

5X RETURN. GUARANTEED.

Are you achieving business results from your technology investments?

A business-driven technology strategy is the first step in achieving greater results from your technology investment.

This blueprint for process and technology investment will enable your organization to:

Increase revenue

Improve profitability

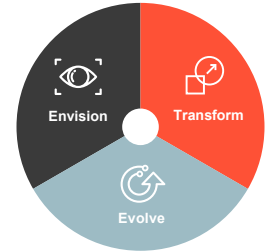
Lower cost

Reduce risk

Your organization may have a technology plan but is it strategic and business-driven? Are your business leaders aligned in support of that technology strategy? Are there clear and measurable expected results? And is the strategy specific and achievable? Are you realizing results?

Synoptek will partner with you to re-imagine your processes, technologies, and culture in response to changing customer needs, new technology, and internal or external pressures. Our methodology specifically ties business results to your technology investments and spend making your technology a business decision, not a technology decision.

Empirical data demonstrates that organizations that develop and execute a clear business results-driven technology strategy and blueprint achieve 1.3-1.7 X higher business results.



The Plan to Build a Plan:

Ultimately this is a proposal to work with you to build a great technology plan that enables your business. We call it "Envisioning" because you are truly envisioning the future of your business in a technology-enabled world and discovering the art of the possible. The entire process can be completed in 6-9 weeks. The resulting plan is a living and breathing plan that should be maintained quarterly.

ENVISIONING

01

Business and Technology Review

- Discussion focused on your 3-5 year business strategy and objectives and critical results required to achieve your vision
- Interviewing key stakeholders, review and aligning on objectives, reviewing your current business areas and the enabling systems and infrastructure
- Analysing current and future gaps and risks
- Studying your maturity level, current IT processes, organization, and budget

KEY DELIVERABLES

Alignment on objectives and expected outcomes, initial observations and opportunities, gaps and initial recommendations

ENVISIONING

02

Analysis and Strategic Planning

- Enabling technology to envision a future state business process model and technology strategy that will best enable your business objectives
- Conducting a SWOT analysis of multiple technology strategies i.e comparing them in terms of functional fit, cost, and risk
- Prioritizing technology enabled capabilities that are most important to the business
- Definition and understanding of all personas affected by the change and how process and technology will enable transformation.

KEY DELIVERABLES

Technology strategy and priorities, strategic options analysis, and future state technology vision

ENVISIONING

03

Implementation Planning

- Based on the strategy and end-state vision, planning the overall program for realizing the future vision in terms of projects, time frames, and cost
- Breaking down the plan into multiple phases, each consisting of complementary projects
- Beginning with the transformative steps that enable your organization to make technology investments
- Developing rough order of magnitude implementation and sustainment estimates for each phase and project – with more detail on the near-term initiatives

KEY DELIVERABLES

Implementation plan and budget

Leadership and Governance: Synoptek will form a business and technology planning leadership team to govern the overall planning process and subsequent implementation program.

Guaranteed Return on Investment (ROI)

Business improvement guarantee:

- Synoptek guarantees that we will be able to work with your business stakeholders to identify meaningful and quantifiable business improvements that help you grow revenue, reduce costs, improve profitability, and reduce risk.
- Synoptek will not charge for our business-driven technology strategy planning consulting engagement if we are unable to identify a material business improvement that returns 5 X our fees for the engagement.
- Synoptek will credit the assessment fees to the final billed project if customer chooses Synoptek as a technology partner for implementation and program management, and the business benefits identified are not realized.

Use Cases



International training organization partners with Synoptek to define a technical strategy to become a \$300M revenue organization in 3-5 years.



A global leader in premium gourmet foods aims to grow and scale its business 2-3 times by 2023, by adopting Synoptek's strategic technology development program.

Meet our Experts



Jerry McGlynn
Practice Director,
Consulting



Manan Thakkar
Practice Manager,
Consulting