

Our Envisioning Workshop will identify and concretize your unique business opportunities and remove any challenges, which will enable and strengthen your digital transformation

Digital transformation is upon us, and every industry, business and organization are affected by it. Technology is an enabler of transformation and easily accessible to everyone, but technology is a means, not an end to transformation. Transformation starts with leadership, a clear vision for change, and a concise execution strategy as to how to realize the digital business transformation vision.

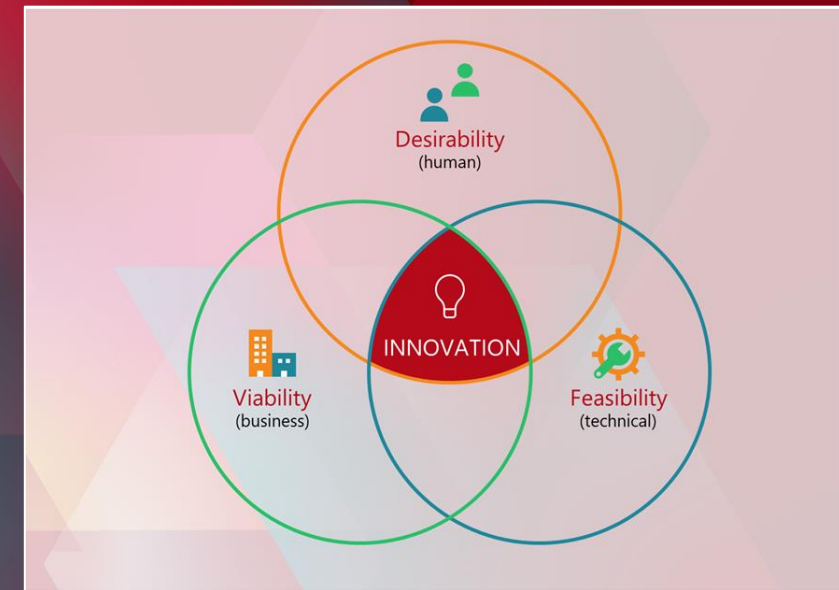
Microsoft Catalyst

Microsoft Catalyst is a proven and innovative approach, based on four main steps - I.D.E.A. (Inspire, Design, Empower, Achieve) - facilitated by design thinking techniques, which will help you build, plan, and execute digital business transformation strategies. Through Catalyst ProActive becomes your Digital Transformation Partner - We join forces with you by bringing our Digital Business Transformation and Technology experts together with your business experts and decision-makers, in a facilitated process leading to concrete and actionable output. Together we ideate and concretize action, providing you with a clear leadership vision and execution strategy for your Digital Transformation.

Envisioning Workshop - *Co-creating and planning your Digital Transformation Initiative*

Together we review your business objectives, explore and prioritize solutions, together generating a clear, communicable and actionable plan and vision for how you can reach your business goals, via technology.

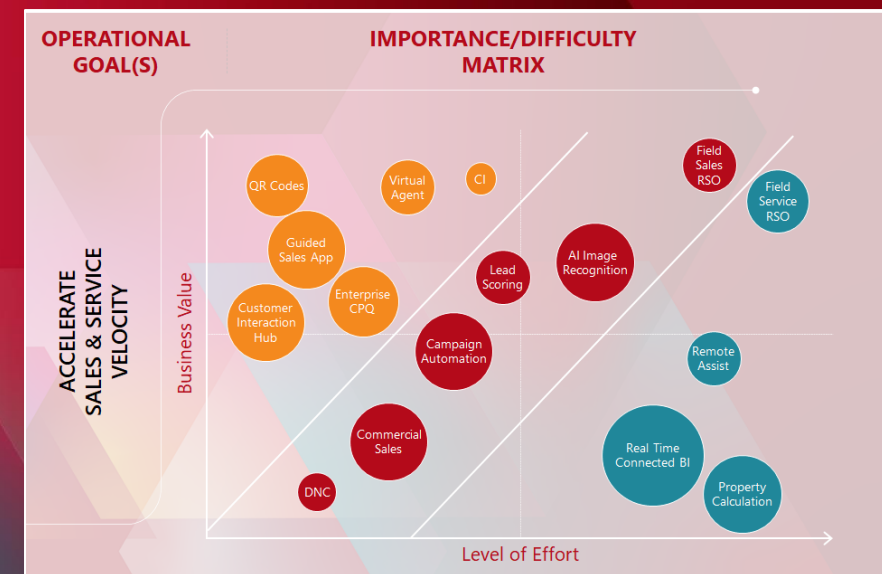
The Envisioning Workshop represents the Inspire element of Microsoft Catalyst (I.D.E.A). In a one-day effective **Envisioning Workshop** we facilitate a dialogue amongst your business decision-makers and key stakeholders, leading to the concrete opportunities which will remove your challenges, support your strategic initiatives, and generate the most value for you in your digital transformation initiative, and ultimately let you reach your business goals.



The outcome of the Envisioning Workshop consists of a collection of actionable conclusions, establishing the essential foundation for initiating in a transformation initiative. Examples below:

- A common understanding and overview of challenges and improvement opportunities across stakeholder interests
- A concise and communicable Vision Statement and North Star set the direction and scope
- A Value Map identifies the viability of the transformation based on business outcomes criteria, whilst ensuring how tactics, KPIs and capabilities align to the desired business outcomes
- A collection of prioritized ideas and opportunities, combining Desirability (human), Viability (business) and Feasibility (technical) perspectives, set a guideline for action, which can be prototyped and tested

At the conclusion of the workshop, you have the option to continue the journey with us in the creation of a business case, technology roadmap, and change management plan, following the subsequent steps which Catalyst consist of (I.D.E.A).



ProActive – Your Digital Transformation Partner

We ensure that your business value creation and the success of your strategic initiatives, are achieved through a holistic approach to business and technology transformation, and the people who enable it. Our capabilities within the full range of Microsoft solutions, combined with our strong business acumen, enable us to provide you with a complete Digital Transformation Roadmap, and a partner who can execute it, together with you

- We offer close to 25 years of experience of helping our customers within industries such as Finance, Insurance, Manufacturing, Energy, Government, and the Service Industry
- We are certified Microsoft Gold Partner in 17 different areas of competence, and 4-time Danish Microsoft Partner of the Year
- We are part of Fellowmind - Europe's leading Microsoft-related Partner, represented in Denmark, the Netherlands, Sweden, Finland, Germany and Poland