>Perform a thorough analysis of solution performance</li> <li>Document opportunities for performance improvement</li> <li>Implement and test performance improvement changes</li> <li>Establish new practices for retaining system performance</li> </ul>
<b>Estimated effort</b>	Based on scope

### DM13: Implementation Staff Augmentation

We partner with organizations by providing resources to augment decisioning implementations across various industries and vendor technologies.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>• You require additional staff to meet project milestones</li> <li>• You require technology customizations to meet specialized functional requirements</li> <li>• You require Project Management to manage project delivery</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• On time, on budget delivery of the decisioning solution</li> <li>• Reduce costs by allowing in-house resources to concentrate on higher priority objectives</li> <li>• Increase participant knowledge of Decision Management</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Perform rule authoring and repository architecture development</li> <li>• Assist with best practice and governance development</li> <li>• Develop language-specific components of the solution architecture</li> </ul>
<b><i>Estimated effort</i></b>	Based on scope

### DM14: Custom Enhancements

Out of the box features and functionality are not always sufficient to deliver decisioning value for an implementation.

<b><i>You need this if...</i></b>	<ul style="list-style-type: none"> <li>• You require additional features and functions to facilitate an implementation</li> <li>• Project participants lack the time to learn a new API</li> <li>• You require additional, re-usable solution components</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Create market differentiation and competitive advantage with custom features and functionality</li> <li>• Establish core, reusable functionality for decisioning implementations</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Develop custom components that adhere to solution practices</li> <li>• Improve technology ROI</li> <li>• Execute full life-cycle testing to ensure customization feasibility and performance</li> </ul>
<b><i>Estimated effort</i></b>	Based on scope

### DM15: Predictive Modeling

Predictive models help companies succeed by translating complex enterprise information into strategic and operational action.

<b><i>You need this if..</i></b>	<ul style="list-style-type: none"> <li>• You want to increase the value of your enterprise data</li> <li>• The time to create actionable strategies from enterprise data exceeds time of need</li> <li>• Minimizing risk of loss, attrition, slow response and low value define success</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Increase competitive advantage through predictive, precise and consistent strategies</li> <li>• Increase profitability by improving customer relations</li> <li>• Reduce risk and loss across lines of business and organizations</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Perform a Business Value Analysis to identify value opportunities, data availability and entry point to adoption</li> <li>• Design, develop and deploy custom predictive business models</li> <li>• Measure, track and report predictive model ROI</li> </ul>
<b><i>Estimated effort</i></b>	Based on scope

### DM16: Decision Optimization

Complex industrial-sized business challenges require more sophisticated models based on mathematics, modeling, statistics and probability.

<b><i>You need this if..</i></b>	<ul style="list-style-type: none"> <li>• Solutions to your business challenges typically require balancing competing objectives, dynamic constraints and multiple variables</li> <li>• Coordination of resources is a key driver of profitability</li> </ul>
<b><i>How we create value</i></b>	<ul style="list-style-type: none"> <li>• Increase profitability by allowing strategic determination of the best possible course of action for a given scenario</li> <li>• Integrate existing systems to leverage optimized models for critical reporting, analysis and decision-making</li> </ul>
<b><i>What we do</i></b>	<ul style="list-style-type: none"> <li>• Perform a Business Value Analysis to identify value opportunities, data availability and entry point to adoption</li> <li>• Design, develop and deploy optimization decision models</li> <li>• Measure, track and report decision model ROI</li> </ul>
<b><i>Estimated effort</i></b>	Based on scope

To learn more about Technology Blue, visit us at  
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#### **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](http://www.technologyblue.com).