

On-Demand Customer Decisioning:



Step Four -
PLANNING
&
ROADMAP

**7 STEPS TO A SUCCESSFUL
DECISIONING PROGRAMME**




PHASE 1

PHASE 2


PHASE 3



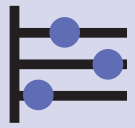
Planning a successful decisioning roadmap is about more than just building a project plan. It is vitally important that you are clear about what you are setting out to achieve, the implications of this for the organization and to have access to both tools, capabilities and experience which will help you to deliver quickly and effectively, delivering benefits right from the beginning.



STRATEGY
When you define your customer decisioning strategy, think big, ensure you have a vision which allows you to maximize the benefits you can achieve from the capabilities available. Build with the end state in mind, create the right foundation and deliver quick wins to drive business benefit and learnings.




PEOPLE
Getting the right people involved is a crucial element of success, using both internal and external resource. Ensure you have access to the knowledge and experiences of people who have been down this route before. Design your target operating model early on, get the structure agreed and involve the people who will manage and optimize the capability.




PHASING
Your phasing must allow you to build the right foundation, but can be staggered to quickly deliver priority capability and accrue benefits. Ensure the capabilities you need, and associated organizational transformation can be layered in such a way that you can design, build and go to market quickly and effectively.



RISKS AND DEPENDENCIES
Ensure you have clearly mapped out the inter dependencies and associated risks alongside other change in the organization and continue to review and re-assess this as the sophistication of the solution grows and the transformation involved in its delivery.



TECHNOLOGY
Plan your architectural transformation as part of the phasing, ensuring this is tightly aligned with the rest of the organisations roadmap. Remember, decisioning can bring many organizational benefits, it is worthwhile understanding what these benefits are, potentially saving investment in future technological areas and offering cost reduction opportunities.



SMART BUDGETING
If your strategy, planning and roadmap are done effectively, this will yield significant benefit with lower costs of development, increased speed to market and customer value growth. You can ensure your budget is spent effectively all the way through, reaping the escalating benefits of a highly sophisticated decisioning capability.



If you get these ingredients right, you can look forward to delivering a transformational programme which will deliver benefits far in excess of the organisations' expectations.

HOW CAN ADQURA HELP?

Team of on-demand customer decisioning experts, with over 12 years experience and knowledge gained across 15+ projects

Unique blend of experience from working across business, channel and technical areas, in project & bau mode

Case studies demonstrating significant financial returns and shared learnings

Assessment approach which will help you to identify what you need, the range of options that are relevant to you and to choose a capability that best meets your needs

Strategic development tools which will help you to define your strategy, business case, roadmap, delivery and ongoing support

Sophisticated toolkit with modules which will be tailored to your needs, enabling successful delivery of your own programme

A consultative approach, helping businesses across a range of areas including decisioning and strategy consulting, architecture and delivery services



To access a full white paper on 'Planning & Roadmap' email: annette.kerlin@adqura.com

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