



Delivering business value in a technological world

This paper is one of a series of short basic simple views on the acquisition, management and delivery of complex (particularly technology related) solutions. If you like the content, please feel free to use it (subject to acknowledging copyright).

THE CONSULTANCY OFFER Client Focused Architecture We can help you identify your real requirements We can help you identify the solution Client needs come first. Business We can help you implement the solution requirements shape solutions rather THE IMPLEMENTATION OFFER than the other way round. We can implement/transition/provide the solution THE BUILD/SUPPLY OFFER THE OUTSOURCE OFFER Engage the customer with a variety of We can build/supply the We can provide the service to offerings tailored to their business infrastructure meet your business needs objectives. THE SUPPORT OFFER THE FINANCE OFFER If you have the competencies for We can operate/maintain We can arrange for you to pay complex solutions, you will be able to

some or all of the Value Chain

Client Focused Propositions

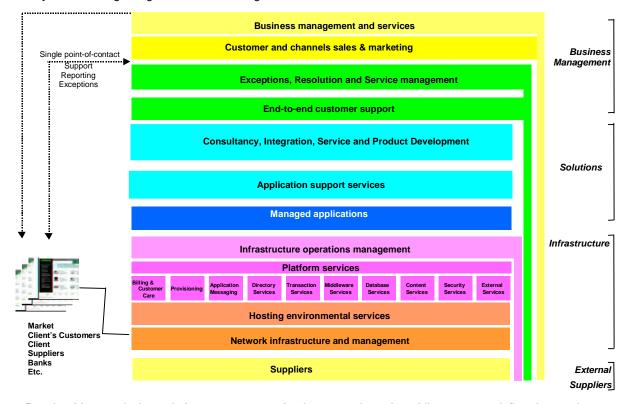
in various attractive ways

Integrated Business and Technology Architecture

create an offering that distinguishes

you from your competitors.

The most complex solutions typically require an integrated business and technology architecture underpinned with full business continuity and holistic security resilience throughout the business process – maybe something along the lines of the diagram below:



Despite this complexity, solutions must ensure business needs and enabling process define the service architecture - with technology as an enabler rather than vulnerability.

Select appropriate technology – not technology for technology's sake. IT is essentially a utility to enable you to run your business more effectively. Avoid being locked into "yesterday's technology tomorrow". Embed these principles in commercial deals and technical architecture.

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Look forward to where you want to be and reason backwards to how you get there.